



The Betsy Hotel Appoints Jeff Lehman As General Manager
New Leadership Comes to South Beach Luxury Boutique Hotel

New York, August 18, 2010 – The distinguished landmark boutique hotel, [The Betsy-South Beach](#), has announced the appointment of Mr. Jeff Lehman as its new General Manager. Lehman brings a depth and breadth of hospitality experience to the position, with more than 30 years of proven industry success in both international and domestic arenas. With more than 15 years in the Miami Beach market, of which almost 10 were served as General Manager of the National, Lehman also devotes his efforts to a range of civic and professional organizations dedicated to promoting regional tourism. This rare and impressive combination of experience and commitment to community make him a perfect fit for [The Betsy](#), a luxury property that is redefining hospitality in South Beach.

From 1991 to 1995, Jeff was an Assistant General Manager for Bass Hotels & Resorts, and from 1995 to 1997, Lehman was the Operations Manager for the Miami Beach Ocean Resort, before becoming the Operations Manager for The National Hotel in 1997. Promoted to General Manager in 1998, Lehman and his team established The National as one of South Beach's premier independent hotels; after it was sold, Lehman accepted a position as General Manager of the Claridge Hotel. Other career affiliations include the Sunset Marquis, West Hollywood, CA; American Hawaii Cruises, Honolulu, Hawaii & Papeete, Tahiti; Le Parc Hotel DeLuxe, West Hollywood, CA; and The Regent Biltmore Hotel, Los Angeles, CA.

Recently awarded a 'Key to the City of Miami Beach' and presented with formal accolades from the Mayor and City Commissioners for civic contributions, Jeff Lehman currently serves as Vice Chair of the Miami Visitor and Convention Authority, with previous Board service to the Greater Miami Convention and Visitors Bureau, the Mayor's Blue Ribbon Task Force on Tourism, and the Collins Avenue Reconstruction Task Force. In 2009, Lehman was invited to join a 'sister-city' delegation that accompanied Miami Beach Mayor Bower and other dignitaries on a journey to Fujisawa, Japan, in order to further diplomatic and economic relations.

"We're inspired and excited by Jeff Lehman's leadership experience in the industry and in the region," says Jonathan Plutzik, Chairman of The Betsy, "Jeff has deep knowledge of travel and hospitality, as well as an authentic personal commitment to the community, and we believe this will enable The Betsy to realize its vision to become one of the world's great hotels."

"The Betsy is an historic hotel that has been brilliantly re-imagined. I am privileged to lead The Betsy forward, to create a dynamic team and inspire them to work with me to make Betsy the finest luxury boutique hotel in South Beach", says Jeff Lehman, new General Manager of The Betsy.

ABOUT THE BETSY: While much of South Beach continues to ride hip and trendy waves, [The Betsy](#) has emerged better than ever after a floor to ceiling restoration, making a powerful statement in a style that is passionately low-key. Behind signature grand columns, absolute tranquility prevails. Historically unique as the only remnant of Colonial architecture on Ocean Drive, the hotel's interiors have taken on a whole new look, through the vision of Italian Designers, Carmelina Santoro and Diamante Pedersoli. But the focus on Betsy's inner beauty goes beyond imaginative design and pays homage to things that matter, with an ownership team that believes in the power of community. As quoted in the LA Travel Examiner (2009) "... *these things set The Betsy apart from every other hotel in South Beach*".

Betsy's 63 rooms (including 20 Suites) are beachside havens. Behind white wooden plantation shuttered windows, the contemporary tropical colonial design wraps every guest in exquisite detail. Intuitive room amenities abound, including high-speed access with desk-level ports and a television screen that peaks from behind the bathroom mirror. Betsy also boasts a range of impressive venues. **The Deck at The Betsy**, an expansive rooftop with sweeping views of the Atlantic, offers a **Wellness Garden** with a range of spa treatments, therapies, and yoga. **B Bar**, designed by World Club Designer Callin Fortis, with a hint of vintage glamour, unveils an exclusive and discreet venue catering to Miami nightlife. Specialty cocktails and light fare are offered at the exquisite lobby bar; fine dining is offered at Laurent Tourondel's award-winning take on the modern American steakhouse - **BLT Steak at The Betsy**, that has been lauded by *Esquire, Travel & Leisure, Saveur, and Wine and Spectator* magazines, among many others. The Betsy also has a boutique **Conference Center**, with two state of the art meeting rooms.

The Betsy-South Beach was recently Hot-listed by Conde Nast Traveler (USA), Conde Nast Traveller (UK), and Conde Nast Traveler (Spain), as one of the outstanding hotels in the world. Miami New Times awarded two 'Best of' Awards to Betsy in June 2010 – Best Steakhouse for BLT-Steak and Best Hotel Lounge - for B Bar. The Betsy is a member of Small Luxury Hotels of the World.

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