

WEST VALLEY LODGING INITIATIVES
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FOR IMMEDIATE RELEASE

**WEST VALLEY LODGING INITIATIVES NAME NEW GENERAL
MANAGER FOR THE EMBASSY SUITES WEST VALLEY CITY**

West Valley City, UT (December 15, 2011) - Today West Valley Lodging Initiatives announced the appointment of Jim Burkett as General Manager of the Embassy Suites West Valley City, under construction in West Valley City, UT, scheduled to open in December 2012.

Burkett, who brings over 25 years of hospitality management experience to his new role, is responsible for directing the hotel's pre-opening efforts and day-to-day oversight and management of the hotel staff, operations, guest accommodations, food and beverage outlets, sales and marketing.

"We are thrilled to welcome high-caliber professionals like Jim Burkett to our team to lead the Embassy Suites West Valley City as we prepare for the hotel's opening," said Scott Somerville, of Renascent Hospitality and West Valley Lodging Initiatives. "There is no doubt that Jim provides valuable leadership in the essential areas of a successful hotel."

Prior to joining West Valley Lodging Initiatives, Burkett specialized in the opening of new hotels and turn around projects as a General Manger. In addition, he has excelled as a Sales Manager, Director of Sales, and Vice President of Sales and Marketing for various franchises.

The Embassy Suites will be the first full-service hotel in West Valley City, offering 162 guest suites, 7,000 square feet of meeting and banquet space, a restaurant, and indoor pool and recreation facilities. The hotel will become the cornerstone of Fairbourne Station, a \$500 million mixed-use development encompassing 40 acres in the heart of West Valley City, a project that will soon become the focal point of Utah's second largest city. The Embassy Suites will begin taking reservations during the first quarter of 2012 for guests, banquets, weddings, special events, and sleeping rooms.

West Valley Lodging Initiatives is made up of three partners, all of which have long ties to the hospitality industry. Renascent Hospitality, based in Columbus, Ohio, through its key staff have managed and developed many hotels of all sizes and has a track record of outstanding projects in both the development and management of hotels. Taylor International, Corp., based in Las Vegas, has built and was construction manager for some of the largest hotels in the world, including the MGM Grand and the Palazzo. Trans Marketing Group Inc., of Chicago, is one of the country's premier logistics firms handling warehousing, transportation, and logistics for hotel projects around the world.

The Embassy Suites will be located at the corner of 3500 South and Market Streets (3524 South Market Street), West Valley City, Utah.

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