

FOR IMMEDIATE RELEASE:

**The St. Regis San Francisco General Manager Toni Knorr to Receive
The Peter Goldman Award of Excellence**

SAN FRANCISCO (May 13, 2009) – The St. Regis San Francisco is pleased to announce that General Manager Antoinette (Toni) Knorr has been selected as the 2009 recipient of the prestigious *Peter Goldman Award of Excellence* from a pool of hundreds of San Francisco hoteliers. Presented by the Hotel Council of San Francisco, the award is given annually to an outstanding leader in the hospitality industry. The award was presented to Knorr at the Goldman Award Luncheon on May 13, 2009 at The Ritz-Carlton, San Francisco.

“The *Peter Goldman Award of Excellence* was established in 1989 to honor an individual who exemplifies outstanding education and devotion to our industry and demonstrates leadership with skills and energy that raises the level of service and perception of our San Francisco hotel and tourism industry,” said Patricia Breslin, executive director of the Hotel Council of San Francisco. “For more than 32 years, Toni has done just that. From East Coast to West Coast, Toni has demonstrated a consistency of excellence and timeless elegance across the country – to each company and brand that has had the good fortune to have her at the helm.”

“Being honored by peers is the highest compliment one can receive, and I am delighted and humbled to be recognized by such a distinguished group of colleagues,” said Knorr.

Toni Knorr is a seasoned hotelier who joined The St. Regis San Francisco in 2007. Prior to her appointment at The St. Regis San Francisco, Knorr served as general manager of the W San Francisco. Knorr’s prior assignments have included positions with Millennium Partners, where she managed five luxury properties and the opening of Ritz Carlton properties in Boston and Georgetown, and Four Seasons in San Francisco, as well as general managerships at the Grand Hyatt New York and the Park Hyatt San Francisco.

Passionate about the city of San Francisco, Knorr is President of the Hotel Council and was recently named one of the most influential women in business by the *San Francisco*

Business Times. She is an active member of the San Francisco Convention and Visitors Bureau Board of Directors, serving as Vice Chair on the Executive Committee, the San Francisco Museum of Modern Art's Modern Art Council, as well as the Juvenile Diabetes Research Foundation Board of Directors. Knorr is also actively involved in the University of San Francisco, McClaren's School of Business Hospitality Department Advisory Board, where she serves as a mentor to those about to enter the highly competitive hospitality business sector, and is a member of the President's Council of Cornell Women.

The St. Regis San Francisco opened on November 1, 2005, introducing a new dimension of luxury and timeless elegance to the city of San Francisco. The 40-story landmark building, designed by Skidmore, Owings & Merrill, includes 102 private residences rising 19 floors above the 260-room hotel. From legendary butler service, "anticipatory" guest care and impeccable staff training to the signature Remède Spa, luxurious amenities and interior design by Yabu Pushelberg of Toronto, The St. Regis San Francisco delivers an unmatched guest experience. The St. Regis San Francisco is located at 125 Third Street. Telephone: 415.284.4000. Web site: { HYPERLINK "<http://www.stregissanfrancisco.com>" }.

The Hotel Council of San Francisco was established in 1987 as a non-profit organization to represent all segments of the lodging industry. San Francisco is home to a booming tourism sector, of which the hospitality industry is a proud and vital part. The Hotel Council is the voice of San Francisco's hotels. The membership roster includes San Francisco's leading hotels of all sizes, in addition to more than 50 Allied Members, who are the major suppliers to these properties. { HYPERLINK "<http://www.hotelcouncilsf.org>" }

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