



# 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 Heather Cooper Kim, 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. “Heather’s dedication to professionalism in our industry reflects that of the entire GLCVB. We’re thrilled to now have seven 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.”

Kim is a sales manager for the GLCVB focused on the Faith-Based market with over 13 years of experience in the hospitality industry. She is a graduate of Michigan State University and has been with the GLCVB since 2007. Heather, a member of Religious Conference Management Association, serves as chair of the Christian Emphasis Committee for the YMCA and holds a seat on the YMCA’s Board of Directors. In addition, Heather also sits on the Board and serves as Secretary for the South Lansing Business Association. For more information about the GLCVB or the CMP designation, visit [www.lansing.org](http://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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