



# NEWS RELEASE

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## Greater Lansing Convention & Visitors Bureau Hires New President/CEO

**LANSING, Mich.**-- The Greater Lansing Convention and Visitors Bureau (GLCVB) is pleased to announce it has hired Jack Schripsema, as the organization's new President/CEO.

A native of the Grand Rapids area, Schripsema holds a B.A. from Michigan State University and brings over 30 years of experience in the hospitality and tourism industry. He was most recently with the Flint-Genesee County Convention & Visitors Bureau where he served as President. Previous to that Schripsema spent five years as the vice president of sales and marketing for the Traverse City Convention & Visitors Bureau. Additionally he spent over twenty years working for the Amway Corporation and Amway Grand Plaza Hotel.

"I'm thrilled to be joining the award winning GLCVB team and to work with its Board, staff and community stakeholders," said Schripsema. "It will be exciting to build on their foundation of success and help take the organization to the next level."

GLCVB Board Chair, Robert Selig, shares Schripsema's enthusiasm. "I'm thrilled to have Jack taking on this important role for the organization. His experience in the hospitality industry coupled with his desire to promote Greater Lansing as a premier event destination will be a real asset to the Bureau."

Schripsema begins his new position on November 1, 2012.

*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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