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***FOR IMMEDIATE RELEASE***

## **RAY HAMMER OF SHERATON DALLAS HOTEL APPOINTED TO DALLAS CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS**

**DALLAS – December 17, 2009** – The Sheraton Dallas Hotel announced today that its General Manager, **Ray Hammer**, was recently appointed to the Dallas Convention & Visitors Bureau Board of Directors. In this role, Hammer will help establish policies, review budgets, contribute to the formation of the marketing strategies and serve as an advisor to the Bureau’s full-time staff.

Hammer was selected by the Bureau’s nominating committee and will serve a one-year term. He is eligible to be re-appointed for two additional one-year terms.

“It is truly an honor for me to join this distinguished group of community and business leaders who are working so hard to position our city as a world-class destination for business events, conventions and leisure travel,” Hammer said. “Since the Sheraton Dallas Hotel is located in the heart of downtown Dallas and attracts a significant amount of conference business, I am especially looking forward to working with Phillip Jones and his team to make his outstanding vision for Dallas a reality.”

New members to the 2009 – 2010 Dallas Convention & Visitors Bureau Board of Directors also include:

- Matt Berge, Doubletree Dallas Campbell Centre
- Mark Brooks, Dallas Marriott Quorum
- Ron Chapman, Jr., Ogletree, Deakins, Nash, Smoak & Stewart, PC
- Ben Gomez, Dallas Area Rapid Transit
- **Raymond Hammer, Sheraton Dallas Hotel**
- Cornell Holmes
- Nathan Moore, Mary Kay, Inc.
- Ricardo Ortiz, Bickerstaff Heath Delgado Acosta, LLP
- Alissa Salas, Alissa Salas, CPA, C.P.
- Anthony Vedda, North Texas GLBT Chamber of Commerce
- Jerry Walker, Conference Hospitality Group

In addition to his appointment to the Dallas Convention & Visitors Bureau Board of Directors, Hammer is an ex-officio member of the board of directors for the Metro Dallas Homeless Alliance and serves on the board of directors for curriculum development at the Holland College School of Hospitality. He is also a mentor for the Social Science Future for Foster Adolescents and is a volunteer for the Boy Scouts of America.

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### **About the Dallas Convention & Visitors Bureau**

Dallas is a destination that inspires big ideas. As the No. 1 visitor destination in Texas, the Dallas area offers the best shopping in the Southwest, a cutting-edge culinary scene led by nationally acclaimed celebrity chefs, 70,000 hotel rooms, ranging from luxury to boutique, and more than 200 golf courses. The city boasts the largest contiguous urban arts district in the U.S. with five cultural venues designed by Pritzker Prize-winning architects. In addition, the Dallas metropolitan area is the only one in the Southwest to host teams representing five major professional sports leagues, including the legendary Dallas Cowboys. The Dallas area is also the largest film and television production center in Texas and the location of the Dallas Film Commission. For additional information about the city, see [www.visitdallas.com](http://www.visitdallas.com). Live Large. Think Big.™

### **About the Sheraton Dallas Hotel**

Located at the heart of Dallas' financial and arts districts, the Sheraton Dallas has successfully completed the hotel component of its \$90 million renovation project and will conclude renovations to its conference center by the end of 2009. Featuring 1,840 guest rooms and over 260,000 square feet of meeting and event space, the hotel combines form, function and style to host a video conference for 10 or a gala for 5,000. Event organizers have a variety of space options, including large ballrooms, intimate meeting rooms, or the iconic Chaparral Room, whose 360-degree view of the city provides a perfect backdrop for any private event. Meeting and event amenities include high-speed Internet access, complete audiovisual and production services, helpful technicians, a knowledgeable support staff and a full-time wedding coordinator.

Patrons can tempt their tastebuds with a variety of new dining options such as The Kitchen Table, a casual dining venue; Peet's Coffee and Tea and Chill, a frozen yogurt shop. Guests may also enjoy food and entertainment at Draft Media Sports Lounge, a 4,000-square-foot sports-themed lounge featuring 21 flat screen TVs, 12 locally and internationally-brewed draft beers, Nintendo Wii games, pool tables and two private karaoke salons. After a day of business, friends or family, guests can relax in one of the hotel's smoke-free and redesigned guest rooms equipped with the signature Sheraton Sweet Sleeper™ bed, flat panel HDTVs with in-room movies, high speed internet access and iPod docking stations and a sleek bathroom designed to minimize clutter and maximize space. Other hotel amenities include 24-hour room service, express/video check-out options, a roof-top pool and a full-service health club. For guests traveling with their loyal pets, the Sheraton Dallas hotel is also animal friendly, allowing pets up to a maximum weight of 50 lbs. An inexpensive deposit is required.

For more information about the Sheraton Dallas, or to make a reservation, visit [www.sheratondallashotel.com](http://www.sheratondallashotel.com). From the U.S. and Canada, reservations for any Sheraton hotel worldwide can be made by calling 1-800-325-3535 or visiting [www.starwoodhotels.com/sheraton](http://www.starwoodhotels.com/sheraton).

### **About Starwood Hotels & Resorts Worldwide**

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with more than 940 properties in approximately 97 countries and 145,000 employees at its owned and managed properties. Starwood Hotels is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, and the recently launched Aloft®, and Element<sup>SM</sup>. Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality vacation interval ownership resorts. For more information, please visit [www.starwoodhotels.com](http://www.starwoodhotels.com).

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