

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## RACVB Employee Earns Prestigious Designation in Sports Event Management, Marketing

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 sports tournaments and events. Phil Elsbree, RACVB Director of Sports Sales, earned the Certified Sports Events Executive (CSEE) designation conferred by the National Association of Sports Commissioners (NASC). The CSEE recognizes NASC members who have achieved 5 years of experience in the sports events industry and have earned 8 continuing education credits. Elsbree is one of only 85 graduates of the program nationwide.

"The CSEE designation communicates an understanding of the industry's best practices in sports events management. Event organizers will more readily recognize that Phil is well versed in the latest industry knowledge and trends," said RACVB President/CEO John Groh. "This makes the Rockford Region more marketable for attracting new sports events and tournaments because event organizers will know they are dealing with a professional who understands and can meet their needs in planning a successful event."

"With this designation, sports event organizers can quickly identify I have knowledge and experience other competitors may not. This will help me make connections with new prospective contacts by instantly communicating our organization's and region's commitment to the sports events industry," said Elsbree.

Elsbree began working at the RACVB in 2005, starting as a customer focus coordinator. He was promoted to director of sports sales in 2006 and director of sales and services last year.

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](http://www.gorockford.com)

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