



Greater Williamsburg
CHAMBER & TOURISM ALLIANCESM

**For Immediate Release
October 20, 2009**

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**Alliance Conference Sales Committee Elects New Chair:
Polly Bradsher of Great Wolf Lodge Williamsburg**

Williamsburg, VA — Polly Bradsher, conference sales manager at Great Wolf Lodge Williamsburg, has been elected the new chair of the Greater Williamsburg Chamber & Tourism Alliance's Conference Sales Committee. Bradsher was selected by her fellow committee members. She succeeds the former chair, Michael Garrow, vice president of sales and marketing, Kingsmill Resort & Spa.

Bradsher has more than two decades of experience in the hotel industry, including 14 years in hotel sales positions. A resident of Williamsburg since 1984, she began her career with Hunter Vermillion/Watts, LLC at the Patrick Henry Inn. She has been with Great Wolf Lodge Williamsburg since March 2007.

The Conference Sales Committee is one of several Alliance tourism-related committees. Conference hotel members include the Clarion Hotel Historic District, Colonial Williamsburg Resort Collection, Courtyard by Marriott Williamsburg, Crowne Plaza Williamsburg at Fort Magruder, Great Wolf Lodge, Kingsmill Resort & Spa, Lexington George Washington Inn & Conference Center, Wedmore Place, Williamsburg Marriott, and Williamsburg Hospitality House. The committee meets monthly to discuss issues affecting the area's conference hotel business; to partner on cooperative marketing and outreach to meeting planners such as trade shows and special events; and to develop strategic initiatives to increase bookings of conferences and meetings for the destination. The 2009 series of church blitzes to N. Carolina, Northern Virginia and Richmond undertaken by the Alliance and partner hotel sales teams was one of the marketing strategies growing out of this committee.