

For Immediate Release

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Kevin Croke, Director of Sales and Marketing at The Roosevelt Hotel NYC, Named Sales and Marketing Executive of The Year by HSMAI

NEW YORK – The Greater New York chapter of the Hospitality Sales and Marketing Association International (HSMAI) has named Kevin Croke as the Sales and Marketing Executive of The Year for 2009. Croke is one of eight individuals being recognized for outstanding work and dedication to the sales and marketing profession. He will be honored at a black tie gala awards ceremony on June 11, 2009 at the Rainbow Room at Rockefeller Center in New York. As Director of Sales and Marketing for The Roosevelt Hotel NYC, Croke is responsible for the overall sales and marketing efforts for this 1,015-room midtown hotel that boasts more than 30,000 square feet of meeting space.

With more than 18 years of experience in the hospitality industry, Croke, of West Orange, NJ, has been with The Roosevelt Hotel since 1999. He is responsible for developing new business and industry partners, as well as maintaining and increasing hotel revenues. Prior to joining The Roosevelt Hotel, he was director of sales and marketing at the 561-room 4 star Millennium Hilton Hotel in New York. During that time he orchestrated revenue strategies amounting to annual sales of over \$50 million.

A member of the Hospitality and Marketing Association Industry for the past 15 years, Croke received a bachelor's degree in hospitality sales and meeting management from Johnson and Wales University in Providence, Rhode Island. He was recognized by Interstate Hotels as Director of Hotel Sales of the Year in 2000 for the New York region. He also won the title of Hotel of the Year for all Interstate Hotels in 2007. Croke holds a position as a member of Interstate Hotels Sales Advisory Board.

The Roosevelt Hotel is operated by Interstate Hotels & Resorts, the nation's largest independent hotel management company. For more information, call The Roosevelt Hotel toll-free at 888-TEDDY-NY or visit www.theroosevelthotel.com

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About The Roosevelt Hotel

Deemed Grand Dame of Madison Avenue since 1924, The Roosevelt Hotel New York City is located right in the thick of things -- steps from Fifth-Avenue shopping. Offering 1,015 guestrooms, its historic heritage is reflected in the meticulously restored interiors, designed to capture the original architecture and offer modern-day amenities. The Roosevelt Hotel's rooftop lounge, mad46 welcomes guests and New Yorkers alike to enjoy an unsurpassed Midtown view atop the 19th floor above the hustle and bustle of the "city that never sleeps." Stay current with up-to-date information from The Roosevelt Hotel by checking the hotel's blog at www.TheNYKnow.com.