

THE
B E T S Y
SOUTH BEACH

The Betsy Hotel Appoints Vice President for Philanthropy
Boutique Hotel in Miami Beach Announces Charitable Programs

MIAMI BEACH, October 6, 2009 ... For almost 70 years a unique Florida Georgian façade has distinguished [The Betsy](#) hotel from its Art Deco neighbors in South Beach. Since re-opening its doors in April 2009, The Betsy's debut in five-star hospitality has been internationally recognized as a destination that includes great food, exquisite design, and luxurious comfort. Now there is a movement afoot from behind the signature white shuttered windows overlooking Ocean Drive that is attracting extra notice. After a two year restoration, and through a range of strategic partnerships, the newly restored hotel has become a catalyst for energized discourse, innovative thinking, and good works. Indeed, The Betsy has emerged with a beauty that is more than skin deep, offering an inspiring outlook that extends beyond its own neighborhood in South Beach — to the world.

In this effort, the property names Dr. Deborah Briggs as Vice President for Philanthropy to provide strategic and operational leadership for The Betsy's community-conscious efforts, that will, in the words of Jonathan Plutzik, Chairman and Principal Partner, "build our business and make the world a better place." As a proven leader and social entrepreneur with almost 30 years of experience bridging profit and non-profit business, Briggs takes on the role of charitable giver and community activist in the name of The Betsy and its growing family of global guests.

The hotel's philanthropic interests include education, medical research, nonprofit sustainability, the arts, culture, and African Relief — arenas that have been supported for many years by Jonathan Plutzik and Lesley Goldwasser, both investment bankers and Co-Presidents of the PG Family Foundation in New York City, and now principal owners of The Betsy. By linking good work with core business goals, The Betsy's ownership has also answered President Barack Obama's call to participate in a 21st century social innovation framework that reflects a new social contract, "citizens actively and effectively serving their communities and solving persistent, yet resolvable economic and human issues."

The Betsy Sponsors The John Lennon Educational Tour Bus At Sleepless Night-Miami
A Recording Studio On Wheels Revisits History Honoring Soldiers And Their Families

On Saturday, November 7, 2009, from 6:00PM to midnight, The Betsy hotel joins forces with [Sleepless Night](#) in South Beach to welcome [The John Lennon Educational Tour Bus](#) and its state-of-the-art recording studio on the beach at 14th Street and Ocean Drive. Guests of all ages are encouraged to visit the Bus and bring images, letters, songs, and stories to reflect on the timeless service and sacrifice made by soldiers and their families to record memories and

archive personal photos using multi-media recording equipment. Video of the recordings made “live from the beach” will be streamed for viewers on The Betsy terrace, located on Ocean Drive at 14th Street from 6:00PM to midnight, during Sleepless Night. Free of charge.

Activities will continue for four days, from Saturday, November 7th and will culminate in a red-carpet premiere of the documentary entitled, “Revisiting History: Honoring Soldiers and their Families,” on November 11th at 4:00PM at The Betsy. The documentary will also be downloadable, free of charge, at LennonBus.org, and TheBetsyHotel.com.

From Saturday, November 7th to Wednesday, November 11th, The Lennon Bus will be situated on the beach in front of The Betsy – at 14th Street and Ocean Drive. In days leading up to Sleepless Night, The Lennon Bus will visit schools, community centers, and private organizations to collect and archive creative materials for the project. The Lennon Bus will be in the region for eight days as part of an emerging philanthropy program at The Betsy, funded by hotel ownership and the PG Family Foundation in New York City.

About Deborah Briggs, Vice President For Philanthropy At The Betsy-South Beach

For almost 30 years, Deborah Briggs has provided leadership, as a staff member, professional mentor, and consultant, at foundations and corporations, colleges and universities, public and private schools, and organizations providing direct services and advocacy. She has developed and delivered university-level coursework in cause-related marketing and public relations, nonprofit administration, program development and evaluation. As Marketing Director at a for-profit technology company, she positioned a powerful brand to facilitate and affect its sale to an industry giant. As Executive Director of the PG Family Foundation in New York City, she directs the philanthropic efforts of Jonathan Plutzik and Lesley Goldwasser, principal owners of The Betsy. As Vice President for Philanthropy at The Betsy, Deborah directs external relations efforts that connect The Betsy philanthropy with niche marketing initiatives, including public relations. Dr. Briggs holds a Doctorate in Arts Education, and Masters in Education from Columbia University Teachers College, a Master of Science from the University of Illinois, a Bachelors Degree from the Eastman School of Music of the University of Rochester in Voice performance, and a certificate in Public Policy from the Institute for Educational Leadership in Washington, DC. In 2004, she was named one of Maryland's Top 100 Women for her work connecting business and nonprofit enterprise, as organizational leader, mentor, and community volunteer. Deborah has offices in New York City and South Beach, and lives in Baltimore.

About The Betsy

Dramatically poised alongside its Art Deco neighbors, [The Betsy](#) is a distinguished landmark hotel on Ocean Drive. The Betsy’s 61 rooms and suites are private, beachside havens where sensory details, imaginative amenities, and inspirational design coalesce to produce an unparalleled experience in South Beach. Elegant, but relaxed tropical interiors and an intimate courtyard pool, maintain an aura that is passionately low-key. 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. Specialty cocktails and light fare are offered at the

exquisite lobby bar, or one may prefer fine dining at Laurent Tourondel's new take of modern American steakhouse - BLT Steak. Created by Callin Fortis of Bigtime Design Studios, the B Bar is an exclusive and discreet venue with a hint of vintage glamour catering to Miami nightlife. The Betsy is truly South Beach... Refined.

A Vision for Arts and Culture

The Betsy distinctively stands apart from its art deco neighbors and sets a new benchmark in comfortable luxury. Maintaining the splendor of its Florida Georgian façade, the hotel's genuine beauty goes deeper than the physical design. Believing that public spaces can be more than waiting areas, the vision for the property extends beyond the traditional construct of a hotel. Through a range of programs, Betsy will invite social networking to revisit its roots in the cultural salon, and be transformed into a gathering place for people to engage about things that matter. By fostering programs that believe in the power of community, The Betsy's leadership team is devoted to cultivating the sights and sounds of art, music and literature.

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