



Convention & Visitors Bureau

News Release

125 S. Market Street • Suite 300 • San Jose, CA 95113
phone: 408-295-9600 • fax: 408-295-3937 • www.sanjose.org

FOR IMMEDIATE RELEASE
FEBRUARY 11, 2003

CONTACT: Julie Applebaum, 408/792-4170
japplebaum@sanjose.org

SAN JOSE CVB OPENS SATELLITE OFFICE IN SACRAMENTO

Appoints Tonya Palla, National Sales Manager

SAN JOSE, CALIF. – In recognition of the importance of the state association market to San Jose, the San Jose Convention & Visitors Bureau recently opened a satellite sales office in Sacramento, California. Newly hired Tonya Palla, a seasoned hospitality professional, will head the office, which will be completely dedicated to driving business from the multitudes of associations headquartered in Sacramento.

Palla's career began with Hyatt Hotels, and she held sales positions at various properties throughout California and Nevada – most recently as the senior sales manager at Hyatt Regency Sacramento.

“Tonya's leadership and proven ability to drive sales in the state association market will strengthen our sales team and bring more meetings and conventions to San Jose; thereby bringing incremental revenue to San Jose,” said Diana Ponton, SJCVB director of sales.

Palla holds two bachelors degrees in English and Sociology from University of California at Santa Barbara.

About The San Jose Convention and Visitors Bureau (SJCVB)

The San Jose Convention and Visitors Bureau (SJCVB) enhances the image and economic well being of San Jose by taking the leadership role in marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. For meeting planners and delegates, the Bureau's Destination Services department serves as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San Jose, the Bureau's Visitor Services department can provide tools for learning about and planning a trip to San Jose. For a calendar of events or to receive a copy of the Bureau's Destination Planning Guide, please contact the San Jose Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

###