

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## RACVB Meeting Sales Manager to Speak at National Convention

**FOR IMMEDIATE RELEASE**

**December 29, 2010**

**ROCKFORD, IL** — RACVB Meeting Sales Manager Theresa Sellers will serve as a presenter at the 2011 Association for Convention Operations Management (ACOM) Annual Conference in Las Vegas on January 7-9.

Sellers will facilitate a session entitled "Learn from Past Convention Services Managers of the Year as You Chart Your Future." The session will feature previous award recipients who speak directly with their peers about providing exemplary service. Sellers will also speak on the panel "Exceptional Services with Down-sized Staff," which will provide insights into identifying and resolving issues that arise when trying to provide the same level of service with fewer staff members.

While at the conference, Sellers will be presented with the second annual William H. Just CAE, CMP Memorial Award. This honor is given to qualifying members of ACOM that have recently received the Certified Meeting Planner (CMP) designation. Theresa earned the William H. Just award for her passion and dedication to the meetings business.

Sellers has served the past two years on the annual conference committee. She has also served on both ACOM's membership committee and its summer session committee.

Sellers began working as a Customer Service Coordinator at RACVB in 2004. In 2007 she was promoted to Group Services Manager and named the 2007 Customer Service Manager of the Year by the ACOM and *Successful Meetings Magazine*. Sellers became Meeting Sales Manager in 2009.

*Rockford, IL, is located approximately 60 minutes west of Chicago's O'Hare International Airport off Interstate 90. For information on accommodations and things to do, visit [www.gorockford.com](http://www.gorockford.com). 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.*

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### **FOR MORE INFORMATION:**

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