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Martin Resorts Executives Named to Serve on Key Tourism Boards/Delegations

Noreen Martin To Serve As Visit California's Chief Fiscal Officer

SAN LUIS OBISPO—6/16/14—Two Martin Resorts executives have recently been appointed to key positions on Visit California and the California Travel Association boards. CEO Noreen Martin has been named Visit California Chief Fiscal Officer and will serve in that role for two years. In addition to her duties as the CFO, Martin has been asked to join Governor Brown on a Trade and Investment Mission to Mexico during the last week of July to strengthen ties with California's neighbor and largest export market. He will be joined by a diverse delegation of California government, business, economic development, tourism and policy leaders and will focus on business opportunities and partnerships, climate change, trade and investment and tourism with Mexico.

Martin will join a handful of other tourism executives in helping demonstrate the economic relevancy of travel and tourism for California. "I am honored to accept the Chief Fiscal Officer role and to be asked to join the governor on this important mission to Mexico," Martin said. "Visit California is an important powerhouse for tourism for the state and I am committed to keeping California and San Luis Obispo County's tourism strong as it is so important to our local economy."

Lori Keller, Martin Resort's Vice President of Sales and Marketing has been chosen to serve on the California Travel Association (CalTravel) board of directors and will attend the 32nd annual California Travel Summit in Los Angeles later this month. CalTravel is the unified voice for the California travel industry's political concerns. Lori will serve on the board and be involved with advocating directly to the state

legislature and Governor's office addressing issues which effect the state's tourism industry and elevating awareness that travel matters.

Several Martin Resorts executives, including Chief Operating Officer Margaret Johnson, are involved with local and regional tourism boards, including the Travel Paso Robles Alliance, the Pismo Beach Hospitality Association, Visit San Luis Obispo County, Wine Coast Country, and Human Resources of the Central Coast. Martin Resorts is one of the area's top 20 largest employers. The company owns and manages the Pismo Lighthouse Suites, Best Western PLUS Shore Cliff Lodge, and Best Western PLUS Shelter Cove Lodge in Pismo Beach, the Avila Lighthouse Suites in Avila Beach, and the historic Paso Robles Inn in Paso Robles.

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