

For Immediate Release  
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## **Wendy Brickman of Brickman Marketing, to become Executive Director of Fisherman's Wharf Association**

January, 2018. Monterey, CA. Wendy Brickman, owner of Brickman Marketing, has been selected as the Executive Director of Fisherman's Wharf Association. In her Executive Director position, she will be the liaison between the Wharf merchants and governmental and other organizations, among other tasks. She will continue to handle the PR/Marketing programs for the Wharf, which she has coordinated since 2011, as well as other client projects as the owner of Brickman Marketing.

According to Chris Shake, President of Fisherman's Wharf Association, "Over the past 7 years, all of us at the Fisherman's Wharf Association have enjoyed working with Wendy Brickman. She is knowledgeable about the issues we face, passionate about promoting the Wharf, well known in the community and she builds positive collaborations for us. I can't think of a better or more qualified person than Wendy Brickman for this position!"

### **About Wendy Brickman**

Wendy Brickman, President of Brickman Marketing, moved from Los Angeles to Monterey and established Brickman Marketing in October, 1990. Since launching her award-winning firm, she has worked with hundreds of non-profit and for-profit organizations locally and throughout the United States and Canada. Wendy has an extensive background in the areas of marketing, publicity, advertising, social media campaigns, events, and market research. She worked in the management training film area for over seven years and held management positions in the home video industry for several years at Paramount Home Video, Media Home Entertainment and Pacific Arts Video.

She holds an M.B.A. in Marketing/Management from Loyola Marymount University in Los Angeles, an M.A. in Broadcast Journalism from the University of Southern California, also in Los Angeles, and a B.A. in English from the University of California at Berkeley. She is a graduate of Leadership Monterey Peninsula and the Leadership Santa Cruz County. She is the winner of four Business Excellence Awards (2010, 2007, 2003, 1998) from the Monterey Peninsula Chamber of Commerce and a 1999 Small Business Advocate of the Year Award from the California Chamber of Commerce and a 1999 Robert C. Littlefield Award from the Monterey Peninsula Chamber of Commerce. Wendy was selected as the 2008 Woman of the Year by the Professional Women's Network of the Monterey Peninsula, and as one of the Top Women in Monterey County in 2009 by the Monterey County Commission on the Status of Women.

For information about Brickman Marketing, go to [www.brickmanmarketing.com](http://www.brickmanmarketing.com) or call (831) 594-1500.

## **About Monterey's Old Fisherman's Wharf**

Monterey's Old Fisherman's Wharf was designated as the #1 most visited attraction in Monterey County in a recent study conducted by the Monterey County Convention and Visitor's Bureau.

Monterey's Old Fisherman's Wharf is open 365 days a year including during the holidays (holiday schedule is on the events page on [www.montereywharf.com](http://www.montereywharf.com)). Visitors to Monterey's Old Fisherman's Wharf will want to plan their visit to include lunch or dinner at one of the many Wharf restaurants. A visit to the beautiful Monterey Peninsula just isn't complete without a rendezvous with Old Fisherman's Wharf in downtown Monterey that was built in 1845 for regular passenger and freight service. Known as the "Monterey Bay Whale Watching Capital of the World™" and a top destination of visitors from around the world, Monterey's Old Fisherman's Wharf provides a wide array of award-winning dining, shopping, live theater, special events, whale watching, bay cruises, a glass bottom boat, marine life, fishing and sailing, and strolling leisurely in a gorgeous setting overlooking the Monterey Bay.

Savor delicious cuisine at a myriad of fabulous restaurants featuring stunning views and award-winning Italian food, sustainable seafood, grass-fed steaks, including the region's famous clam chowder and calamari. Enjoy salt water taffy, homemade chocolates, caramel apples, cotton candy and many other yummy treats. View sea otters, sea lions, harbor seals, dolphins, whales, sea birds and other wildlife "up close and personal" that also share the Wharf. Watch people who have gone out and caught their own fish on the local and chartered fishing boats return with their own "catch of the day".

Celebrate the first location in Monterey County where tender abalone was cooked and served in a restaurant. Check out the many fun shops to find the perfect memento of your visit and a variety of unique gifts. Enjoy the exquisite views and the "best place to walk and people watch" in Monterey County!

Situated near downtown Monterey, Old Fisherman's Wharf is conveniently located along the Monterey Bay Recreation Trail and has plenty of nearby parking.

For more information about Old Fisherman's Wharf, go to [www.montereywharf.com](http://www.montereywharf.com) or call (831) 238-0777.