



WHERE BUSINESS AND ALOHA MEET™

FOR IMMEDIATE RELEASE

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**HVCB APPOINTS JOAN PALMTAG AS
WESTERN REGIONAL DIRECTOR OF ACCOUNTS**

HONOLULU – The Hawai‘i Visitors and Convention Bureau (HVCB) announced today the appointment of Joan Palmtag as western regional director of accounts for the corporate meetings and incentives (CMI) division.

Based in Palm Springs, CA, Palmtag brings to HVCB an extensive 24-year sales background for resort properties on Hawai‘i’s Big Island and Maui. In her new role, she is responsible for selling the Hawai‘i meeting experience to planners and groups, developing new business opportunities, and representing HVCB at key industry events on the West Coast.

“We’re pleased to welcome Joan to the HVCB sales team and excited about her prospects for generating new business for Hawai‘i’s meetings industry,” said Michael Murray, CMP, CMM, CASE, HVCB vice president of sales and marketing for CMI.

“Client relationships within our industry is the number one factor in achieving sales success and Joan’s contacts and wealth of experience working in the western region will be beneficial to all the islands,” said Murray.

Before joining HVCB, Palmtag spent the past nine years working in sales and marketing for the Mauna Lani Bay Hotel and Bungalows on Hawai‘i’s Big Island’s Kohala Coast. She most recently served as regional director of sales for group sales in Northern California and the Pacific Northwest.

Prior to that, Palmtag spent 15 years on Maui working in sales and management positions for resort properties located in Wailea, Kā’anapali, and Mākena. Among her experience was selling Maui meetings and events to the Midwest incentive market.

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Special note to media: The Hawai‘i Visitors and Convention Bureau (HVCB) recognizes the use of the ‘okina [‘] or glottal stop, one of the eight consonants of the (modern) Hawaiian language; and the kahakō [ā] or macron (e.g., in place names of Hawai‘i such as Lāna‘i). However, HVCB respects the individual use of these markings for names of organizations and businesses.

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For information about hosting corporate meetings and incentives in Hawai'i, visit HVCB's website at BusinessAloha.com or call 1-888-424-2924.

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For more information about the Hawai'i Convention Center, visit www.hawaiiiconvention.com or call (808) 943-3500. For additional information about SMG, visit www.smgworld.com.