



NEWS RELEASE

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Greater Lansing CVB Employee Earns Certified Meeting Professional Designation

LANSING, Mich. – The Greater Lansing Convention and Visitors Bureau (GLCVB) is pleased to announce that sales manager Amanda Toy, recently earned the highly-regarded Certified Meeting Professional designation (CMP) from the National Convention Industry Council. The CMP certification distinguishes its holders as career professionals who have demonstrated a high level of experience, skill and knowledge.

“The designation conveys credibility to a meeting professional’s opinions and ideas, both at work and in the greater meetings, conventions and exhibitions industry,” said Julie Pingston, fellow CMP and Senior Vice President of the GLCVB. “Amanda’s dedication to professionalism in our industry reflects that of the entire GLCVB. We’re thrilled to now have six CMP’s on our staff so that the GLCVB is equipped to work along-side professional meeting planners who choose Greater Lansing for their conference or event.”

Toy is a sales manager for the GLCVB focused on the State Association market with over seven years of experience in the hospitality industry. She is a graduate of Michigan State University and has been with the GLCVB since 2011. She is currently a member of the Michigan Society of Association Executives and sits on several committees within that organization, as well as the Events Committee with the Society of Government Meeting Planners. In 2006, Toy was the recipient of the Hyatt Corporation’s Emerging Professionals Award. For more information about the GLCVB, visit www.lansing.org or call 517-487-0077.

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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