



NEWS RELEASE

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Greater Lansing Convention & Visitors Bureau Hires Vice President of Regional Partnerships

LANSING, Mich.-- The Greater Lansing Convention and Visitors Bureau (GLCVB) is pleased to announce it has hired Gus Pine, CTA, as the organizations first Vice President of Regional Partnerships.

Holding a B.A. from the University of Virginia, Pine was most recently with the Radisson Hotel Lansing at the Capitol where he spent six years total, three as General Manager for the property. Previous to that Pine held various management positions from 1996 to 2005 with the Marietta Hotel and Conference Center in Atlanta, Georgia. His role with the GLCVB will be to work as a liaison between the Bureau and regional meeting facilities to strengthen communication and strategic planning for continued growth for the local meetings and event industry. Pine's first project will be to work with the Lansing Center to better align the 120,000 square foot convention center with groups befitting its size and location.

"We at the Lansing Center are truly excited for this added synergy with the GLCVB," said LEPPFA President and CEO Scott Keith. "This role will help best align visiting groups with area facilities and benefit the local hospitality community as a whole."

GLCVB President and CEO, Lee Hladki, shares Keith's enthusiasm. "I'm excited to have Gus taking on this new and important role for our organization. His experience in the hospitality and meetings industry coupled with his knowledge of the Capital region and its potential as an event destination will be a real asset to our team."

The mission of the Greater Lansing Convention & Visitors Bureau is to positively impact the area's economy by marketing the region as a travel destination.

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