



# NEWS RELEASE

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## Greater Lansing CVB and Team Lansing Foundation Announce Greater Lansing CTA Star of the Year

**LANSING, Mich.** – The Team Lansing Foundation, along with the Greater Lansing Convention and Visitors Bureau (GLCVB), is pleased to recognize Joyce Grinczel, CTA as the **2017 Greater Lansing Certified Tourism Ambassador Star of the Year**. Grinczel was honored at the 2018 Greater Lansing CVB Annual Meeting held on February 22, 2018 at the Breslin Student Events Center in East Lansing.

“Truly dedicated CTA’s go above and beyond to make sure new residents to the area know everything that makes Greater Lansing great,” said Jack Schripsema, President of the GLCVB and Executive Director of the Team Lansing Foundation. “Joyce serves as Dart’s Relocation Specialist and works to integrate Dart’s new employees into the community. What she learns as a CTA she passes along to Dart’s employees from around the world. Joyce has planned get-togethers and field trips for employees so they can learn more about the community that has become their new home. Joyce attends almost of our networking events and is a passionate CTA advocate. We’re thrilled to name her the CTA Star of the Year.”

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 nearly 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](http://www.lansing.org/cta).

Photo attached.

*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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