



NEWS

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**Paula Lynn Safran CMP, CPCE, LES, CWP
Joins The National Conference Center and West Belmont Place as
Director of Catering Sales**

Brings years of expert hospitality management experience and food & beverage expertise

LEESBURG, Va., Feb. 22, 2016—Geoff Lawson, vice president and general manager of The National Conference Center and West Belmont Place, announced today the appointment of Paula Lynn Safran as director of catering sales.

Safran brings more than 25 years of experience in the food & beverage and event planning industry which includes leading catering teams at a number of coveted resorts in California, Illinois, Florida, Virginia and Maryland. Most recently, she served as the chief operating officer at Queen Anne Marina and Silver Swan Bayside, an exclusive boutique marina and private event venue located on the Chesapeake Bay.

“We are delighted to have Paula in the key leadership role of our sales team,” stated Lawson. “Her decades of leadership experience will be a treasured asset to our catering platform as we craft personalized and creative experiences through our culinary.”

As the newest member of The National and West Belmont Place sales team, Safran joins Executive Chef Chris Ferrier, Food & Beverage Director John Walsh, Chief Wine Officer Mary Watson and other members of the food & beverage team, that are committed to delivering a memorable catering experience or event. The team has collaborated on a number of recent and upcoming projects, including The National’s recently expanded wine and culinary programs.

Safran has a degree in hotel restaurant management with a focus on culinary. Safran has a passion for Italian cuisine and lived in Italy where she studied the fine art of Italian cuisine. She is dedicated to her field and has earned the professional designations of certified meeting planner, learning environment specialist, certified professional catering executive, certified wedding planner, and certified ACE trainer.

Safran told her family of eight siblings. When she was just six years old she wanted to work in a big hotel when she grows up. From 350 rooms to 2000 rooms, from 20,000 square feet of meeting space to a million, her successful career has allowed her the opportunity to showcase her talent across the globe. Her talents have been engaged by royalty, presidents and Hollywood’s elite. Safran states “My favorite things about my career are engaging the senses, creating new sensory experience, designing new event concepts and taking the guests through a culinary journey. I love to create memorable moments, sit back and watch the overwhelming joy and wonder we bring to our guests. Whether it is farm to table, food & wine pairings, or molecular cuisine, food and beverage evokes emotions, passion and our love for each other. I am honored to share my passion with the award winning team at The National.” Safran remarks “If you have not tasted the magical culinary delights from The National team, you are missing out and I personally invite you to come and join me for dinner and we will raise a glass to new friends and salute as you become family.”

More about The National Conference Center

Located in Northern Virginia 12 miles from Dulles International Airport and 35 miles from Washington, D.C., The National Conference Center is one of the largest and most comprehensive conference centers in the nation. With 917 guest rooms and over 260,000 square feet of meeting and group function space, including the West Belmont Place catering complex with its 16,500 square foot ballroom, The National has become the nation's headquarters for productive meetings and West Belmont Place the hub for Loudoun County and surrounding area social functions. West Belmont Place was named 2013 Best Venue by the International Special Events Society. The National Conference Center is also on the GSA schedule. The National is owned by NCC PS Enterprises LLC, a venture between PCCP, LLC and Stoneleigh Capital, LLC., which retained LaKota Hotels & Resorts to oversee all aspects of the day-to-day operations. For information call 800-640-2684 or visit www.conferencecenter.com.

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