



FOR IMMEDIATE RELEASE

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**SIRATA BEACH RESORT & CONFERENCE CENTER
APPOINTS A MARKETING PROFESSIONAL TO ITS STAFF
AND AWARDS A WELL-DESERVED INTERNAL PROMOTION**

St. Pete Beach, FL. -- The Sirata Beach Resort & Conference Center is pleased to announce two appointments to its resort property personnel.

Lois Rodgers has joined the Resort as Marketing Manager. Lois brings over 20 years of experience in advertising and marketing. Most recently she worked as a marketing consultant. She held related Sales and Marketing positions with Clear Channel Outdoor, Eckerd Drug Stores and the St. Petersburg Times. Among many accomplishments, Lois was awarded "Chairman's Club" for significantly exceeding national sales while at Clear Channel Outdoor. Additionally, Lois volunteers for the American Cancer Society Relay for Life Gulf Beaches and serves on the board of her neighborhood association.

Kelli Love was recently promoted to Catering Sales Manager. Having started as a Front Desk Supervisor in 2007 and moved to the Sales Department. Kelli has been a loyal employee whose personable approach and expertise in customer service earned her this well deserved promotion. In her new role as Catering Sales Manager, Kelli will be involved with securing social events and wedding parties. Kelli works closely with brides to make their experience at the Sirata Beach Resort memorable.

At Sirata Beach Resort, on St. Pete Beach, Florida, located on 13 sugary white, privately owned beachfront, directly on the blue waters of the Gulf of Mexico, enjoy one of three beachfront pools, two whirlpools, or dine in one of three great places all on one resort: Compass Grille, for casual "Floribbean" Dining open for Breakfast, Lunch & Dinner; Rum Runners Bar & Grille, directly on the beach for poolside or beachfront drinks and sandwiches; Harry's Beach Bar, a local institution and 'The' place to be seen. We would be remiss if we didn't mention the Lobby Lounge for a more intimate setting. All this and more within a tropical island setting, where you can hear the gentle surf, the softly swaying sea oats, and view golden sunsets.

"Imagine...It's All Here!"

For more information contact Steve Rosenstock, Marketing Manager, 727-363-5232.