

June 2008

**ME PRODUCTIONS**

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## TWO NEW HIRES AT ME PRODUCTIONS

June 2, 2008

[ME Productions](#) is pleased to announce that **Sarah Gabel**, a former regional manager with Helms Briscoe, recently joined the company as new executive sales and event manager, and **David Berkoski** was recently named director of sales.

"Sarah is a great addition to our team," says Hal Etkin, CEO of ME Productions. "Her background in meeting procurement, extensive knowledge of the hospitality industry and devotion to her clients promises to support our customers' needs."

She is based in the company's Orlando office where her responsibilities include developing new business and supporting the needs and requirements of area hotels. Prior to working with ME Productions, Gabel served as a regional manager with Helms Briscoe, performing worldwide site selections searches to assist corporations, associations, and government groups with their off-site meetings. She graduated from University of Central Florida with a BSBA degree in Business Administration.

Berkoski will oversee the corporate sales efforts at all three Florida operations: in Miami, Ft. Lauderdale, Orlando, and Naples, Florida. Prior to joining ME Productions, Berkoski enjoyed a successful career in hotel sales, holding sales management positions with Peabody Hotels, Gaylord Hotels, Wyndham Hotels & Resorts, Stouffer Orlando Resort, and Hilton Hotels.

"I'm looking forward to using my experience in the hospitality industry to assist our clients and enhance their programs," he says. He is actively involved in ASAE, PCMA, MPI, and HSMIAI.

