



Convention & Visitors Bureau

News Release

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THE SAN JOSE CONVENTION AND VISITORS BUREAU HIRES NEW NATIONAL SALES MANAGER FOR MIDWEST ASSOCIATION MARKET

Bureau Remains Focused on Its Business Diversification Strategy

SAN JOSE, CALIF. – In an effort to continue its business diversification marketing strategy, the San Jose Convention and Visitors Bureau (SJCVB) today announced the hiring of Kathy Seager, the Bureau's new National Sales Manager who will manage the Central/Western USA national associations, corporate and third party planner markets.

Kathy, who will be based in Las Vegas, NV, is a seasoned hospitality professional with over 20 years of hotel experience. Prior to her appointment, Kathy served as the Associate Director of Sales for Mandalay Bay Resort in Las Vegas, where she focused on the Midwest corporate, association and insurance markets. Previous to that, Kathy spent six years with Park Place Entertainment as a Senior Sales Manager covering the Midwest market. Kathy also spent 13 years with Hilton/Flamingo Hotels as a National Sales Manager for the tour, travel and leisure markets.

"We are extremely pleased to have Kathy on board," said Dan Fenton, President and CEO of the SJCVB. "Kathy's breadth and depth of hospitality experience, particularly with the Midwest market, makes her well-suited for job. Her knowledge of the Midwest market is extremely valuable, particularly since it's a market we have been committed to reach. Her extensive list of contacts will allow us to proactively outreach to citywide and multi-hotel based groups in the Midwest."

Kathy is a member of several associations, including Meeting Professionals International (MPI), Professional Convention Management Association (PCMA), American Society of Association Executives (ASAE), Insurance Conference Planners Association (ICBA) and the Association Forum of Chicago. She has been recognized by the Las Vegas Chamber of Commerce and the Las Vegas Convention and Visitors Authority for the Rainbow Courtesy and Ambassador of Courtesy Awards, respectively.

About The San Jose Convention and Visitors Bureau (SJCVB)

The San Jose Convention and Visitors Bureau's (SJCVB) mission is to enhance 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>.

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