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FOR IMMEDIATE RELEASE

HOTEL MARSHFIELD NAMES JESSICA BARRETT DIRECTOR OF SALES, ALREADY ACCEPTING GROUP, MEETING AND EVENT RESERVATIONS AS MAJOR RENOVATION MOVES TOWARD COMPLETION

MADISON, Wis. (April 9, 2013) – Hotel Marshfield in Marshfield, Wis., has named Jessica Barrett director of sales. She is accepting group, meeting and special event reservations in advance of the hotel’s reopening this summer and notes the phones have already been busy. Barrett may be reached at 608-819-3089 or dos@hotelmarshfield.com. Corporate and group rates are available.

Barrett comes to Hotel Marshfield from The Plaza Hotel & Suites in Wausau, where she served as a sales executive. She is well versed in managing meetings and events for large groups as well as weddings, with a wide range of experience in all areas of hospitality and guest services. Barrett attended both the University of Wisconsin-Stevens Point and NorthCentral Technical College in Wausau. She is originally from Wausau, a plus for those interested in booking a group, meeting or event at Hotel Marshfield in that she’s very familiar with the central Wisconsin market.

Barrett reports to Cory Latourell, who was announced as general manager of the property last month. When fully staffed, the hotel will employ upwards of 100 people, including both full-time and part-time positions.

Hotel Marshfield is a full-service independent hotel located at 2700 S. Central Ave. It is locally owned by Marshfield Hospitalities, LLC, with redevelopment and management duties assigned to IDM Group, LLC (www.inndevmgt.com), Madison, Wis. Formerly known as the Clearwaters Hotel, the property is undergoing a massive renovation and, when completed in late summer, will offer some of the finest meeting and banquet space in central Wisconsin, including two ballrooms accommodating up to 500 for a reception which can be further divided into six meeting rooms and pre-event space for receptions and other gatherings. In addition, the landscaped outdoor courtyard with pool is expected to be a popular venue for small special events. The hotel redesign calls for 99 rooms, nine of which will be

extended stay suites; a new restaurant and lounge; and fitness center. The interior design is described as modern yet warm with strong graphic statements that draw from Marshfield's heritage.

Along with being the lead choice in the market for corporate and association meetings, wedding celebrations and special events, Hotel Marshfield will also provide a much-needed full-service experience for hospital and clinic travelers, youth sports groups, family reunions and weekend leisure visitors to the area. Amenities include shuttle service to local businesses, attractions and the Marshfield airport; breakfast included in the overnight rate; and complimentary high-speed Wi-Fi. Its south side location near the new Hwy. 10 bypass makes it especially convenient to access.

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