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EXPERIENCE GRAND RAPIDS EMPLOYEE NAMED ONE OF THE 2017 “20 IN THEIR TWENTIES” PARTICIPANTS BY THE PROFESSIONAL CONVENTION MANAGEMENT ASSOCIATION

Nichole Steele is the first EXGR employee to receive this honor

Grand Rapids, Mich.—Experience Grand Rapids (EXGR), the area’s official destination marketing organization, is represented for the first time in the Professional Convention Management Association’s (PCMA) “20 in their Twenties” program. Nichole Steele, National Sales Director, has been chosen as one of the 2017 “20 in their Twenties” participants.

This is the fourth consecutive year that PCMA has announced the “20 in their Twenties” program. “20 in their Twenties” was created to engage the best and brightest in the Meetings, Conventions and Business Events industry. Possible candidates from around the nation apply to be considered, and in the end 20 individuals 29 years old or younger are selected as the professionals that will help shape the future of the meetings industry.

“I am so honored and excited to be chosen as one of the “20 in their Twenties” award recipients,” said Nichole Steele, CTA, National Sales Director at Experience Grand Rapids. “I truly love what I do at Experience Grand Rapids, so to be recognized for that means so much to me.”

Being selected as a PCMA “20 in their Twenties” participant means that each person is awarded complimentary registration to PCMA’s signature event Convening Leaders in January and the Education Conference in June, free PCMA membership for 2017, and mentoring sessions from industry leaders.

“I am happy for not only this personal recognition but for my organization and city to be recognized as well,” said Steele. “I have had some incredible mentors help shape me into the industry professional I am today and I look forward to passing on what I have learned to others by being a mentor as well.”

Steele has a passion for Grand Rapids and her career in hospitality, which she displayed in her PCMA “20 in their Twenties” video submission. In her video, Steele talks about her love for Grand Rapids, her second job at The Mitten Brewing Company, and being an adjunct professor at a local college teaching Craft Brewery Taproom Management. Steele’s video can be found here: <http://bit.ly/2fFomiZ>

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About Experience Grand Rapids

Established in 1927, Experience Grand Rapids (EXGR), the areas’ official destination marketing organization, strengthens the region’s economic vitality and quality of life by marketing Grand Rapids/Kent County as a preferred visitor destination.