

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## RACVB President/CEO John Groh Receives Destination Management Executive Certification Designation is specifically designed for tourism industry leaders

FOR IMMEDIATE RELEASE

August 23, 2016

**ROCKFORD, IL** – John Groh, president/CEO of the Rockford Area Convention & Visitors Bureau 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. Groh was recognized August 3 at the Destination Marketing Association International (DMAI) 2016 Annual Convention in Minneapolis, MN.

"Participating in the CDME program provided me a great base of information, ideas and industry connections that I have been able to bring back to the Rockford region and implement and call upon in our work at RACVB," said Groh. "I am grateful for the opportunity to have participated in the program and to be honored by DMAI for having successfully completed the program."

The CDME program is designed to better prepare senior destination marketing and management 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 DMO leaders graduated from the CDME program.

"Education is the foundation to what DMAI provides for its members," said Gary Sherwin, DMAI Board Chair and president/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."

In addition to earning the CDME certification, Groh was also elected to serve a one year term as a Member-at-Large on the Destination & Travel Foundation Board of Directors Executive Committee.

The foundation is a complementary organization to DMAI and engages industry leaders and experts in various fields to determine innovative and creative strategies. The ultimate goal is to prepare the industry to deal with the rapidly changing business environment.

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*The mission of the RACVB is to drive quality of life and economic growth for our citizens through tourism marketing and destination development. [www.gorockford.com](http://www.gorockford.com)*

**FOR MORE INFORMATION:**

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