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HSMAI Los Angeles elects new president

May 19, 2010

Los Angeles, Calif. — The ever-changing landscape in the hospitality industry has brought major changes to the hospitality industry. One of the most well-respected organizations in the industry, the Hospitality Sales and Marketing Association International (HSMAI), has elected a new President, Pamela Hirneisen, Director of Sales & Marketing for the Holiday Inn LAX, to lead the 2010 Los Angeles Chapter through the evolutions of the industry. A longtime HSMAI member, Hirneisen brings over ten years of hotel experience to her position.

Hirneisen's responsibilities for HSMAI's LA Chapter include supporting the Association and its policies internally and externally as well as exercising the governing authority of the Board of Directors when advised to do so by the Board. Hirneisen is also responsible to act as the main liaison between the Board and the Managing Director and to enforce adherence to the Association's Constitution and By-laws and assure the integrity of the Board process.

"The hospitality industry is fortunate to have the most friendly, personable, caring people. HSMAI offers affordable educational opportunities via webinars and local monthly events as well as certification programs," says Hirneisen. "The organization keeps us up-to-date on industry trends that can increase our work performance and make our hotels more successful. I believe that the modest membership fee pays for itself in terms of networking and educational opportunities." HSMAI has held events such as the Success 2009 v. 2010 discussion with Bruce Baltin, Sr. Vice President of PKF Consulting as the main speaker, a panel discussion on the topic of Revenue Management Strategies for 2010 and many other informational events.

Bringing a background in hotel sales and revenue management, Hirneisen most recently administered the promotional and marketing efforts for the Courtyard by Marriott Los Angeles Westside. As the Director of Sales and Marketing, Hirneisen was responsible for sales of \$8 million annually. Among her accomplishments, the 260-guestroom hotel opened in April 2008 after a \$36M top-to-bottom renovation. With more than 10,000 square feet of meeting space, and a full-service restaurant, the Courtyard is a far cry from typical Courtyard by Marriott hotels. In 2006, the Courtyard by Marriott Silver Spring Downtown was awarded Marriott's Opening Hotel of the Year award under her leadership as Director of Sales & Marketing. Hirneisen will start in mid May as the Director of Sales & Marketing for the recently renovated 405-room Holiday Inn LAX. Prior to her position with Marriott, Hirneisen worked with some of the premier hotel groups across the country including Millennium Hotels & Resorts, Huntington Hotel Group, and Interstate Hotels & Resorts.

After graduating with a degree in Communications from Penn State University, Hirneisen moved to Southern California to finish her education with an M.B.A. from Pepperdine University.

Focusing on education, Hirneisen believes HSMAI helps professionals identify and communicate trends in the hospitality industry by concurrently being the voice for both hospitality, sales and marketing management in Southern California. In addition to her duties at HSMAI, she is also a member of the Los Angeles Business Travel Association, Pepperdine University's Alumni Association, Penn State University's Alumni Association, and of the National Association of Women MBA's. Hirneisen also serves on the Board of Directors for the Culver City Chamber of Commerce. Away from her weekday responsibilities, Hirneisen enjoys reading, cooking, travel, cycling and movies.

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