

# Smart Moves

Who • What • Where



## Fred Dixon

The mayor of New York City has appointed Fred Dixon as NYC & Company's new CEO. Dixon, with more than 23 years of experience in the travel industry, has worked with the tourism bureau since 2005, and earlier worked as director of tourism sales for the Nashville Convention & Visitors Bureau.



## Kayla Lyons

The Charleston, S.C.-based Wilderman Group has announced that Kayla Lyons is the new general manager at the Carolina Event & Conference Center in Forest City, N.C. She previously served as a meeting coordinator for Crowne Plaza Hotel & Conference Center in Orlando.



## Matt Brody

The Westin La Paloma Resort & Spa in Tuscon, Ariz., has appointed Matt Brody as director of sales and marketing. Brody, a 30-year veteran of hospitality sales, has held sales and marketing roles with several other properties, most recently at JW Marriott Starr Pass Resort & Spa in Arizona.



## Jennifer Shepard

CSM Lodging, a division of CSM Corporation, has named Jennifer Shepard general manager of the ExecuStay division. Shepard formerly served as community manager for CSM Corporation, and was responsible for leasing and property-budget management and marketing.



## Bill Ellen

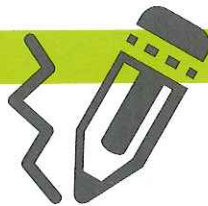
The Midlands Authority for Conventions, Sports & Tourism (MACST) in South Carolina has appointed Bill Ellen as president and CEO. Ellen, formerly MASCT's board chair, will develop a comprehensive plan to increase tourism and foster relationships with community partners.



## Alisia Anderson

Safeco Field, home to MLB's Seattle Mariners, has named Alisia Anderson as director of ballpark sales and marketing. Anderson is a Seattle newcomer, arriving from Las Vegas in 2013 to serve as director of catering and conference services at the Red Lion Hotel downtown.

## CAREER TIPS



Event planning can be awfully demanding. In March, the North American Association of Commencement Officers (NAACO) released a list of tips to help planners stay focused when times get tough. "Event season can be a stressful time, so it's important to know how to prioritize and stay focused," says Lois

Ferguson, NAACO president-elect. "These tips will help planners reduce their stress in order to achieve success."  
• Make a "to do" list: Create lists of tasks to accomplish at the beginning of every day, and check items off when they're completed in order to stay organized.  
• Delegate tasks: Don't attempt to do everything yourself. Align yourself with

strong team members you can rely on.  
• Take care of yourself: Include healthy habits in your schedule—such as getting enough rest, eating well, and exercising or taking some time to read.  
• Know when to say no: Consider your needs when making decisions. Saying no will help you manage your day better and decrease stress.