



OLDTOWN SALINAS ASSOCIATION

P.O. Box 2325

Salinas, CA 93902

Media Contacts: Luis Alvarez (831) 753-7677

Deanna Carvey (831) 758-0725

OLDTOWN MOVES FORWARD

Oldtown Salinas Association names new Executive Director

Salinas, CA October 10, 2007 The **Oldtown Salinas Association (OSA)** is thrilled to announce the hiring of a new Executive Director, Deanna Carvey. Deanna is a native resident of Salinas and has a long history with Oldtown, both as a patron of its services and as a business owner herself. Ms. Carvey owned and operated a boutique, Deanna C, on Gabilan Street from 2001 to 2003, served on the OSA Marketing Committee, and has worked for several Oldtown businesses over the last 23 years, including Atlas Mortgage Services and Steinbeck Advantage Mortgage. Many of our Oldtown businesses will recognize her as a frequent patron of Oldtown retail and professional establishments.

"I have always had a passion for Oldtown Salinas and a vision for its continued success and improvement," said Ms. Carvey, "I believe we are on the threshold of seeing our Oldtown blossom, and I am honored to be a representative of our Downtown businesses and their interests." Deanna intends to make a priority of establishing a positive and consistent communication process, and believes that nothing takes the place of actually shaking the hands of business owners. "I plan on being visible and accessible, which includes an actual storefront location within Oldtown in the next several weeks, re-instituting regular business mixers to encourage participation and communication within the Association's membership, and visiting business owners personally throughout the year."

Luis Alvarez, president of the Oldtown Salinas Association, welcomed the addition of Ms. Carvey to the OSA. "Her enthusiasm and commitment to our association and community is obvious," he said. "Deanna has hit the ground running and we expect great things from her. She understands the business community and has earned their respect, having been part of it herself."

Established in 1977, the Oldtown Salinas Association is a non-profit business organization that promotes and enhances Oldtown Salinas through revitalization programs, marketing, business recruitment, community events, and advocacy. More information can be found at www.oldtownsalinas.com.