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FOR IMMEDIATE RELEASE



RESORT APPOINTS NEW SALES MANAGER

*Susan Holland Joins The Boar's Head,  
Charlottesville's Four-Diamond Resort*

**Charlottesville, Virginia, January 2, 2012:** The Boar's Head, an independent historic resort in Charlottesville, Virginia, recently appointed a new sales manager.

Susan Holland joins The Boar's Head as Group Sales Manager and brings seventeen years' hospitality experience to the property. Her hospitality career began in the 90's in Atlanta, Georgia. Susan first worked at the Omni Hotels National Sales Office, moved to Helms Briscoe in 1999 and transitioned to the Crowne Plaza Buckhead in 2003 before moving to Virginia with Omni Hotel. Susan has 360 degrees of experience in hospitality

as a Sales Manager and Market Analyst Manager, as well as Regional Manager responsible for site selection and contract negotiation of locations and hotels for one of the largest conference and resource firm. Most recently she developed and maintained business relationships as Corporate Sales Manager for the Omni Hotel in Richmond Virginia. Susan has consistently exceeded annual sales goals during her hospitality career.

As Group Sales Manager for The Boar's Head, Holland will work with our state association markets as well as corporations in the Richmond and mid-Atlantic region. Susan is Vice President of Membership for the Virginia Chapter of Meeting Planners International (VAMPI) for 2011-2012.

Carol Smith, Director of Sales and Marketing at The Boar's Head, expects Holland to help position the resort as the first choice for association and corporate meeting planners in Central Virginia and the mid-Atlantic region. "The experience and knowledge Susan brings to The Boar's Head will definitely increase our exposure in the market. Susan is anxious to showcase our newly renovated guestrooms, online in early spring 2012. Also, meeting and event professionals will know they have a partner they can count on to deliver outstanding accommodations and exceptional guest services with Southern style."

#### About The Boar's Head Resort

The Boar's Head, a 173-room resort situated on 573 acres in the Virginia countryside, offers Four-Diamond dining, a state-of-the-art sports club, award-winning tennis, championship golf, a luxury spa, and children's programs. In addition, we boast 22,000 square feet of meeting and social space including our Pavilion, on-site catering, A/V

equipment and professional planning assistance. An added feature is our close proximity to attractions such as Monticello, the Blue Ridge Mountains and numerous wineries. The Boar's Head is owned and operated by the University of Virginia Foundation.

For more information or to make reservations, please call The Boar's Head at 434.296.2181 or 800.476.1988 or visit the resort's web site at [www.boarsheadinn.com](http://www.boarsheadinn.com).

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