

HSMAI Arizona Recognizes Amanda Saye as Sales & Marketing Professional of the Year

Amanda Saye recognized as this year's HSMAI Arizona's Sales & Marketing Professional of the Year and receives the President's Achievement Award for her dedication and commitment to the organization



SCOTTSDALE, AZ–January 10, 2018 – The Arizona Chapter of the [Hospitality Sales & Marketing Association International](#) (HSMAI) recently held its annual awards gala at The Scott Resort & Spa in Scottsdale, Arizona; recognizing its members for outstanding service and commitment. This year, Amanda Saye, director of marketing, GreenTree Hospitality Group, was honored with two prestigious awards; Sales & Marketing Professional of the Year and the President's Achievement Award.

The HSMAI Professional of the Year Award honors a member in good standing, who not only dedicates their expertise and time to the organization, but is also recognized as an exceptional professional by their co-workers, peers and throughout the industry. Presenter Penny Allphin shared, "although Amanda is somewhat new to the hospitality industry and to HSMAI, she has hit the ground running. She is frankly a rock star." Amanda's company, GreenTree Hospitality Group, submitted a two-page letter of accolades and accomplishments that included the following quote:

"When I consider what it takes to launch and grow a new hotel brand, I recognize that without someone like Amanda leading our marketing, branding and public relations efforts, we may not have grown to the point where we are today. She is an asset to our organization and to the hospitality industry. She has earned the respect of her peers, colleagues and our hoteliers, her work ethic is without a question strong and her desire to help others succeed unwavering" Kevin R. Brooks, managing director, GreenTree Hospitality Group.

The second award, the Presidents Achievement Award, is presented to someone who has supported and/or mentored the President throughout the year. Saye was this year's recipient. Erik Dorr, President HSMAI Arizona shared "She has done everything this chapter has asked of her and more. She jumped from a committee member to the Director of one of the most important roles within a few short months. The role had been vacant for over a year, Amanda hit the ground running, turning out high quality deliverables at every turn. She has helped us tell the story of "The Chapter of Champions" this year. Here are some stats to back it up:

- The HSMAI Facebook Page grew 33% and 2nd most of any HSMAI chapter.
- The HSMAI LinkedIn Page grew 55% to almost 700 Members
- The HSMAI Website saw 114% increase in unique visitors and 58% increase in total visitors.



On top of all that, Amanda has been the brains and creativity behind all of HSMIAI Arizona's posts, surveys, press releases, articles, mentions and its branding for every event including tonight's gala. You can expect even bigger things from Amanda Saye in the years to come. She has helped me in every facet of being President this year. Amanda always carries herself with class and a positive can-do attitude."

Saye commented "I was honored to be recognized as this year's Sales & Marketing Professional of the Year and extremely humbled to receive the President's Achievement Award. I am committed to the success of HSMIAI and the hospitality industry. I don't know how to give less than 100% and appreciate the recognition from an organization which has allowed me to expand my skills, knowledge and professional network.

Saye was also named Vice President for the HSMIAI Arizona Board of Directors in 2018.

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ABOUT GreenTree Inn

The GreenTree Inn and GreenTree Inn & Suites hotels are trusted by corporate and leisure travelers seeking reliable, modern guestrooms and lounge areas. The value-brand creates exceptional guest experiences, offering a unique rewards program and minimizing its impact on the environment. Learn more about GreenTree Inn by visiting, www.greentreeinn.com.

ABOUT GreenTree Hospitality Group, Inc.

GreenTree Hospitality Group, Inc., is a leading select-service owner, operator and franchisor with nearly 2600 hotels in operation. Founded in 2004, its flagship brand, GreenTree Inn, serves the market globally in the economy to mid-scale segments. With the brand's recent expansion to the U.S. market, GreenTree Inn is aggressively growing its portfolio through acquisition and franchise development, offering a low cost, high value model; leading its hotels to greater performance and bottom-line results. For more information, visit www.greentreeinn.com.

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