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FOR IMMEDIATE RELEASE

**HOSPITALITY INDUSTRY VETERAN MIKE BURTON
APPOINTED GENERAL MANAGER OF *THE WESTIN JACKSON*
OPENING LATE SUMMER 2017 IN JACKSON, MISSISSIPPI**

Jackson, MS (February 13, 2017) – Wischermann Partners is thrilled to announce the appointment of Mike Burton as General Manager of **The Westin Jackson**, set to open in late summer of 2017. With more than 20 years of experience in the hospitality industry, Burton will oversee all aspects of property management of the newly constructed hotel and reinforce The Westin Jackson's mission to boost travel and tourism in downtown Jackson and transform every guest's stay into a revitalizing experience.

"There isn't a better person than Mike Burton to lead our new property in Jackson," said Paul Wischermann, President & CEO of Wischermann Partners. "With his experience and longevity within the Westin Hotels & Resorts brand, Burton will lead the new Jackson team to ensure every guest's stay is memorable and thoughtful."

A native of Grand Rapids, Michigan, Burton most recently served as General Manager of The Westin Chicago Northwest in Itasca, IL. While there, Burton managed \$14 million in renovations of guest rooms, meeting rooms, and public space.

"In my work, I thrive on creating, training, and growing teams of individuals united toward one common goal of success," explains Burton. "The Westin Jackson will be the premier property in the vibrant community of Jackson, Mississippi. Our hotel guests and local patrons deserve nothing but the best and that's exactly what we will deliver."

Previously, Burton was Hotel Manager of Sheraton Dallas Hotel, the largest hotel in the Starwood Hotels & Resorts portfolio, where he managed the \$12 million South Tower renovation and led the hotel to its first AAA Four Diamond rating in 2012. As Director of Operations at The Westin Galleria in Dallas, TX, Burton oversaw the \$95 million complete hotel

renovation and earned the 2009 Starwood Hotels & Resorts North America Hotel of the Year Award and the 2011 Westin Hotels & Resorts North America Hotel of the Year Award. Currently a member of Marriott General Manager's Advisory Board, Burton is one of only six people representing Westin Hotels & Resorts out of 46 General Managers serving on the board.

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About The Westin Jackson

The Westin Jackson, set to open in late summer 2017, offers 12,000 square feet of highly functional meeting space and 203 luxuriously appointed guest rooms and suites. Featuring a unique wine bar & bistro restaurant concept and state-of-the-art spa, The Westin Jackson will celebrate the history and culture of Jackson, MS, also known as the birthplace of America's music. Marking the brand's debut in the state, The Westin Jackson will be ideally located in the heart of downtown Jackson and within walking distance to the Mississippi Museum of Art, the Federal Courthouse, the Planetarium and the historic music and arts theatre, Thalia Mara Hall. Also within one block from the hotel, the Jackson Convention Complex features over 300,000 square feet of flexible meeting and exhibit space for convention attendees.

About Wischermann Partners

Wischermann Partners, Inc. is a national hospitality firm, focused on the operations of upper upscale and luxury hotels. Recognized by clients, peers and industry experts, Wischermann Partners brings a unique mix of knowledge, experience and insight to hospitality management, development and acquisitions. Currently, Wischermann Partners operates a hotel portfolio of more than 3,400 rooms. For more information about Wischermann Partners, please visit www.wischermannpartners.com.