

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Grows Team to Further Produce Results

Names New Marketing Coordinator, Sales & Group Services Coordinator

FOR IMMEDIATE RELEASE

April 14, 2011

ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau announces the promotion of Anna Delgado to Sales & Group Services Coordinator and the addition of Andre Weston as Marketing Coordinator.

Delgado was promoted to the full-time position of Sales & Group Services Coordinator after working part time as a Group Services Coordinator since May 2010. In her position Delgado will work with meeting and event planners who host events in the region, offering services that help attendees feel welcomed and encourage event planners to return as repeat customers.

“The Rockford Region has a strong reputation for providing excellent customer service for meeting and tournament attendees and organizers. We love our repeat customers, and offering great service is part of our strategy to ensure that customers return. Anna’s experience ensures we will continue to uphold our standard of ‘Wow’ customer service,” said Monica Krysztopa, RACVB vice president of sales and marketing.

Andre Weston has joined RACVB, filling our open Marketing Coordinator position. Weston is responsible for managing RACVB’s consumer and group customer databases, executing the CVB’s e-media efforts and campaigns, including social media. He’ll also oversee our multiple websites, including our flagship site gorockford.com. Andre will also be visible in the community promoting Rockford to Rockford weekly on local media outlets including WNTA and WREX. Finally, he will compile market and customer research to support our group and consumer sales initiatives.

“Andre and Anna have already proven they have the skills necessary to help our organization continue to exceed the expectations of our customers and grow the visitor industry in our region,” said John Groh, President/CEO. “I’m pleased they’ve joined our team and look forward to their contributions to the bureau, and our community.”

Delgado, a Rockford area native, graduated from Northern Illinois University in May 2010 with a Bachelor of Science degree in Hospitality Administration. She brings with her a great deal of customer service experience, having worked nearly ten years in the food service industry, the last five years in managerial positions.

Weston graduated in 2004 from Andrews University in Berrien Springs, Mich. with Bachelor of Arts in English and minor in journalism. He completed received a master's degree in Public Communication from American University in 2010. Prior to being hired for this position, Weston spent two months as a marketing intern at the bureau.

RACVB 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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