

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## RACVB Hires New Sales Manager; Promotes Four Team Members

**FOR IMMEDIATE RELEASE**

**July 30, 2012**

**ROCKFORD, IL** — The Rockford Area Convention & Visitors Bureau has hired a new sales manager and promoted four team members.

Nick Povalitis has been hired to fill the vacant Sales Manager position. He joins RACVB's two other sales team members in promoting the Rockford Region to groups, events and tournaments. Povalitis will focus primarily on new sports markets and meetings and associations.

Povalitis has a background in sales and public relations. He spent the past five years as Route Manager for G&K Services. Previously he worked as Assistant Sports Information Director at Washington University in St. Louis, Mo. Povalitis graduated with a Bachelor of Science degree from the University of Illinois, Urbana-Champaign.

"Nick will be a great asset to the RACVB sales team. He has the right tools to help bring new events to the area and the necessary customer service skills to assist our current customers as they grow and expand," said RACVB President/CEO John Groh.

RACVB also promoted four team members as part of a current restructuring process. Monica Krysztopa was promoted to Executive Vice President. Lindsay Arellano has been named Senior Sports Sales Manager and Cheryl Burggraf has been named Senior Meeting Sales Manager. Lauren Sanderson has been promoted to Operations Manager.

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

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### **FOR MORE INFORMATION:**

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