



December 2, 2013  
FOR IMMEDIATE RELEASE

**WELCOME ABOARD: INN AT THE 5<sup>TH</sup> WELCOMES A NEW GENERAL MANAGER**

EUGENE, OR. In an ongoing effort to recruit the best employees from around the region, Eugene's Inn at the 5<sup>th</sup> announces the arrival of new General Manager Jennifer Nelson.

With a strong background in hotel management, Ms. Nelson has a proven track record of cultivating repeat guests, driving revenue and managing expenses. Prior to coming to Inn at the 5<sup>th</sup>, Ms. Nelson was a key member of the OXFORD Hotel in Bend, Oregon. She developed an exceptional front-of-house team as OXFORD's front office manager before moving to director of sales where she routinely exceeded guest booking and revenue goals.

"I couldn't be more excited to be starting this position with Inn at the 5<sup>th</sup>," says Nelson. "As Eugene's premier luxury hotel, it's a wonderful opportunity filled with potential and I can't wait to get started."

After Ms. Nelson was named general manager of the OXFORD Hotel in March 2011, the establishment received Trip Advisor's "Top 25 Hotels in U.S. for 2013", a highly prestigious honor based on reviews from millions of hotel guests across the country. It was the first time a hotel in Bend had received the honor. Prior to the OXFORD Hotel, Nelson worked for Jeld-Wen Communities as the Lodging Manager at Brasada Ranch in Powell Butte, Oregon.

"The most important resource for any business is its employees," says Brian Obie, owner of Inn at the 5<sup>th</sup> and the Fifth Street Public Market. "Ms. Nelson brings a tremendous amount of experience and energy to the Inn as general manager and we're thrilled to have her on the team."

Ms. Nelson is a dedicated leader committed to developing team members and inspiring the next generation of hospitality professionals. Outside of work, she's a dedicated mom, avid outdoors person and loves supporting great community organizations such as Abilitree and Neighbor Impact.

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**For More Information:**

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**About Inn at the 5th**

Inn at the 5<sup>th</sup> is a unique boutique hotel in Downtown Eugene, offering elegant accommodations and the ultimate in personal service. [www.innat5th.com](http://www.innat5th.com)