

FOR IMMEDIATE RELEASE



Mary Hammond Receives Destination Marketing Executive Designation

Mary Hammond, Executive Director of the Paducah Convention & Visitors Bureau (CVB) has earned the Certified Destination Management Executive (CDME) designation, the only integrated executive program specifically designed for the destination marketing industry. The focus of the program is on vision, leadership, productivity and the implementation of business strategies. Hammond was recognized at the Destination Marketing Association International (DMAI) 2016 Annual Convention in Minneapolis, MN.

"There are highlights in my career at the CVB that have positioned me to better promote Paducah," said Hammond. "DMAI's Destination Marketing Accreditation Program (DMAP) and CDME are two of those highlights that go hand in hand to provide the professional credentials to stand with destinations large and small around the globe."

The CDME program is designed to better prepare senior destination marketing organization (DMO) executives and managers for increasing change and competition and to become more effective organizational and community leaders. The class of 2016 included more than 40 graduates. Over the course of 22 years, more than 400 students have participated in the CDME program.

"Education is the foundation to what DMAI provides for its members," said Gary Sherwin, DMAI Chair and President and CEO, Newport Beach and Company. "CDME is the only comprehensive educational program available to destination marketing organizations around the world, and we will continue to reinvest in this critical offering so that industry leaders may continue to learn from their peers, share best practices and propel our industry forward."

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The Paducah Convention & Visitors Bureau (CVB) is the official destination marketing organization (DMO) of Paducah McCracken County. The CVB exists to create new economic opportunities through destination marketing, management and tourism development. For more information, visit www.Paducah.Travel.

Destination Marketing Association International (DMAI) protects and advances the success of destination marketing worldwide. DMAI's influential membership includes nearly 600 destination marketing organizations (DMOs), from 16 countries that command US \$2.5+ billion in annual budgets. As the world's largest and most reliable resource for DMOs, DMAI provides nearly 4,000 individual members - professionals, industry partners, educators and students - the most innovative and relevant educational resources, networking opportunities and marketing intelligence worldwide.

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