



NEWS RELEASE

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Convention & Visitors Bureau Welcomes Brenda Haight to Destination Sales Department

LANSING, Mich.-- The Greater Lansing Convention and Visitors Bureau (GLCVB) is pleased to announce it has hired Brenda Haight, CMP, CTA as Sales Manager.

Haight brings with her over 17 years of experience in destination sales, working most recently with Boyne Resorts in Northern Michigan. Previous to that, Haight was with Discover Kalamazoo for twelve years. Haight is a long-time member of the Society of Government Meeting Planners and the Michigan Society of Association Executives.

Haight's role with the GLCVB will be focused on growing event business and managing relationships within State association markets.

"We are very excited to welcome Brenda to the organization," said Jack Schripsema, President and CEO of the GLCVB. "Her long tenure in the state tourism industry and numerous long-term client relationships will make her an instant asset to the organization."

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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