HOSPITALITY VETERAN SELECTED TO LEAD MONTEREY CONFERENCE CENTER

Monterey, CA – The City of Monterey today announced the appointment of hospitality veteran, Bob Cowdrey, as General Manager of the Monterey Conference Center. Spanning a distinguished 40-year career in the hospitality industry, Cowdrey has served as Senior Vice President of Sales and Marketing for the Pebble Beach Company for 20 years; interim CEO of the Monterey County Convention & Visitors Bureau (MCCVB) and, most recently, as a consultant to the City of Monterey for the Monterey Conference Center.

"We are fortunate to have someone of Bob's caliber take on the enormous responsibilities of the Monterey Conference Center at such a critical time in its history," said Monterey City Manager, Fred Meurer.

"I look forward to working closely with Bob on some significant key projects, including a renovation study of the Conference Center and revitalization of our group and local business," said Community Services Director, Kim Bui-Burton.

Cowdrey steps into the top job at the Monterey Conference Center having worked as a consultant to the facility from August through October of 2010. During that time, he performed an operational audit of the facility, an evaluation of renovation / expansion plans for the facility and a study of possible privatization options.

NEWS RELEASE

Cowdrey brings the perspective of private industry from his background with the Pebble Beach Company, as well as a strong visitor and group business experience from both Pebble Beach and the MCCVB.

Bob Cowdrey began his career in Monterey at the Hotel San Carlos. He is well known and well respected in the hospitality industry and the community. Bob and his wife, Karen, live in Pebble Beach and they have three adult children. They all share a deep appreciation for the Monterey Peninsula and Bob looks forward to promoting this high regard as he serves the City of Monterey.