



**DANIEL J. SIERKA JOINS MISSION INN RESORT & CLUB AS
NATIONAL SALES MANAGER**



Howey-in-the-Hills, Fla. (April 26, 2016) – Daniel J. Sierka has joined Mission Inn Resort & Club as national sales manager. Bud Beucher, Mission Inn vice president and general manager, announced the addition of Sierka, an experienced hospitality sales professional with nearly 30 years of experience, noting that he is a “proven member of management, an exceptional motivator of staff, and a world-class negotiator.”

Sierka comes to Mission Inn from the senior sales manager position at Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch, where his focus was booking, developing, and driving group business from the Mid-Atlantic and Southeast markets.

Previously, Sierka was senior account executive at The Scottsdale Plaza Resort, and director of sales with the Destination Hotels & Resorts (DH&R) property at Wigwam Golf Resort & Spa, where he guided direct sales efforts during bankruptcy, new ownership, and management change. Additional positions with DH&R include director of sales at Sheraton Universal Hotel, Universal City, California, and sales consultant at The Shores Resort & Spa in Daytona Beach, Florida.

Sierka’s prior positions include vice president of sales and marketing at Aspire, a top 20 U.S. training firm; vice president of sales at EPIC International; director of group sales at Fairmont Scottsdale Princess Resort; director of sales and marketing at Pointe South Mountain Resort, a DH&R property; and director of sales at The Boulders Resort.

Nestled among Central Florida’s rolling hills in the town of Howey-in-the-Hills, Mission Inn is a 35 minute drive northwest of Orlando. The Spanish colonial style resort offers 190 graciously

appointed guestrooms, suites and villas, three restaurants, two lounges and poolside bar. Embracing verandahs are ideal for weddings for up to 300, and the air-conditioned lakeside pavilion offers a rustic natural Florida location for 200 guests on Lake Harris. Resort amenities include two championship golf courses, eight tennis courts, trap and skeet shooting range, jogging and bicycling trails, volleyball courts, outdoor pool and hydro-spa, fitness center, full service spa, lakeside nautical center with fishing, powerboats and eco-touring.

For additional wedding information, please call Mission Inn Resort & Club at 800-874-9053 or 352-324-3101 or visit the Web site www.missioninnresort.com.

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