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TEAM SAN JOSE RECRUITS MEETINGS INDUSTRY VETERAN SANDI TALLEY

SAN JOSE, CA (May 18, 2010) – Team San Jose, renowned for its innovative meetings service model, recently recruited industry veteran Sandi Tally, CMP to support San Jose’s image and business growth in the national meetings and conventions marketplace.

Team San Jose lured Talley out of early retirement from Destination Marketing Association International (DMAI) to take on the exciting new role of Managing Director of National Business Development, effective June 1, 2010. Drawing on more than 25 years of experience in business development and sales, Talley will work closely with CEO Dan Fenton and Vice President of Sales Diana Ponton on developing San Jose’s strategic brand awareness and taking business development to the next level in the eastern and central U.S. markets. In addition, Talley will play a key role in recruiting and training sales professionals as well as working on major convention sales.

“We’re very excited to have Sandi on our team,” said Team San Jose CEO Dan Fenton, who is also chair of DMAI. “Her commitment to the highest standards of customer service and innovation have earned her numerous awards and make her a tremendous asset to Team San Jose. We are always looking for ways to raise the bar on customer service, and Sandi will play a key role in doing just that.”

Prior to accepting her new role at Team San Jose, Talley worked for six years as DMAI’s Senior Vice President of Business Development and Membership, where she led two active departments: Membership, which is responsible for all aspects of recruitment, retention, and membership services for DMOs (destination marketing organizations) and supporting Allied members; and Business Development, which includes developing major strategic partnerships and sponsorships, and leading the association’s international expansion program. During her tenure at DMAI, revenues nearly doubled through increased membership, sponsorships and alliances, and a Brussels headquarters office was

established under her direction.

“I believe that San Jose can be the next ‘newly discovered’ convention city,” Talley said. “For years I’ve been impressed by Team San Jose’s ground-breaking work to create a seamless customer service approach, which has 97 percent of clients to San Jose saying they’d return again in the future. I’ve also been pleased with the city’s attributes, facilities, and spirit, and I believe the marketplace is eager to find another California destination that can deliver for visitors and meeting planners. I’m very excited to work with Team San Jose to develop strategies, further the buzz about San Jose’s unique approach to service, and ultimately make clients aware of the benefits and viability of the San Jose product.”

Before joining DMAI Talley enjoyed a celebrated 20-year career as Regional Vice President of the San Diego Convention & Visitors Bureau. There she managed the highly productive Washington, DC meetings and conventions satellite office, which grew over the years from two to nine staff in-house hotel meeting sales and citywide convention sales. Throughout her tenure, Talley’s personal client base included government groups, single property association and corporate meetings, and for the last few years, premiere city-wide conventions.

Talley’s vision, and her dedication to the industry have been recognized through several industry awards . In 1999, she was named San Diego’s “Sales Person of the Year” by the Hospitality Sales & Marketing Association (HSMIA) and the San Diego County Hotel-Motel Association. She was named the 2001 Business Partner “Shining Star” by the Greater Washington Society of Association Executives (GWSAE, now part of ASAE), and in 2002 was honored as GWSAE’s “Woman in Leadership.” Talley has served on the GWSAE and the PCMA Capital Chapter Board of Directors, and been active on numerous committees.

Talley is a graduate of Mary Washington College, which was then the women’s division of the University of Virginia, with a Liberal Arts degree in English.

About Team San Jose (TSJ)

Team San Jose, Inc. is a management company for the San Jose Convention Center and multiple theaters in Downtown San Jose including the San Jose Civic, Parkside Hall, Center for the Performing Arts, California Theatre and Montgomery Theater. Team San Jose is a unique customer service model where the company acts as the San Jose Convention and Visitors Bureau and works in partnership with local hoteliers, organized labor, local arts and business leaders to provide a one-team approach to all event-planning needs. For more information about Team San Jose, please visit our website at www.sanjose.org.