



NEWS RELEASE

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GLSA Staff Member Earns Certified Sports Event Executive Designation

LANSING, Mich.— The Greater Lansing Sports Authority (GLSA) is pleased to announce Meghan Ziehmer, CTA, Manager of Sports Events, recently received her Certified Sports Event Executive (CSEE) designation from the National Association of Sports Commissions.

The CSEE is similar to the well-respected Certified Meeting Professional (CMP) designation, but pertains specifically to the sports event side of event planning and destination marketing.

“We are exceedingly proud of Meghan and the hard work she put in earning this special designation,” said Jack Schripsema, President and CEO of the Greater Lansing Convention and Visitors Bureau. “Professional designations such as these help to distinguish the Greater Lansing Sports Authority as a first-rate organization, with a smart and dedicated staff.”

Since its inception in 2002, the CSEE has been the only certification available for experienced sports event professionals seeking continuing education and professional development in the field of sports tourism. Meghan has been with the GLSA since June 2009. If you have any questions about the CSEE designation or the GLSA, call 517-377-1411 or visit www.lansingsports.org.

The Greater Lansing Sports Authority (GLSA) is a division of the Greater Lansing Convention and Visitors Bureau. The GLSA's mission is to be the leading voice of sports tourism in the Greater Lansing area and to promote economic growth by attracting a diverse range of sporting events to the region. The GLSA will strive to enhance the quality of life for area residents through the development of local sports and fitness programs for all ages, and to support the continued development and maintenance of safe, high-quality athletic facilities.

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