

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Employee Earns Prestigious, Rigorous Designation

FOR IMMEDIATE RELEASE

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ROCKFORD, IL — The Rockford Region now has a new competitive edge when it comes to attracting and hosting meetings. RACVB Meeting Sales Manager Theresa Sellers earned the prestigious Certified Meeting Professional (CMP) designation, the primary certification of the meetings, conventions and exhibitions industry.

The CMP recognizes individuals who have achieved the industry's highest standard of professionalism through their experience, skills and knowledge. Certification requirements are based on professional experience and a rigorous written exam. CMP's are required to renew their certification every 5 years.

"The CMP designation conveys credibility and experience. Meeting planners will immediately recognize that Theresa has a strong knowledge of the meetings market and a thorough understanding of best practices within the industry," said RACVB President/CEO John Groh. "This makes the Rockford Region more marketable because meeting planners know they are dealing with a professional who understands and can meet their needs in creating a successful event."

"By earning the CMP designation, I've proven to event planners I have knowledge and experience that other competitors may not have. This will help me make connections with prospective clients and means they will be more likely to select Rockford for their next meeting or event," said Sellers. "

Sellers began working at the RACVB in 2004, starting as a customer service coordinator. She was promoted to group services manager in 2007, where she worked closely with convention and tournament planners, providing meeting and event planning assistance. She was promoted to Meeting Sales Manager last fall.

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 Area Convention & Visitors Bureau is a private, non-profit organization that champions efforts to promote and further develop the Rockford Region as an overnight visitor destination. RACVB generates positive economic impact for the community through investments in tourism marketing, sales, promotion and advocacy. www.gorockford.com

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FOR MORE INFORMATION:

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