



Hilton Sandestin Beach

Golf Resort & Spa

FOR IMMEDIATE RELEASE

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The Hilton Sandestin Beach Golf Resort & Spa Welcomes New Sales Team Members

Destin, Fla. (March 22, 2011) – The Hilton Sandestin Beach Golf Resort & Spa is proud to add two new Regional Sales Managers and a new Executive Meetings Manager to its team of sales and event planning professionals.

“With more than 109 years of combined experience, our sales, event and conference managers have made the Hilton Sandestin Beach an award-winning meeting venue,” said Karen Cooksey, Director of Sales and Marketing. “We’re thrilled to welcome a group of dynamic, dedicated and distinguished new members to our talented team. Their experience will prove invaluable, as we continue to grow and to exceed our goals.”

The Hilton Sandestin Beach’s newest sales team members are:

Terri Marsh – Regional Sales Manager

With more than 24 years in the industry, Marsh joins the Hilton Sandestin Beach with a wide array of hospitality sales experience, which most recently includes having served as the Director of Sales & Marketing at the Nashville Marriott at Vanderbilt University in Nashville, Tenn. Previously, Marsh was a Senior Sales Manager at South Seas Island Resort in Captiva, Fla.

As a Regional Sales Manager, Marsh will be responsible for group sales in Georgia, Kentucky, North Carolina, South Carolina and Tennessee, for meetings and conferences with more than 25 room nights. She will work directly under Matthew Price, Director of Sales and Event Planning.

Marsh is a member of Tennessee SAE, Georgia SAE, and the Georgia Chapter of MPI. She may be reached at 850-267-9600 or at marsh@hiltonsandestinbeach.com.

Florencia Shiffer – Regional Sales Manager

Having worked in the Marriott Hotels and Resorts family for more than 10 years, Shiffer joins the Hilton Sandestin Beach with a strong background in domestic and international hospitality management and sales. Prior to joining the Hilton Sandestin Beach, Shiffer was a Senior Sales Manager at the Marriott Mid-Atlantic Regional Sales Office in Gaithersburg, Md. A native of Argentina, Shiffer began her hospitality career at the Marriott Plaza Hotel in Buenos Aires.

As a Regional Sales Manager, Shiffer will be responsible for group sales in the Northeast region of the U.S. for meetings and conferences with more than 25 room nights. She will work directly under Matthew Price, Director of Sales and Event Planning.

Shiffer is a member of ASAE and the Potomac Chapter of MPI. She may be reached at 850-267-9600 or at fshiffer@hiltonsandestinbeach.com.

Melissa Weeks – Executive Meetings Manager

Weeks joins the Hilton Sandestin Beach with a strong background in hospitality management, sales and catering. Prior to joining the Hilton Sandestin Beach, Weeks was a Sales Manager at the Hilton Garden Inn Birmingham/SE Liberty Park in Alabama. She also previously served as the Catering Sales Manager for the Hilton Birmingham Perimeter Park.

In her role as Executive Meetings Manager, Weeks will be responsible for booking and coordinating events for small groups (25 room nights or less) and serving the event needs of those clients hand-on. Weeks will work directly under Matthew Price, Director of Sales and Event Planning, and Lori Livis, Director of Event Planning.

She may be reached at 850-267-9600 or at mweeks@hiltonsandestinbeach.com.

About the Hilton Sandestin Beach Golf Resort & Spa

The Hilton Sandestin Beach Golf Resort & Spa, managed by Sandcastle Resorts & Hotels, is located directly on the sugar-white sands and emerald-green waters of Northwest Florida's Gulf Coast – one of *Frommer's* "Top 12 Destinations for 2010." Aside from its stunning location, Northwest Florida's largest full-service beachfront resort hotel boasts 598 spacious guest accommodations, more than 32,000 square feet of award-winning meeting space, excellence in service, a world-class spa and fitness center, five on-site dining venues – including a AAA Four-Diamond restaurant – countless beachside and poolside offerings, abundant resort recreation options, access to championship golf courses, and close proximity to the area's premier attractions. For more information on Destin's premier hotel, visit www.HiltonSandestinBeach.com, or stay up-to-date with its latest news and promotions on its Blog, Facebook, Twitter or YouTube.

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