

News Release

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Laura Bajkowski to Receive "Top 25" Honor at HSMAI Adrian Awards Gala

Winners Honored at Reception and On-Stage February 1, 2010

and Marketing" for 2009. The seventh annual list recognizes the "best of the best" in the hospitality, travel and tourism industries, and the recipients will be honored during a private ceremony preceding the Adrian Awards Gala on Feb. 1, 2010, at the New York Marriott Marquis, and will be recognized on-stage at the Gala.

The 2009 "Top 25" recipients were judged by a panel of senior industry executives for their recent work based on the following criteria: creativity and innovation; cutting edge sales or marketing campaigns; triumph in challenging situations; and sales efforts that resulted in dramatic gains.

Laura Bajkowski, principal of consulting firm Bajkowski + Partners, is a results driven marketer with 25 years experience with global brands such as Celebrity Cruises, IHG, Forte Hotels, Hilton Hotels, Le Meridien, Choice Hotels, Best Western, Delta Airlines, Lufthansa, Walmart, and Saudi Airlines. Her career began with international communication agencies, McCann-Erickson, and JWT, before joining Choice Hotels International as Vice President, Advertising and Marketing Communications where she launched an innovative and integrated marketing communications strategy and award-winning campaign. Laura is also a member of the American Marketing Association, Advertising Women of NY, and HSMAI, and twice named one of the 100 Most

Powerful Women in Travel by Travel Agent Magazine.

"The Top 25 is a 'hot list' that celebrates the sales and marketing leaders and innovators of our industry," said Robert A. Gilbert, CHME, CHA, president and CEO of HSMAI. "The creative strategies, passionate dedication and sharp intelligence of these professionals have not only made a difference within their organizations but have also truly raised the bar for the hospitality industry as a whole."

"This honor is especially meaningful to me as I have been recognized by my peers as well as endorsed by HSMAI and I am exceedingly grateful for this acknowledgment."

In addition to celebrating Laura's award-winning work, the Gala will recognize the top achievements in advertising, marketing and public relations in the hospitality, travel and tourism industries with the Adrian Award.

Tables and tickets for the HSMAI Adrian Awards Gala are on sale now. Tables of 10 can be reserved for \$3,750 per table or \$375 per ticket. For more information on the HSMAI Adrian Awards, please contact Desiree LaFont at (703) 506-3297, email AdrianAwards@hsmi.org, visit www.adrianawards.com, or follow Adrian Awards news on Twitter at twitter.com/AdrianAwards



NEW YORK, NY – The Hospitality Sales & Marketing Association International (HSMAI) has selected Laura Bajkowski as one of the "Top 25 Most Extraordinary Minds in Sales

Bajkowski + Partners, headquartered in NYC, is a specialized consulting firm providing global and regional clients with marketing management and agency search consulting services that deliver customized solutions to today's business challenges. Laura Bajkowski is managing principal of Bajkowski + Partners and can be reached at Laura@Bajkowski-Partners.com. Bajkowski + Partners, 6 Varick Street, Suite 4A, NY, NY 10013; (212) 226-3919; www.bajkowski-partners.com