



NEWS RELEASE

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Greater Lansing CVB and Team Lansing Foundation Announce Greater Lansing Certified Tourism Ambassador of the Year

LANSING, Mich. – The Team Lansing Foundation, along with the Greater Lansing Convention and Visitors Bureau (GLCVB), is pleased to recognize Doug Klein, CTA, Executive Director of the Mason Area Chamber of Commerce, as the **2016 Greater Lansing Certified Tourism Ambassador of the Year**. Klein was honored at the 2017 Greater Lansing CVB Annual Meeting held on February 21st at the Kellogg Hotel and Conference Center in East Lansing.

“Tourism is about creating experiences and front-line workers can have the biggest impact on making a visitor’s time in Greater Lansing memorable,” said Jack Schripsema, President of the GLCVB and Executive Director of the Team Lansing Foundation. “Doug exemplifies the goals of the CTA program by being outgoing and helpful during his interactions with visitors, encouraging them to visit our many community assets and to experience, explore and then welcome others to the Greater Lansing community.”

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.

While focused on the hospitality community, any interested Greater Lansing resident may enroll. Currently there are over 500 CTA’s 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/cta.

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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