



# NEWS RELEASE

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## Greater Lansing CVB and Team Lansing Foundation Announce Greater Lansing Certified Tourism Ambassador of the Year & Employer of the Year

**LANSING, Mich.** – The Team Lansing Foundation, along with the Greater Lansing Convention and Visitors Bureau (GLCVB), are pleased to recognize Brian Dornton, CTA, Guest Services Representative with the Lansing Residence Inn by Marriott, as the **2013 Greater Lansing Certified Tourism Ambassador of the Year**. Dornton was honored at the third annual Greater Lansing Certified Tourism Ambassador Star Awards on September 16th at Studio C! in Okemos.

“Tourism is about creating experiences and front-line workers can have the biggest impact on making a visitor’s time in Greater Lansing memorable,” said Jack Schripsema, President of the GLCVB and Executive Director of the Team Lansing Foundation. “Brian exemplifies the goals of the CTA program by showing confidence in interactions with guests, dedication to premium customer service, pride in our region and establishing credibility within our industry.”

Additionally, the GLCVB recognized The Capital Region International Airport as **CTA Employer of the Year**, for facilitating its entire operations staff to become CTAs and also for requiring that taxi providers that serve that airport to also become CTAs.

The Greater Lansing Certified Tourism Ambassador program, which began in August of 2010, aims to equip residents in front-line hospitality and tourism-related positions, such as hotel, local attractions and restaurant employees, with a more in-depth knowledge of the area’s many assets so they may help create a more positive and memorable visitor experience. Upon completion of the program curriculum, delivered through reading assignments and one half-day in-class session and exam, participants will receive a thorough education and a nationally recognized certification designation to add to their resume.

While focused on the hospitality community, any interested Greater Lansing resident may enroll. Currently there are over 500 CTA’s in the area. The cost for the course is \$20 per person, with group rates also available. To access a class schedule and additional information visit [www.lansing.org/cta](http://www.lansing.org/cta).

*The mission of the Team Lansing Foundation is to champion destination development in Greater Lansing through education, research and participation with initiatives that enhance and elevate the value of the tourism assets within our community.*

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