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**ARIZONA HISTORY, COWBOY CULTURE AND PRESTIGIOUS CONFERENCES
BLEND ARTFULLY IN TWO NEW MEETING ROOMS AT THE HERMOSA INN**

Scottsdale, AZ – (November 2004) – Small-scale meetings with high-touch needs are the sole focus of the staff at The Hermosa Inn. Two of the hotel's newest meeting venues, the **Boardroom** and the **Library**, offer business leaders a glimpse of Arizona's artistic heritage when they meet here. Once a former artist's studio turned boutique hotel and meeting site, The Hermosa Inn is tucked away in a quiet, upscale residential area of Scottsdale.

Art of the Deal....

Every detail of The Hermosa reflects the Old West heritage of acclaimed cowboy artist Lon Megargee who constructed the hotel's original building by hand. It was his personal residence and studio in the early 1930s, and his art – including original paintings, lithographs, pencil sketches and posters – is on display throughout the hotel's public spaces, meeting rooms and restaurant. Artistic and architectural embellishments typical of this great cowboy era, such as Stetson hats, sconces, a saddle, oil lamps, mesquite wood doors and reclaimed brick, also highlight the hotel's decor.

The stunning **Boardroom** features a drop-down audiovisual screen, blackout drapes, and Internet connectivity below each of the 20 seats flanking a massive table. Three paintings by Megargee are displayed in this private room that accommodates up to 20 for a dinner or meeting and 25 for a reception. French doors, surrounded by tile, lead to an adjacent secluded patio, extending the Boardroom's sophisticated ambiance to the great Arizona outdoors.

The **Library** is a classic retreat featuring a massive stone fireplace, five pieces of Megargee's artwork and walls of bookcases showcasing a collection of over 450 antique books. Adding a sense of "cowboy mystique" to the Library is the bookcase wall that cleverly folds back, opening up the room completely to the adjoining Boardroom. The Library's large leather and wood period furniture can be removed to seat up to 40 theater-style for a meeting, or the room can accommodate 60 for a reception and 32 for a seated banquet. The adjoining patio allows for larger functions, coffee breaks and more informal gatherings.

More...

According to Hermosa Inn sales director, Kelly McClellan, “The experience here for small groups is far superior to what they are offered in large resorts and hotels. Here, rather than competing with larger groups, their meetings and events are held in prime spaces supported by our staff’s undivided attention.”

Art of the Meal...

According to McClellan, the culinary experience that meeting attendees receive is unusual as well. “We take great pride that we don’t have a separate catering kitchen for meetings and events! Instead, all of our food, whether for a private banquet, reception or room service, comes from our award-winning restaurant, LON’s *at the hermosa*,” explains McClellan.

Executive Chef Michael Rusconi describes the hotel’s food concept as “Artful American Cuisine—a bold and contemporary take on the foods originating in the Western Hemisphere, with a nod to both the past and the present. It’s definitely not your typical hotel banquet food.”

The Boardroom and the Library, along with the Stetson Room, the exclusive underground Wine Cellar, and various outdoor patios, provide one of Arizona’s most rustic, yet luxurious, conference facilities. With 35 individually decorated guest rooms, The Hermosa Inn today is at once an historical landmark and an elegant business retreat. The Inn is a member of Historic Hotels of America, and its heritage can be experienced in LON’s *at the hermosa*, one of Phoenix/Scottsdale’s most highly regarded restaurants. Located within a serene residential area with dramatic views of Camelback Mountain, The Hermosa provides quick and easy access to the Phoenix Sky Harbor International Airport, businesses, sports, shopping and recreational facilities of Phoenix/Scottsdale.

For conference information: 602-955-6841 or info@hermosainn.com or visit the website at www.hermosainn.com.

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