



July 29, 2009
FOR IMMEDIATE RELEASE

Contact: Carol Riggs
Membership Director
800.344.5244
criggs@selectregistry.com
www.selectregistry.com

SELECT REGISTRY NAMES NEW EXECUTIVE DIRECTOR

Select Registry, Inc, composed of approximately 400 distinguished Bed and Breakfast Inns in North America, has announced that Michael Palmer of Lake Orion, Michigan, has been appointed Executive Director of the organization. Select Registry has its principle offices in Marshall, Michigan with members located throughout Canada and the United States.

Founded in 1972 as the Independent Innkeepers' Association by Norman Simpson, "the Father of Country Inn Travel in America," Select Registry is the successor of Simpson's popular and pioneering book, *Country Inns and Back Roads*.

Michael Palmer is contracted through Treeline Associates, an association management and business consulting firm in Lake Orion. Mr. Palmer possesses eleven (11) years of senior association management experience and has been chief staff officer of two international travel industry trade associations. He has extensive knowledge of the travel industry, association management, strategic planning, marketing and non-profit financial and accounting systems.

Mr. Palmer is a graduate of Michigan State University with a Bachelor of Science Degree in Resource Development and holds a Masters in Business Administration from the University of South Florida. He is also a Certified Association Executive (CAE) from the American Society of Association Executives.

Mr. Palmer and his wife Kathleen are the parents of six children.

Helen Young, of Ontario, Canada, President of Select Registry said "We are extremely excited to have a person of Mr. Palmer's extensive education and experience assuming leadership of Select Registry".

A marketing association, Select Registry partners with other brands and organizations—such as BMW, Karen Brown's Guides, DiRoNA and Ontario's Finest Inns to promote its members to target audiences. Its celebrated guidebook—now in its 21th Edition—is distributed each year to nearly 400,000 guests throughout North America. The organization also maintains a critically-acclaimed website, supervises gift certificates and manages a client loyalty program. Member inns are periodically inspected by an outside firm to assure that the inns continue to meet the high quality standards set forth by Select Registry.