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JOHN EHLENFELDT APPOINTED VICE PRESIDENT OF SALES AND MARKETING FOR THE HUNTINGTON BEACH MARKETING & VISITORS BUREAU

Huntington Beach, Calif., December 12, 2012 — John Ehlenfeldt appointed Vice President of Sales and Marketing for the Huntington Beach Marketing and Visitors Bureau in Huntington Beach, California. Ehlenfeldt will spearhead the sales program for the Southern California destination known as “Surf City USA.”

“The Bureau and Huntington Beach hotel community are very excited about John’s breadth of knowledge of the travel and sales industry,” said Steve Bone, Bureau President and CEO. “The destination marketing organization experience he brings to Surf City USA will benefit the Bureau and its hotel partners in new and exciting ways.”

With nearly 15 years of combined sales and destination marketing organization experience, Ehlenfeldt has represented the sales departments at the Grove of Anaheim, Long Beach Convention Center, Canadian Tourism Commission and Monterey County Convention and Visitors Bureau. While working within the Canadian market, he developed meeting and incentive programs for the Western United States, including Southern California, Colorado, Utah, Idaho and Nevada. Most recently, Ehlenfeldt developed the group sales program for the Monterey County Convention and Visitors Bureau for the Southwest and Southeast United States markets, as well as the incentive and international meetings market.

“I am very excited about joining the team as Vice President of Sales and Marketing,” said Ehlenfeldt. “Huntington Beach is already known as a world-class destination, and I look forward to developing the Bureau as the one-stop shop and first point of contact for meeting planners when considering Huntington Beach for their next meeting or program.”

As a California native, Ehlenfeldt earned a Bachelor of Arts degree from California State University, Fullerton. He is a Certified Meeting Professional and currently serves as President of the Southern California Chapter of Society of Incentive Travel Executives (SITE). He is also active with Meeting Professionals International (MPI) Southern California Chapter as an International Committee member, a RISE Awards judge, and is a past president. Ehlenfeldt can be reached at John@SurfCityUSA.com and meeting planners can submit RFPs through the Bureau’s meetings micro site at www.MeetInHB.com.

About the Huntington Beach Marketing and Visitors Bureau

The Huntington Beach Marketing and Visitors Bureau is the official destination marketing organization of Huntington Beach, Surf City USA®. One of Southern California’s premier coastal destinations, Huntington Beach is the ideal location for a [California family vacation](#), relaxing weekend getaway, or [group conference](#).

With 10 miles of wide-open sandy California beaches, [Huntington Beach](#) is a destination of choice for vacationers and business travelers alike. To plan your *Surf City USA*® vacation, or to learn more about Huntington Beach, visit the Huntington Beach Marketing and Visitors Bureau website at www.SurfCityUSA.com or call 800-729-6232.

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