



FOR IMMEDIATE RELEASE

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**SIRATA BEACH RESORT & CONFERENCE CENTER
APPOINTS FOUR PROFESSIONALS TO THE RESORT PROPERTY
AND APPOINTS A WELL DESERVED, EMPLOYEE TRANSITION**

St. Pete Beach, FL. -- The Sirata Beach Resort & Conference Center is pleased to announce new additions to the resort property personnel.

Stacy Feldhusen has been appointed as Group Sales Manager for the Northeast. Having started in the restaurant industry, Stacy's 11 years of experience, has now brought her to the position of Group Sales Manager. Her past positions with Sirata Beach Resort & Conference Center were Executive Meetings Manager and Catering Sales Manager. Stacy also guided the Weddings & Catering Department to earn annual industry awards for excellence year after year.

Rachel Ricks joins the Sirata in her new role as Executive Meetings Manager. As part of the Sales Department, she will be involved with procuring and securing meetings and social events connected with resort rooms. Previously, Rachel was the Sales and Marketing Manager/Events Manager with Bubba Gump Shrimp Co. Prior to that, Rachel was with Four Points by Sheraton in Tallahassee, FL.

Florian Guillet joins the resort as Convention Services Manager. Previously, Florian held this position with the Safety Harbor Resort and Spa. As an accomplished sales professional, Florian has a multi-cultural background that enables him to service guests from very diverse cultures.

Roslyn Lawrence was recently appointed Reservations Manager. Her twenty years of experience in sales and customer service will lead her team to create the best of customer experiences. Roslyn has previously worked with Mainsail Lodging and Development Company, Tradewinds Island Grand Resorts and has a strong background in travel operations.

Sacide Banu Schram joins the resort as Director of Housekeeping. Previously Banu held this position with Innisbrook Resort and Golf Club in Palm Harbor. She moved to the Bay area from The Breakers Hotel in Palm Beach where she managed a team of more than 200. Additionally, Banu has worked in Eastern Europe.

Sirata Beach Resort, in St. Pete Beach, Florida, is located on 13 acres of privately owned beachfront, directly on the blue waters of the Gulf of Mexico. Guests enjoy amenities such as three beachfront pools, two whirlpools, or dine in one of three great places all on one resort: Compass Grille 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 serves a casual menu around the fire pit. We would be remiss if we didn't mention 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 in the Sunset Capital of Florida.

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

For more information contact Lois Rodgers, Marketing Manager, 727-363-5232.