

# Tacoma Regional Convention + Visitor Bureau

## Tacoma Regional Convention + Visitor Bureau Announces New President + CEO

**May 4, 2012—Tacoma, Wash.** —After a three-month nationwide search, the Tacoma Regional Convention + Visitor Bureau [TRCVB] recently selected Bennish Brown as the organization’s new president and CEO.

Brown has a strong background in the destination marketing industry and served the last 12 years as the executive director of Rock Hill/York County Convention and Visitor Bureau in South Carolina.

Brown is set to begin work at the TRCVB around June 1. He will lead the TRCVB’s staff of 15 and will report to the TRCVB’s board of directors.

“We are very excited for Bennish to join the Pierce County travel and tourism industry as the new CEO of the Tacoma Regional Convention and Visitor Bureau. He brings with him a great deal of valuable and successful experience, and we are eager for the organization’s next steps,” said Mike Gommi, head of the TRCVB’s search committee. “He will be a great fit for the community. This is evident by not only his track record, but also by his character.”

While at Rock Hill/York County CVB, Brown grew the organization’s budget from \$200,000 to \$1.1million in seven years, led the organization to become the first Destination Marketing Association International [DMAI] accredited CVB in the state, managed a merger between the CVB and Sports Commission, hosted a Ladies Professional Golf Association [LPGA] event and more.

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*The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, WA. Accredited by Destination Marketing Association International.  
For more information, visit [www.TravelTacoma.com](http://www.TravelTacoma.com).*

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