



NEWS RELEASE

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Greater Lansing CVB Welcomes New Marketing Staff – Awards New Titles to Two Others

LANSING, Mich.-- The Greater Lansing Convention and Visitors Bureau (GLCVB) is pleased to announce it has hired Valeri VanDeVusse as Manager of Graphic Design.

VanDeVusse comes to the CVB most recently from Gladstone Printing where she served as Graphic Design and Prepress Specialist. Previously VanDeVusse served as Graphic Artist for the East Lansing Food Cooperative. VanDeVusse has a Bachelor's Degree from Michigan State University in Art History and Visual Culture as well as an Associate's Degree from Lansing Community College in Graphic Communications.

"We are excited to welcome Valeri to the organization," said Jack Schripsema, President and CEO of the GLCVB. "Her skills and experience will effectively build upon our brand and the many important design and visual components coming out of our Marketing Communications department."

In addition to the hire of VanDeVusse as Manager of Graphic Design, the GLCVB has re-assigned titles to two other employees in the Marketing Communications department. Lori Lanspeary was named Manager, Social Media & Leisure Marketing. Emily Miller was promoted from a coordinator position to Manager, Social Media & Content Marketing. The change in titles was made to better reflect the individuals' roles in the GLCVB's growing social media and digital marketing efforts.

For more information about the GLCVB, visit www.lansing.org or call 517-487-0077.

The mission of the Greater Lansing Convention & Visitors Bureau is to positively impact the area's economy by marketing the region as a travel destination.

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