

Contact: Debi Brand
Bullseye Direct Marketing
Phone 386.238.4001
Fax 386.238.4002

P. O. Box 11259
Daytona Beach, FL 32120

**Bullseye Direct
Marketing**

Press Release

Abbatessa Promoted to COO of Sunset Harbor Yacht Club & Conference Center and Adventure Boat Club

Sunset Harbor Yacht Club & Conference Center and Adventure Boat Club announces Shawn Abbatessa has been promoted to the position of Chief Operating Officer

Daytona Beach, FL June 15, 2011: Shawn Abbatessa has been promoted to the newly created position of Chief Operating Officer for Sunset Harbor Yacht Club & Conference Center and Adventure Boat Club. Abbatessa was previously Director of Sales & Development. Born in Buffalo, New York, Abbatessa has been a Florida resident since 1997. He served in the U.S. Air Force and has over 12 years experience in sales and marketing in the hospitality industry with Floridays Resort Orlando, Celebration World Resort, Celebrity Resorts and Hilton Grand Vacation Company.

Shawn will be assuming all of the day-to-day operations for both companies concentrating on taking them to the next level.

For more information, contact:

- Sunset Harbor Yacht Club & Conference Center
Adventure Boat Club
861 Ballough Road, Daytona Beach, FL 32114
386.947.9900 ext. 343

#####

For Release 9 a.m. EDT, June 15, 2011