



FOR IMMEDIATE RELEASE
May 2, 2011

Contact: Kim Bennett, President & CEO
Vancouver USA Regional Tourism Office
101 E. 8th Street, Suite 240
Vancouver, WA 98660
(360) 750-1553 Ext. 12
kbennett@VisitVancouverUSA.com

**VANCOUVER USA REGIONAL TOURISM OFFICE
ANNOUNCES CHANGES TO CONVENTION SALES TEAM**

VANCOUVER, Wash. – Ashley Shimer has accepted a new position with the Vancouver USA Regional Tourism Office as Convention Sales Manager. Additionally, two current members of the Vancouver USA team, Debbie Picard and Kelsey Chappelle, have both been promoted to Senior Convention Sales Managers.

Shimer, who has been with the organization for the past year in a support capacity, will now be responsible for selling both the sports and government markets.

“We are extremely excited to have Ashley join the convention sales team,” said Rosemary Cooke, Director of Sales for the Tourism Office. “Her position will allow us to truly focus on the sports events market, in which we feel Vancouver USA has so much to offer.”

The promotion of Picard and Chappelle comes after multiple years with the Tourism Office and in the sales and hospitality industry. Picard has been with the organization for nearly three and a half years and Chappelle for over a year and a half.

“Senior titles for both Debbie and Kelsey are evidence of their range of experience and dedication to the Regional Tourism Office, as well as their success in selling our destination,” said Cooke. “Our convention sales team does an impressive job bringing in state, regional and national conventions to our community, and we are thrilled with the talent and professionalism of the staff we have assembled.”

About the Bureau:

The Vancouver USA Regional Tourism Office is an economic development organization responsible for competitively marketing Vancouver and the surrounding area as a destination for meetings, conventions, and group and leisure travelers. They are located at 101 E 8th Street, Suite 240, Vancouver, Washington 98660. You can reach the Tourism Office at 360-750-1553, or via e-mail at info@VisitVancouverUSA.com. You can also visit them on their web site at www.VisitVancouverUSA.com.

###