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# KIRKLAND REPORTER

## Staypineapple announces new regional director of operations

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Staypineapple, a hospitality company based in the Pacific Northwest, announced Troy Longwith as regional director of operations starting in January 2018.

Longwith is responsible for operational excellence for hotels within Staypineapple's portfolio, working closely with each property's leadership team to maximize potential and drive financial results.

"I am very excited to be joining the Staypineapple team," Longwith said in a press release. "After working in the hospitality industry for more than 23 years, it is thrilling to work with other professionals whose number one focus is the customer's experience. Our mission at Staypineapple is to give our guests an out of ordinary experience with unique hospitality, which is wonderful to be a part of and lead."

Longwith has made an effort to be active in his community and has been awarded two designations by the Kirkland Chamber of Commerce: the Duane A. Lund Chamber Member of the Year Award in 2015 and the Charles O. Morgan Business Excellence Award in 2016. He served as vice president of community outreach for the Kirkland Chamber of Commerce and vice president treasurer of the Kirkland Downtown Association.

Prior to Staypineapple, Longwith held leadership positions within the hospitality industry.

He began his career in Wesin Hotel's Management Program at the Century Plaza Hotel in Los Angeles. Longwith returned to Seattle as a sales manager for the Four Seasons Olympic Hotel and three years later transitioned the property to the Fairmont Olympic Hotel as director of sales.

He managed the Microsoft account on its campus as vice president of Conference Direct before becoming director of sales and marketing at Tulalip Resort Casino, where he was later promoted to vice president of operations. In 2012, Longwith was appointed general manager of the Heathman Hotel in Kirkland, a position he held until joining Staypineapple in 2018.

Longwith received his Bachelor of Arts in business and hotel restaurant administration with a minor in economics from Washington State University. He is a lifetime member of the Washington State University Alumni Association and a Delta Upsilon Fraternity alumnus.

A Washington native from Long Beach, Longwith resides on Mercer island with his twin sons Alex and Cameron, age 15. In his free time, he is a community volunteer and a basketball coach to ninth graders at the Mercer Island Boys and Girls Club. When not volunteering, Longwith enjoys golfing and hiking.

For more information, visit [www.staypineapple.com](http://www.staypineapple.com) or call 866-866-7977.