

## Carlson Hotels Worldwide Appoints Vice President of Responsible Business

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Carlson Hotels Worldwide today announced the appointment of Carmen Baker to the newly created role of vice president of Responsible Business.

Baker, who served most recently as vice president of diversity for Carlson, will lead the company's initiatives in the areas of corporate social responsibility including environment sustainability, charitable giving and community relations.

The appointment was announced today by Jay Witzel, president and CEO of Carlson Hotels Worldwide. "As we strive to build respected brands and admired reputation with all of our stakeholders, this appointment reflects the importance of Responsible Business initiatives in achieving this goal," said Witzel. "Such areas as environmental responsibility have become a top priority in today's travel industry and consumer marketplace."

Baker joined Carlson in 2001 as general manager of Reservations-Carlson Hotels Worldwide managing the Omaha, Sidney and Mexico City reservation centers. Under her leadership, the Carlson Hotels' Reservations Sales and Services center in Omaha was named the top company on the "Best Places to Work in Omaha" list by the Great Places to Work Institute. Carmen was named one of the Top Blacks in the Lodging Industry by Black Meetings and Tourism Magazine. In 2006, Carmen was recognized by the Business Journal as one of the top 10 minority executives in the Twin Cities.

Carmen is a past member of the Board of Directors of Family Services of the Midlands, serving Iowa and Nebraska. She currently serves on the Board of Directors for the Twin Cities-based Multicultural Development Center (MCDC) and on the YMCA National Black Achievers Advisory Committee.

In 2005, she was promoted to vice president of diversity, and has served in leadership roles within Carlson Hotels and the greater Carlson organization during the past three years.

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