



THE BEVERLY GARLAND

THE ACCLAIMED BEVERLY GARLAND IN NORTH HOLLYWOOD, CALIFORNIA APPOINTS GLENN GRIFFITH AS CATERING SALES MANAGER

NORTH HOLLYWOOD, Calif. (January 12, 2012) – Bert Seneca, General Manager of The Beverly Garland in North Hollywood, is pleased to announce the appointment of Glenn Griffith as Catering Sales Manager for the property. Griffith joins the management team at The Beverly Garland with more than 35 years of experience planning meetings and events of all sizes, including more than 700 weddings. Griffith prides himself on his creative vision and ability to work with clients no matter what their budget and he is very excited to bring his experience to the newly renovated event space at The Beverly Garland.

“Glenn’s knowledge and expertise in the hospitality industry is a very valuable asset to The Beverly Garland,” says Seneca. “He will play a vital role in working with our clients to produce events at the hotel that will create memories for years to come. He is a welcome addition to The Beverly Garland family and we are thrilled to have him here.”

Glenn Griffith is no stranger to the hotel business. He has worked for a number of major players in the industry including the Four Seasons, Starwood, Hilton, Marriott, Helmsley Palace in New York City and more. He also owned his own event planning company in Chicago where he honed his creativity and inventiveness by planning events in a variety of unique venues and outdoor spaces. Over the years, Griffith has planned events for a variety of internationally recognized people including President Gerald Ford and President Ronald Reagan, both of whom he kept company in the green room prior to their events at the request of the Secret Service—not exactly an everyday request.

The events Griffith has planned have provided him with a wealth of knowledge in areas he never would have thought he'd be involved as an event planner. From tracking down permitting to close down a city street, to finding a vendor who could make it snow in an event space, to dealing with the staff and security detail of the White House, Glenn has done it all. The compilation of different events he has worked on over the years make Griffith a true visionary in the event business and he is thrilled to bring this experience to The Beverly Garland, or what he calls "the best kept secret in Los Angeles."

Set in a serene Spanish-influenced mission-style hotel amidst all the glamour and excitement of Hollywood, The Beverly Garland features over 12,000 square feet of event space, including the "new" Garland Ballroom, which can accommodate up to 650 guests. The new space is designed with rich chocolate patterned luxury carpet and cream-colored walls, which omit a pearl finish, highlighted by radiance parchment wallpaper ensconced in frames of crown molding. From this rich color palette to the winter gold finish on the wall sconces, to the 20 bronze mirrors adorning the walls, to the 16 elegant chandeliers with silk lampshades, the Garland Ballroom evokes the feeling of Old Hollywood glamour, providing a gorgeous setting for any occasion.

The new main entrance has been accented with a striking orange curtain and connects the ballroom to the Courtyard, which provides an additional 2,500 square feet of beautifully landscaped outdoor space, perfect for cocktail receptions or breakout sessions. The hotel has long been a popular venue for meetings and events and with the recent redesign and upgrades to the ballroom and property's nine distinctive meeting rooms, it has claimed its position as the favorite venue for executive meetings, conferences, banquets, special events and weddings.

The Beverly Garland was built in 1972 by Fillmore Crank for his wife, well-known Hollywood actress Beverly Garland. The Beverly Garland, designed to evoke Hollywood glamour, is nestled on seven lush acres that Beverly's husband purchased from entertainment icon Gene Autry. Influenced by the California Mission and Spanish Hacienda styles of architecture, each of the 255 guest rooms and suites include private balconies, many of which overlook the Hollywood Hills, Santa Monica and Verdugo mountains.

The Beverly Garland is just minutes away from many of Hollywood's most popular destinations, including Universal Studios, Universal CityWalk, Hollywood and the Hollywood Walk of Fame, Dodgers Stadium and the Warner Bros Studios. The Beverly Garland is located at 4222 Vineland Avenue, North Hollywood, California, 91602. For guestroom reservations, please call 1-800-BEVERLY or visit www.beverlygarland.com.

About Marcus Hotels and Resorts

Marcus Hotels and Resorts (www.marcushotels.com) owns or manages a distinctive portfolio of 20 hotels, resorts and other properties in 10 states, with three additional properties under development. The company owns eight hotels and resorts, is a third-party manager for 12 hotels, resorts and other properties and is providing technical and pre-opening services for the Carmel City Center Hotel in Carmel, Ind., and the 7th Wave Resort in West Warwick, Rhode Island.

About The Marcus Corporation

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