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**Melissa Selmanson joins The Westin South Coast Plaza  
as catering sales manager**

COSTA MESA, CA, Feb. 00, 2011 – Melissa Selmanson has been named catering sales manager at The Westin South Coast Plaza in Costa Mesa, California.

Prior to coming to The Westin, she was the meetings and events manager at AVIA Long Beach, a four-star luxury boutique hotel, where she was responsible for the development and growth of the property's weddings business, and social, corporate and group events. She was previously the hotel's sales and events coordinator.

Her experience also includes serving as the assistant marketing communications manager for Hilton Hotels Corporation in Beverly Hills and interning at Variety. She earned a Bachelor of Science, Business Administration degree from the University of the Pacific in Stockton, California in 2006, where she played on the women's tennis team. She studied abroad at University of Boccioni in Milan, Italy.

"We are delighted to welcome Melissa aboard as our catering sales manager and know she will be an asset to our clients," said Jennie Hoffman, the hotel's director of sales & marketing.

Extensively remodeled, The Westin South Coast Plaza is now more than ever a leading choice for meeting and event planners nationwide, savvy business travelers, as well as leisure guests seeking a sophisticated, yet relaxing experience. The hotel's \$20 million renovation included new guestrooms that exude an inviting residential feeling and are furnished with a host of convenient amenities like high-speed Internet access, flat screen plasma televisions, the Westin "Heavenly Bed" and the relaxing "Heavenly Bath."

The lobby, public spaces and meeting rooms have been completely redesigned, and a Terrace Level with relaxing outdoor space and a striking 5,100-square-foot pavilion that features insulated walls, an air and heating system, new carpeting, an accent wall and new chandeliers was added. Other upgrades include a wedding gazebo to comfortably accommodate up to 250 people, and an expanded "Grab 'n Go" coffee/bakery/retail shop to offer guests the ultimate in convenience.

The Westin South Coast Plaza, part of the Starwood Hotel and Resorts Worldwide, Inc. family, is located at 686 Anton Boulevard in Costa Mesa, California. For reservations and information, call (714) 540-2500 or visit [www.westinsouthcoastplaza.com](http://www.westinsouthcoastplaza.com).

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