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**GAST NAMED TO TEXAS SOCIETY OF ASSOCIATION EXECUTIVES
BOARD OF DIRECTORS**

Irving CVB executive director appointed to leadership roles in two industry organizations

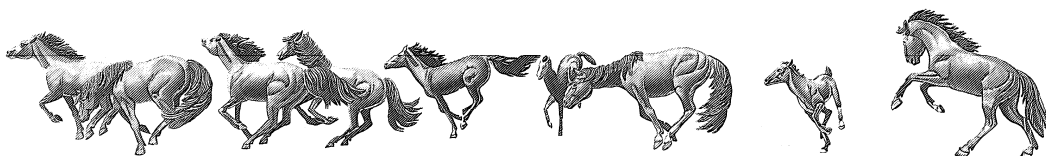
IRVING, Texas (Oct. 15, 2012) – Irving Convention and Visitors Bureau (ICVB) executive director, Maura Gast, was elected to serve on the Texas Society of Association Executives (TSAE) Board of Directors for 2012 – 2013, and has also been named to serve on the Ethics Committee for the American Society of Association Executives (ASAE).

Members of TSAE represent more than 1,000 association professionals from Texas-based associations and societies, as well as corporations and firms that provide services to associations. Gast is one of five new appointees to TSAE's 12-member board. Board positions are filled by nominations from the TSAE nominating committee, followed by board approval.

"I am so honored to be elected to the board of directors for TSAE. The ability to learn from and to work with leaders representing a wide range of associations will be a great joy and a great professional opportunity," said Gast.

"A convention and visitors bureau is in essence an association. In our case, we represent the travel and tourism industry in Irving – so this also serves as a great continuing education opportunity for our organization, and I look forward to it."

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"TSAE looks for experienced industry leaders with strategic experience to help our association remain relevant," said TSAE president and CEO, Beth Brooks.

"Maura's work with the ICVB, especially her involvement with the new convention center, is the type of experience we look for."

ASAE's Ethics Committee strives to stimulate the expression of appropriate behaviors for association executives, the associations they represent, their volunteer leaders, and their suppliers; and identify ways that association executives can help members examine their actions in the context of their impact on society.

As a member of the ASAE Ethics Committee, Gast will serve alongside other national industry leaders to create forums where association members can examine the ethics of their actions.

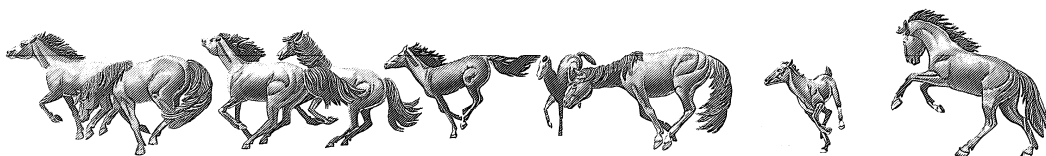
"Because ethics takes such a high priority in our industry, and rightly so, I am very honored to join ASAE's Ethics Committee and work for ways to implement a culture of ethics throughout our industry, and to put a spotlight on the great work already being done by so many on this front – here at home, and out in the industry," said Gast.

A 21-year veteran of the ICVB, Gast was named executive director in October 2003. A past chair of Destination Marketing Association International, she has earned the industry's highest educational certification, Fellow Certified Destination Management Executive (FCDME). In addition, Gast serves on numerous community-based boards.

About TSAE

The Texas Society of Association Executives (TSAE) is a non-profit professional organization for persons engaged in the management of voluntary trade and professional organizations in Texas. TSAE provides the highest quality educational, leadership, and professional development opportunities to association executives and supplier members, which enhances the performance of the organizations they represent. TSAE began in 1928 as Texas Trade Association Executives (TTAE). In 1956 TTAE changed its name to Texas Society of Association Executives.

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About ASAE

ASAE represents more than 21,000 association executives and industry partners representing 10,000 organizations. Members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in nearly 50 countries around the world. ASAE exists to connect great ideas and great people to inspire leadership and achievement within the association community.

About Irving, Texas

Located immediately adjacent to Dallas/Fort Worth International Airport and between Dallas and Fort Worth, Irving, Texas, boasts more than 75 hotels and nearly 12,000 rooms. Las Colinas, a 12,000-acre master-planned community within the city of Irving, is known worldwide for its quality and uniqueness. The city is home to 10,000+ companies, 50 Fortune 500 companies, and the world headquarters of six Fortune 500 companies. For more information, visit irvingtexas.com

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