



News Release

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JERRI LANE APPOINTED V.P. OF CONVENTION SALES FOR SEATTLE'S CONVENTION AND VISITORS BUREAU

SEATTLE – Seattle's Convention and Visitors Bureau (SCVB) announced the addition of Jerri Lane as Vice President of Convention Sales, effective March 24.

In this new position, Lane will be responsible for the day-to-day direction and sales productivity of the convention sales team, yield management strategy, lead approvals and preparation of the annual convention sales budget and marketing plan.

Lane brings incredible industry experience to this new position and has a very unique resume of Starwood positions here in Seattle. During her tenure with Starwood in Seattle, Lane has been the Director of Sales and Marketing at both the Westin Seattle and the Sheraton Seattle Hotel. During her time at the Sheraton Seattle, Lane was responsible for much of the initial work on the new tower addition research, development and proforma. In 2006 at the Westin, Lane was awarded the "Sales Leader of the Year – Western Region" for Starwood Hotels & Resorts, a much coveted award in the company.

Lane also spent a short time here at SCVB as a convention sales manager in 1999 before moving over to the Westin.

"We are so pleased to have Jerri on the team," said Tom Norwalk, Senior Vice President of Sales & Marketing. "She brings a very unique and important Seattle hospitality perspective to our bureau sales team. Having been an integral part of our Seattle partnership for years, Jerri will hit the ground running. We couldn't be more excited."

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Seattle's Convention and Visitors Bureau is a non-profit economic development agency responsible for competitively marketing Seattle as a destination for meeting and convention groups and leisure travelers. Some 9.4 million visitors spend \$4.75 billion in Seattle and King County annually, contributing \$419 million in state and local tax revenues. Direct visitor spending benefits hotels, retailers, restaurants, attractions, transportation services and other businesses, and supports jobs for nearly 60,000 people in the Seattle region.

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