



FOR IMMEDIATE RELEASE

HSMAI Arizona Recognizes Amanda Saye as Sales & Marketing Professional of the Year

Amanda Saye recognized as this year's HSMAI Arizona's Sales & Marketing Professional of the Year and receives the President's Achievement Award for her dedication and commitment to the organization



SCOTTSDALE, AZ—January 10, 2018 – The Arizona Chapter of the [Hospitality Sales & Marketing Association International](#) (HSMAI) recently held its annual awards gala at The Scott Resort & Spa in Scottsdale, Arizona; recognizing its members for outstanding service and commitment. This year, Amanda Saye, director of marketing, GreenTree Hospitality Group, was honored with two prestigious awards; Sales & Marketing Professional of the Year and the President's Achievement Award.

The HSMAI Professional of the Year Award honors a member in good standing, who not only dedicates their expertise and time to the organization, but is also recognized as an exceptional professional by their co-workers, peers and throughout the industry. Presenter Penny Allphin shared, “although Amanda is somewhat new to the hospitality industry and to HSMAI, she has hit the ground running. She is frankly a rock star.” Amanda’s company, GreenTree Hospitality Group, submitted a two-page letter of accolades and accomplishments that included the following quote:

“When I consider what it takes to launch and grow a new hotel brand, I recognize that without someone like Amanda leading our marketing, branding and public relations efforts, we may not have grown to the point where we are today. She is an asset to our organization and to the hospitality industry. She has earned the respect of her peers, colleagues and our hoteliers, her work ethic is without a question strong and her desire to help others succeed unwavering” Kevin R. Brooks, managing director, GreenTree Hospitality Group.

The second award, the Presidents Achievement Award, is presented to someone who has supported and/or mentored the President throughout the year. Saye was this year’s recipient.

Erik Dorr, President HSMAI Arizona shared “She has done everything this chapter has asked of her and more. She jumped from a committee member to the Director of one of the most important roles within a few short months. The role had been vacant for over a year, Amanda hit the ground running, turning out high quality deliverables at every turn. She has helped us tell the story of “The Chapter of Champions” this year. Here are some stats to back it up:

- The HSMAI Facebook Page grew 33% and 2nd most of any HSMAI chapter.
- The HSMAI LinkedIn Page grew 55% to almost 700 Members
- The HSMAI Website saw 114% increase in unique visitors and 58% increase in total visitors.



On top of all that, Amanda has been the brains and creativity behind all of HSMIAI Arizona's posts, surveys, press releases, articles, mentions and its branding for every event including tonight's gala. You can expect even bigger things from Amanda Saye in the years to come. She has helped me in every facet of being President this year. Amanda always carries herself with class and a positive can-do attitude."

Saye commented "I was honored to be recognized as this year's Sales & Marketing Professional of the Year and extremely humbled to receive the President's Achievement Award. I am committed to the success of HSMIAI and the hospitality industry. I don't know how to give less than 100%, and appreciate the recognition from an organization which has allowed me to expand my skills, knowledge and professional network.

Saye was also named Vice President for the HSMIAI Arizona Board of Directors in 2018.

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ABOUT HSMIAI

Hospitality Sales & Marketing Association International (HSMIAI) is a global organization of sales and marketing professionals representing all segments of the hospitality industry. Founded in 1927, HSMIAI is comprised of nearly 7,000 members from 35 countries and chapters worldwide. HSMIAI's mission is to "grow business for hotels and their partners by fueling sales, inspiring marketing and optimizing revenue". The 250 member [Arizona Chapter](#) was established in 1968 and is the second largest chapter in the U.S. HSMIAI has been honored with numerous international and local awards and was recently recognized as the 2015-16 Chapter of the Year. The chapter offers members a variety of benefits including monthly education programs targeted specifically to sales and marketing and revenue management professionals, a variety of networking and fundraising events and community service volunteer opportunities.

ABOUT GreenTree Inn

GreenTree Inn, a US based limited service brand dedicated to providing quality hotels in Arizona and California. GreenTree Inn is committed to practices and programs that pay respect to, and lessen our footprint on, our changing environment. Learn more about GreenTree Inn by visiting our website www.greentreeinn.com.

ABOUT GreenTree Hospitality Group, Inc.

GreenTree Hospitality Group, Inc. is a leading hotel owner, operator and franchisor with over 2600 hotels worldwide. As the 14th largest hotel brand globally, its GreenTree Inn hotels are trusted by corporate and leisure travelers seeking product that boasts of consistent quality guest rooms and public areas.

GreenTree Inn is a growing select-service hotel brand and prides itself on delivering an affordable lodging experience to its guests. Learn more about GreenTree Inn and GreenTree Hospitality Group by visiting us at www.greentreeinn.com or contact us at info@greentreeinn.com.

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