



FOR IMMEDIATE RELEASE

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**ARIZONA LODGING & TOURISM ASSOCIATION NAMES
NEW DIRECTOR OF MEMBERSHIP AND OFFICE AND EVENTS COORDINATOR**

PHOENIX, AZ (January 2014) Wendy Johnson has been named Director of Membership for the Arizona Lodging & Tourism Association (AzLTA). In this role, Johnson is tasked with retaining and generating the Association's lodging and tourism industry members. She will also serve as the organization's primary contact for all member related and industry issues.

Prior to joining AzLTA, Johnson has spent 30 years in multi-faceted positions from sales and marketing to training and leadership roles in the travel and hospitality industry. Her recent accomplishments have been the top sales person at Dollar Thrifty Automotive Group for the country in corporate signings for both 2012 and first quarter of 2013.

AzLTA also added Hannah Fullmer as Office and Events Coordinator. In this role, Fullmer will help plan and promote monthly events as well as assisting in event registrations and the preparation of the annual member directory. She will also manage the Association's Certified Green Program ensuring our members are doing what they can to remain environmentally sustainable.

Before joining AzLTA, Fullmer spent two years at The Westin Kierland Resort & Spa as a part of their Guest Services Team. Prior to joining the hospitality industry, Fullmer spent seven years with the Glendale Parks and Recreation Department. She graduated from Arizona State University with a bachelor's degree in Recreation and Tourism Management, and currently lives in Scottsdale.

"The addition of our new team members will certainly aid the Association in meeting our strategic goals, not only for 2014, but for years to come" said Arizona Lodging & Tourism Association President & CEO, Debbie Johnson.

The [Arizona Lodging & Tourism Association](http://www.azlta.com) (AzLTA) is the leading public policy advocate for Arizona's Lodging and Tourism Industries. Representing more than 35,000 rooms statewide and 500 members, including hotels, resorts, attractions, destination marketing organizations, B&B's and related Industry partners, AzLTA's mission is to unify, protect, and educate and promote the interests of the Arizona Lodging and Tourism Industries. For more information, visit www.azlta.com.

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