

## **Noted Hospitality Veteran Alisha Waid Joins ALHI's Washington DC Office As VP of Sales**

WASHINGTON, DC (October 2009) – Noted hospitality industry veteran **Alisha Waid**, CMP, has joined **Associated Luxury Hotels International (ALHI)** as Vice President of Sales, **Mid-Atlantic Region**. In her new position, Waid adds extensive leadership and sales experience to the ALHI National Sales team in Washington, D.C. and Virginia, which has grown to 10 sales professionals. She is based in ALHI's National Sales Office on K Street in **Washington, D.C.**, and reports to Ed Simon, Regional Vice President of Sales.

In her new position, Waid provides meeting professionals, association executives, and convention specialists in Washington, D.C., Maryland and Virginia with ALHI National Sales service for its distinctive portfolio of more than 125 Four- and Five-Diamond quality hotels and resorts worldwide, with more than 90,000 rooms and suites and over 9 million square feet of meeting space worldwide.

Directly prior to joining ALHI, **Waid** served as Director of Sales in the Mid-Atlantic region for Hilton's Luxury Brands. She began her career in 1991 at The Aluminum Association, and made the leap from meeting planning to hotel sales 15 years ago, and has managed the association market for some of the finest Four- and Five-Diamond resort properties in the United States. Waid currently serves on the Board of the Association of Meeting Professionals (AMPs), and has contributed her time and expertise to ASAE & The Center for Association Leadership, PCMA, PMPI's Board, the Convention Industry Council, and numerous charity organizations. She may be reached in ALHI's Washington, D.C. National Sales Office at [awaid@alhi.com](mailto:awaid@alhi.com) or (202) 887-7020.

“Alisha is an exceptional sales and hospitality professional, who has become a valued resource for planners in the Mid-Atlantic Region,” said David Gabri, president and CEO of ALHI. “With her in-depth experience, she will be able to identify the best and optimal solutions for programs of all types from ALHI's impressive worldwide portfolio. We're expanding our team to keep up with the ever-growing demand for our services and portfolio in the Washington, D.C. area, and are delighted to have Alisha on the ALHI team.”

ALHI is a dedicated National Sales Organization, exclusively serving its dues-based membership of distinctive hotels and resorts worldwide to meeting professionals, association executives, and incentive/recognition specialists planning programs requiring from 10 to more than 5,000 rooms. For a complete list of ALHI's portfolio, visit [www.alhi.com](http://www.alhi.com).

ALHI member properties include extraordinary meeting and incentive resorts, incomparable city hotels, exclusive smaller hotels, golf resorts, historic and landmark properties, island destinations, resorts with spas, properties in international destinations, and hotels with gaming and entertainment.

Associated Luxury Hotels has 16 professionally-staffed National Sales Offices to serve, with locations in Atlanta, Boston, Chicago, Dallas, Denver, Kansas City, Louisville, New York City, North Carolina, Orange County (CA), Orlando, Philadelphia, Richmond, San Diego, Toronto and Washington, DC. Go to [www.alhi.com](http://www.alhi.com) to identify the "ALHI Contacts" sales professional in your state/area. To inquire about a potential meeting at any of the ALHI member properties, contact your nearest ALHI National Sales Office, call the "ALHI Group Desk" toll-free at **866-303-ALHI (2544)**, and visit [www.alhi.com](http://www.alhi.com).

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Note: **High-resolution photos** of Associated Luxury Hotels member properties, as well as a photo of Alisha Waid, are available by contacting Karen Lamonica.