



The Allison Inn & Spa Names Laura Crugnale as Director of Sales

NEWBERG, Ore.—A hospitality industry veteran with more than 20 years of experience, has been hired as director of sales for The Allison Inn & Spa. The announcement was made by Pierre Zreik, general manager of The Allison. Slated to open in August 2009, The Allison will be Oregon wine country's first luxury inn, spa, restaurant and conference center.



As the director of sales, Laura Crugnale is charged with bringing customers to the new hotel. To achieve that goal, she plans to work closely with the Northwest meeting and special occasion market, Willamette Valley wineries, as well as local, regional and state hospitality associations. In addition to Zreik, Crugnale joins Sonja Haugen, project manager for Springbrook Properties, the development company for The Allison.

“We couldn’t be happier that Laura accepted our offer,” said Zreik. “Her extensive sales and marketing experience is a welcome addition to our already strong management team.”

After earning a bachelor’s degree from the University of Washington in Seattle, Crugnale was recruited to the Oregon coast’s well-known Salishan Lodge by Mary Arnstad, who now serves on The Allison’s consulting team.

Following Salishan, Crugnale relocated to California where she spent time as director of sales for La Playa Hotel in Carmel, Calif., and national director of sales for Small Luxury Hotels of the World in Los Angeles. In San Francisco, she developed her own company that specialized in sales and marketing for small independent boutique hotels in the western United States and Mexico.

In addition to her extensive experience with luxury hotels, Crugnale and her husband developed and operated Restaurant Oceana in Scottsdale, Ariz., which was voted “Best Seafood Restaurant” in the Phoenix area by the Arizona Republic and Phoenix Magazine for five consecutive years. “My husband and I met in Oregon at Salishan Lodge more than 20 years ago, so coming back to join The Allison team feels like we’re coming home,” Crugnale said.

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“I am also very excited to work with the Austins, The Allison’s philanthropic family owner, who supports the arts, respects the land and celebrates the Willamette Valley for all it has to offer,” she concluded.

The Allison Inn & Spa, restaurant and conference center comprise the first luxury resort development in Oregon Wine Country. Scheduled to open in August 2009, The Allison will feature 85 deluxe guestrooms and suites on 35 acres with gardens, walking paths and vineyards. For more information, visit www.TheAllison.com or call toll-free at 877-294-2525 or 503-537-2000;