

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Rockford CVB Names New SMERF Meeting Sales Manager

FOR IMMEDIATE RELEASE
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ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau announces the appointment of Theresa Sellers to Meeting Sales Manager. In her position, Sellers will work to attract meetings, conferences and seminars to the region. She will focus on social, military, educational, religious and fraternal (SMERF) markets.

Sellers began working at the RACVB in 2004, starting as a customer service coordinator. She was promoted to group services manager in 2007 and in that role worked closely with convention and tournament planners, providing meeting and event planning assistance. Sellers' background working with meeting, event and tournament planners provides her with excellent contacts in this market and gives her a great deal of insight into the needs of this customer group.

"Theresa is an exceptionally gifted member of our team. She knows our current customers, understands the needs of this customer group and will work tirelessly to bring new business to the region," said RACVB President/CEO John Groh.

Sellers has been noted for providing excellent customer service; she was named 2007 Customer Service Manager of the Year by the Association for Convention Operations Management and *Successful Meetings Magazine*.

"The Rockford Region has so much to offer convention and meeting planners. I'm excited about the opportunity to work with this market in a different capacity and bring new groups to the region," said Sellers.

SMERF groups that have recently visited the Rockford Region include:

- America in Bloom
- Associated Firefighters of Ill. Honor Guard
- Christian Congregation of Jehovah's Witnesses
- Illinois Chapters of the Red Hat Society
- Kiwanis International/Illinois – E. Iowa District
- Land of Lincoln Lacemakers
- Midwest Woman to Woman
- United Church of Christ
- 24th Infantry Regiment Combat Team

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

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FOR MORE INFORMATION:

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