



# NEWS RELEASE

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## Greater Lansing Certified Tourism Ambassador Named International CTA of the Year

**LANSING, Mich.** – The Team Lansing Foundation, along with the Greater Lansing Convention and Visitors Bureau (GLCVB) and the Tourism Ambassador Institute (TAI), are pleased to announce Malinda Barr, **2015 Greater Lansing Certified Tourism Ambassador of the Year, has been selected as the 2016 International CTA of the Year.**

Malinda is the former Director of Sales at the Staybridge Suites Hotel, Okemos, MI and currently the Special Events Manager for the Lansing Lugnuts.

On behalf of the Committee, John Marks, past President & CEO of the San Francisco CVB, said, “Malinda, like all CTA of the Year winners, goes above and beyond what any guest might reasonably expect. Having grown up in the Greater Lansing region, she knows the community very well, but also utilizes all resources available to her, including quality material from the Greater Lansing CVB. She has a knack for anticipating guests' additional needs beyond that of their initial request, and goes out of her way to personalize their visit to the area.”

The Greater Lansing Certified Tourism Ambassador program aims to equip residents in front-line hospitality and tourism-related positions, such as hotel, local attractions and restaurant employees, with a more in-depth knowledge of the area’s many assets so they may help create a more positive and memorable visitor experience. Upon completion of the program curriculum, delivered through reading assignments and one half-day in-class session and exam, participants will receive a thorough education and a nationally recognized certification designation to add to their resume.

“It’s a tremendous honor for the international committee to choose a Greater Lansing CTA as International Tourism Ambassador of the Year,” said Jack Schripsema, President of the GLCVB and Executive Director of the Team Lansing Foundation. “Malinda exemplifies the goals of the CTA program by being passionate and committed to customer service. She’ll be an excellent ambassador as the industry’s top CTA for 2016.

Currently there are over 500 CTAs in the area. The cost for the course is \$20 per person, with group rates also available. To access a class schedule and additional information visit [www.lansing.org/members/cta-information/](http://www.lansing.org/members/cta-information/)

Photo attached.

*The mission of the Team Lansing Foundation is to champion destination development in Greater Lansing through education, research and participation with initiatives that enhance and elevate the value of the tourism assets within our community.*

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