

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB President Elected to Serve on Statewide Tourism Board Appointment Gives Rockford Region Voice at State Level

FOR IMMEDIATE RELEASE

October 13, 2009

ROCKFORD, IL — The Rockford Region will now have a greater voice in matters related to the statewide tourism industry. RACVB President/CEO John Groh was elected to the executive board of the [Illinois Council of Convention and Visitors Bureau](#) (ICCVB), a statewide organization that advocates for tourism related issues.

"I'm honored by the opportunity to serve on the ICCVB executive board," said Groh. "In these tough times, it's especially important that we focus on growing the tourism industry as a way to improve our economy here in the Rockford area and throughout the state. My election to this board means the issues, concerns and opportunities we are addressing here will also be advanced at the state level."

ICCVB works to help its members (45 CVBs and 5 tourism development offices) become more effective and efficient in attracting visitors to their communities, provides educational opportunities which increase the level of professionalism in the industry and encourages cooperation between member organizations. ICCVB also serves as the tourism industry's prime advocacy group on legislative matters in Springfield.

Members of the ICCVB executive board also include:

- Crystal Howard (Bloomington-Normal Area CVB)
- Holly Cain (Quincy Area CVB)
- Jeanie Cooke (Danville Area CVB)
- Jo Kathmann (The Tourism Bureau Southwestern Illinois)
- Maureen Riedy (Lake County CVB)
- Tim Farley (Springfield CVB)
- Tim Roby (Chicago Convention & Tourism Bureau)
- Kim Bless (Elgin Area CVB)

RACVB is a private, non-profit organization established in 1984 to champion efforts to promote the Rockford Region as an overnight visitor destination. RACVB generates positive economic impact for our community through investments in tourism. www.gorockford.com

###

FOR MORE INFORMATION:

Kristina DeCoster, Director of Public Affairs: kdecoster@gorockford.com/815.489.1664