



Media Contact:

Madison Fisher, Director of Marketing and Communications
Ph: 714-969-3492, ext 208, Madison@surfcityusa.com

Rachel Volbert, Communications and Social Media Coordinator
Ph: 714-969-3492, ext 212, Rachel@surfcityusa.com

**VISIT HUNTINGTON BEACH WELCOMES ELSIE JEAN RODRIGUEZ AS
NATIONAL SALES MANAGER**

Huntington Beach, Calif., February 13, 2014— Visit Huntington Beach has proudly appointed Elsie Jean Rodriguez as National Sales Manager. Elsie Jean brings over 20 years of successful experience in the hospitality industry including all facets of hospitality account and sales management as well as an extensive background in food and beverage.

From 1993 to 2002, Rodriguez worked as the Senior Sales Manager at the Waterfront Beach Resort, a Hilton Hotel, located in Huntington Beach.

"I'm excited to have gone full circle from working at the Hilton Waterfront Beach Resort twelve years ago to return to the greatest beach destination and community in Southern California," says Rodriguez. "What a thrill to be a part of such a creative and dynamic team."

Rodriguez was most recently the Senior Sales Manager at Laguna Cliffs Marriott Resort and Spa in Dana Point, California where she exceeded group goals during her first year of employment. She also developed the West Coast corporate and association market segments while soliciting and managing the East Coast pharmaceutical and finance markets as Senior Sales Manager at the Omni Los Angeles Hotel from July 2010 to June 2011. For eight years, Elsie Jean developed new clients and coordinated marketing and sales efforts for The Balboa Bay Club & Resort in Newport Beach, California.

"Ms. Rodriguez's depth of knowledge and understanding of the coastal Orange Country group sales market will further grow and differentiate Huntington Beach as a premier meetings destination," said John Ehlenfeldt, Vice President of Sales and Marketing. "We are very happy to have her back in Surf City USA."

Elsie Jean earned her Bachelor of Arts in Fine Arts with a minor in Business at California State University Long Beach and currently resides in Lakewood. She enjoys working in her garden as well as attending concerts, museums, and the theater. Rodriguez can be reached at Elsie@SurfCityUSA.com and meeting planners can submit RFPs through the Bureau's meetings micro site at www.MeetInHB.com.

About Visit Huntington Beach

Visit Huntington Beach 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, see the Visit Huntington Beach website at www.SurfCityUSA.com or call 800-729-6232.

###

Surf City USA® is a registered mark of Visit Huntington Beach.