

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Hires New Sales Manager, Marketing Coordinator Positions to Help Grow Results, Bring More Visitors

FOR IMMEDIATE RELEASE

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ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau has hired two new team members to fill vacant positions. Mike Peppers has been named Sales Manager and Charles Schweinler has been hired as Marketing Coordinator.

Peppers brings with him more than 10 years of sales related experience, having spent the last two as a Senior Licensed Personal Banker at BMO Harris Bank and Amcore Bank. There he worked primarily on relationship building and uncovering customer solution opportunities.

Peppers will join RACVB's two other sales managers in promoting the Rockford Region to groups, events and tournaments. His key focus areas will be the association and group markets. Peppers graduated with a Bachelors of Science degree from Illinois State University.

"We're very excited Mike will join the RACVB team. We have a reputation of building lasting relationships with our customers, with Mike's sales experience we can continue to build on those successes," said RACVB President/CEO John Groh.

Charles Schweinler has been hired to fill RACVB's open Marketing Coordinator position. Schweinler will be responsible for implementing RACVB's social media campaigns, maintaining its website and coordinating and producing promotional videos. He previously worked at WREX –TV as an engineer.

"Charlie is already a strong advocate for the Rockford Region having launched his own social media site promoting our community's positive attributes. His experience with social media and video production will help us expand our social media marketing and remain a leader in utilizing this high-tech tool," said RACVB Vice President Monica Krysztopa.

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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