



La Fonda on the Plaza announces the appointment of Edward T. Pulsifer as its Director of Sales and Marketing. Pulsifer joins La Fonda from Heritage Hotels and Resorts, where he oversaw sales and marketing for seven boutique hotels in the Southwest.

"We are pleased to welcome Ed Pulsifer as the new Director of Sales and Marketing at La Fonda on the Plaza," said Jennifer Kimball, Chairman of the Board of the Corporacion de La Fonda. "With Ed's broad range of experience in the hospitality industry and his successful management of historic properties in particular, he will undoubtedly be successful at La Fonda. He brings professionalism, commitment, and exciting energy to our team."

Pulsifer will be responsible for overseeing sales and marketing efforts at the 174-room historic hotel, and managing a team of 10 employees.

"I am honored to have been selected as the Director of Sales and Marketing of the landmark property, La Fonda on the Plaza," said Pulsifer. "It is a privilege to represent a hotel with such historic significance—La Fonda truly reflects my passion for both the history and culture of Santa Fe and New Mexico."

As Vice President of Sales and Marketing for Heritage Hotels, Pulsifer was part of the conversion team for Sheraton, Hilton, Radisson, and Wyndham properties into the seven independent hotels in the Heritage group, including the Hotel Albuquerque in Old Town, as well as Santa Fe's Hotel Chimayo, Hotel St. Francis, and the Lodge at Santa Fe.

His 27 years of experience in New Mexico's hospitality industry include five years as Vice President of Convention Sales and Marketing at the Albuquerque Convention and Visitors Bureau, and 13 years as Director of Sales and Marketing at Sheraton Old Town in Albuquerque. La Fonda's management team cited Pulsifer's extensive familiarity with tourism and economic development issues as important assets for La Fonda.

An Albuquerque native, Pulsifer serves on the boards of the New Mexico Department of Tourism (Region 5), Tourism Association of New Mexico, International Association of Hispanic Meeting Professionals, and is Chairman of the Advisory Committee for Central. New Mexico's Hospitality Tourism and Culinary Arts Program.



xxx

Built in 1926, La Fonda on the Plaza is one of the oldest hotels in the country, located just steps from Santa Fe's historic Plaza. The former Harvey Hotel has 174 uniquely designed guest rooms and suites, including 14 luxury rooms built around a rooftop garden. A favorite location for conferences and weddings that boasts over 21,275 square feet of event space, La Fonda is a member of the National Trust Historic Hotels of America.

xxx

For more information contact the  
Marketing Department at La Fonda  
on the Plaza at (505) 995-2368.