

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. Senior Sports Sales Manager Lindsay Arellano 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 five years of experience in the sports events industry and have earned eight continuing education credits. Classes include industry trends, event management, bid processes, sales and marketing and more. The entire certification process takes a minimum of two-and-a-half years. Continuing education is required to maintain certification.

“When event organizers see the CSEE designation they know they are working with someone who is up to date on the industry’s best practices in sports events management. Event organizers will more readily recognize that Lindsay is well versed in the latest industry knowledge and trends and has the experience needed to help them plan a successful event. This certification will ensure she stands out among competitors who haven’t taken this extra step,” said RACVB President/CEO John Groh.

“This designation instantly communicates the commitment of RACVB and the region to the sports events industry. This will help me build relationships and make new connections which help grow the sports market for our community,” said Arellano.

Arellano began working at the RACVB in 2001, starting as a sales assistant. She expanded her role within the department managing the Motorcoach market and various elements of the Groups market. In 2005 she added the international market to her responsibilities and also began targeting non-traditional sports. She was promoted to Senior Sports Sales Manager in 2011.

RACVB is a private, non-profit organization established in 1984 to champion efforts to promote the Rockford Region as an overnight visitor destination. The RACVB adds wealth to the region’s economy by investing in marketing programs that grow tourism. www.gorockford.com

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