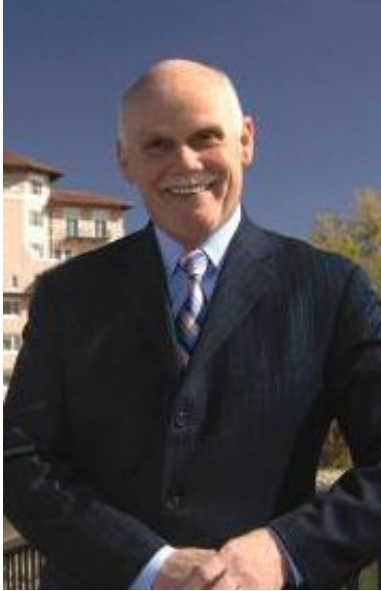


Hospitality Industry Mourns Loss of Celebrated Leader, Mike Dimond

2008-06-25

Yesterday, the hospitality industry suffered a loss with the death of Michael J. 'Shiny' Dimond, 67, who passed away after suffering a heart attack.



Widely recognized as one of the top hotel marketing executives in the nation, Dimond's career spanned more than four decades. He served in top management and marketing positions with Hyatt Regency Hotels, the Opryland Hotel in Nashville, Tennessee, Doral in Miami, Florida, the Boca Raton Hotel & Club in Boca Raton, Florida, and Caesar's Palace in Las Vegas, Nevada. In addition, Dimond served as Senior Vice President of Marketing for Gaylord Entertainment Company. One of the many milestones of his illustrious career included the branding and positioning of Opryland Hotel & Convention Center in Nashville, placing Nashville on the map as a convention destination.

He retired from The BROADMOOR as the Senior Vice President of Sales and Marketing in 2006, and was one of the most celebrated leaders in the leisure and hospitality industry. He believed in giving back to the industry he loved and was active in numerous professional organizations, serving on the boards of both the American Society of Association Executives (ASAE) and Meeting Planners International (MPI).

Dimond was the recipient of the ASAE's 'Academy of Leaders' award, MPI's 'Supplier of the Year' award, was named 'Sales Executive of the Year' for Insurance Conference Planners, and is a member of the Hospitality Sales and Marketing Association International's (HSMIAI) Hall of Fame. He was inducted into the prestigious Convention Industry Council's (CIC) Hall of Leaders in 2002 and honored as one of 'The 25 Most Extraordinary Sales & Marketing Minds in Hospitality & Travel' for 2003 by HSMIAI. He also received the Certified Hospitality Marketing Executive (CHME) designation from HSMIAI.

Dimond was born Feb. 2, 1941 in Lima, Ohio and was a graduate of Lima Central Catholic High School and University of Dayton. He was preceded in death by his brother, Steve, mother, Lee, and father, Ward.

Dimond is survived by his wife, Lou, daughter, Debbie Stahl, and husband, Tom, of Columbus, OH, son, Michael, of Nashville, TN, step daughter, Lucy Swayze, and husband, Charlie, of Greenwood, MS, step daughter, Jenny Mutter, of San Francisco, CA, sister, Carol Mingarelle, and husband, Patrick, of Erie, PA, brother, Drew, and wife, Nancy, of Nashville, TN, granddaughter, Gabriel, Debbie and Tom's daughter, and six nieces and nephews.

The memorial service will be held at 3 p.m. Thurs., June 26 at St. Paul Catholic Church, 9 El Pomar Rd., Colorado Springs, 80906. Prior to the service, there will be a 1 p.m. visitation at St. Paul's.

In lieu of flowers, it has been requested that donations can be made to the HSMIAI Foundation Scholarship Fund, 1760 Old Meadow Rd., Suite 500, McLean, VA 22102 (703-506-3280).

About HSMIAI Foundation

Established in 1983 to serve as the research and educational arm of the Hospitality Sales and Marketing Association International, HSMIAI Foundation's mission is to expand and enhance the educational opportunities available to hospitality sales and marketing executives and to increase the amount of in-depth research conducted on behalf of the profession. Today, and in the years ahead, the HSMIAI Foundation plans to accelerate its research and publishing activities to contribute even more to the continuing education of those engaged in this fast-paced, increasingly demanding profession. For more information on the HSMIAI Foundation, contact the Hospitality Sales & Marketing Association International Foundation, 1760 Old Meadow Road, Suite 500, McLean, Va. 22102, (703) 506-3280, fax (703) 506-3266, or visit the website at www.hsmaifoundation.org.

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