



Kate Patay Takes Top Honors as Industry Expert

Sparks, NV – Creative Coverings, a Nevada-based, national linen rental and sales company, is pleased to announce that Kate Patay, Executive Director of Sales & Marketing, has been recognized as the 100Affect's top "Industry Expert" and one of the most influential and inspiring people in Northern Nevada.

Kate joined Creative Coverings in 2009 with over 15 years' experience in restaurants and hotel/casino catering sales and convention services. In her role, Kate oversees the expansion of the sales, marketing and customer service operations, as well as maintains brand integrity, specifically through marketing efforts, education, customer relations and overall client experience

"We are extremely thrilled to see Kate win this award, especially alongside so many other talented and driven individuals in this community," says Robin Brockelsby, Creative Coverings' President. "She has represented Creative Coverings on so many levels, from increasing brand awareness to industry education and leadership, as well as community & charitable involvement."

As Executive Director of Sales & Marketing, Kate helps represent Creative Coverings as a NACE National Business Partner and Social Media & Trend Expert, founding member & President of the Reno-Tahoe Chapter, Experience 2011 Co-Chair and current National Chapter Presidents Council member. She is also an active member of ISES, ICA, ACCP, ARA, GPSWA and the EPA. She has been a featured educational speaker at the NACE Experience conference, ISES Eventworld, the ARA national convention and numerous organizational meetings around the country. Recently, she was nominated as Nevada's Saleswoman of the Year and honored as not only one of the Top 10 Influential People in Northern Nevada, but as the "Person to Know" by the Reno Gazette Journal

The 100Affect Awards are hosted by the Community Affect organization. For more information please visit www.communityaffect.com.

Creative Coverings is a national Special Event Linen Rental and Sales Company serving the event industry. Founded in 1996, the company provides tablecloths, chair covers, sashes and napkins made of the finest fabrics for rent and sale for weddings and events. Creative Coverings is located at 87 Coney Island Drive, Sparks Nev. Phone: 775-359-6733, Fax: 775-355-9204. Website: <http://www.creativecoverings.com>