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**FOR IMMEDIATE RELEASE**

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**HAWAII VISITORS AND CONVENTION BUREAU APPOINTS  
PATRICIA TARNUTZER AS REGIONAL DIRECTOR OF ACCOUNTS**

**HONOLULU** – The Hawai'i Visitors and Convention Bureau announced today the appointment of Patricia Tarnutzer as western regional director of accounts for its corporate meetings and incentives (CMI) division.

Tarnutzer is officially joining HVCB's staff, but she has been handling the Bureau's sales activities, client accounts and marketing promotions for the western region on a contract basis since September 2007.

"Patricia has done a superb job for HVCB of selling Hawai'i's benefits as a meetings destination and we wanted to reassure this key market there would be a continuity of service with her representation," said Michael Murray, CMP, CMM, CASE, vice president of sales and marketing for HVCB's CMI division. "Relationships are the key to success in this competitive industry and Patricia has great contacts throughout the region, especially within her home base of California."

Tarnutzer brings 20 years of sales experience to HVCB – highlighted by 15 years serving the travel and tourism industry. She has established excellent relationships for developing business in the upscale travel communities of southern California.

Based in Newport Beach, CA, Tarnutzer previously served as district sales manager for Hawaiian Airlines. She has also represented travel-related clients in the South Pacific, Mexico, the Caribbean, and Europe.

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**Special note to media:** The Hawai'i Visitors and Convention Bureau (HVCB) recognizes the use of Hawaiian diacritical markings (e.g. glottal stop [ʻ], macron [ā] in place names of Hawai'i such as Lānaʻi). However, HVCB respects the individual use of these markings for names of organizations and businesses.

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For information about hosting corporate meetings and incentives in Hawai'i, visit HVCB's website at [BusinessAloha.com](http://BusinessAloha.com) or call 1-888-424-2924.

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For more information, meeting planners may visit the Hawai'i Convention Center's website at [HawaiiConvention.com](http://HawaiiConvention.com) or call (808) 943-3500.

For additional information about SMG, visit [www.SMGWorld.com](http://www.SMGWorld.com).