

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Staff Honored at Annual Destination Marketing Association International Convention

*John Groh named to Destination & Travel Foundation Board,
Liz Wood named to 30 Under 30*

FOR IMMEDIATE RELEASE

July 20, 2015

Rockford, IL – Rockford Area Convention & Visitors Bureau CEO/President John Groh and Marketing Coordinator Liz Wood received honors at the annual Destination Marketing Association International Convention held July 14-17 in Austin, Texas.

Groh, whose term on the DMAI Board of Directors concluded this past week, was officially voted onto the Destination & Travel Foundation Board of Trustees during the convention. He will serve a three-year term.

The D&T Foundation is a complementary organization to DMAI. Its staff and board focus on pressing travel-related issues and help the industry address its ever-changing business environment. The mission of the foundation is to “enhance the destination marketing and travel professions through research, education, visioning and development of resources and partnerships for those efforts.”

“It was a great honor to serve on the DMAI Board of Directors and to help shape the future of the travel industry and destination marketing profession,” Groh said. “I am eager to continue working on travel-related initiatives and how they can help the broader industry and the Rockford region through my role with the Foundation Board.”

DMAI, along with founding program partner SearchWide, and supporting sponsors IMEX and USAE, named Wood as a 2015 recipient for its “30 Under 30” program.

The 30 Under 30 award focuses on identifying and developing the talent of destination marketing professionals, 30 years of age and under. A year-round program, the honorees convened for the first time at DMAI’s Annual Convention where they networked with peers who will help them with a capstone project on tourism marketing. In addition, each member will be paired with an industry veteran for the next year who will help to educate and mentor the honorees.

To be eligible for the program, Wood had to submit an application, including a video about her role and responsibilities in graphic design, social media and community relations with the RACVB. “The 30 Under 30 award is a great opportunity for me to learn more about destination marketing,” said Wood. “I’m truly honored to receive this award. I am passionate about Rockford and I am excited to share that passion with my industry peers.”

The mission of the RACVB is to drive quality of life and economic growth for our citizens through tourism marketing and destination development.
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