

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## RACVB Announces Staff Changes

Lindsay Arellano, Andrea Cook and Kristen Paul Take on New Roles  
Phil Elsbree Named Senior Sales Manager

**FOR IMMEDIATE RELEASE**

**June 21, 2018**

Rockford, IL – The Rockford Area Convention & Visitors Bureau is pleased to announce one new hire and three internal staff promotions and role changes.

Lindsay Arellano, who has been with the RACVB since 2001, has been promoted to Vice President of Sales and Service. She previously served as Director of Sales and Service. Arellano graduated from North Park University in Chicago. In 2017 she was a part of the winning sales team that brought home the Sports Tourism Organization of the Year award from the National Association of Sports Commissions. Arellano can be found playing soccer through the Rockford Park District in her spare time.

“Lindsay has been a rock solid member of our team for many years. Clients and customers love working with her, partners describe her as a friend and a colleague and our staff look up to her and follow her lead. I’m thrilled to be able to promote her in the vice president role, it’s well deserved and I know she’ll continue to excel,” said John Groh, RACVB president/CEO.

Kristen Paul is moving from the role of Executive Assistant to Destination Development Operations Manager. Paul graduated from Wright State in Dayton, Ohio with a degree in organizational leadership. Before coming to the RACVB, she worked in Chicago in the hotel industry for 10 years and has been with the group currently two years. Camping in Rock Cut State Park with her family is one of her favorite activities in the Rockford Region.

Andrea Cook has been promoted to Associate Director of Marketing & Communications. She has worked at the RACVB as Marketing & Communications Manager since 2013. Cook graduated from Northern Illinois University in DeKalb, Illinois with a degree in Textiles, Apparel & Merchandising. Listening to great live music at events like Dinner on the Dock and Tuesday Evening in the Gardens or eating at several of the local restaurants with her husband are just a few of her favorite things to do in the Rockford Region.

Phil Elsbree has returned to RACVB as Senior Sales Manager, having previously been on staff prior to the past eight years working in sales at local and regional hotels. Elsbree draws upon 20 plus years in hospitality sales and marketing and looks forward to contributing to the RACVB team. Elsbree graduated from Northern Illinois University and his favorite pastime activity includes running on trails throughout the region.

“We have an amazing team at RACVB working on behalf of our region. Each one of these individuals contributes greatly to the success of our organization and this destination,” said Groh. “As they take on these new roles, I am confident that the up-and-to-the-right trendline will continue for tourism in the Rockford Region.”

**About RACVB:** The mission of the RACVB is to drive quality of life and economic growth for our citizens through tourism marketing and destination development. [www.gorockford.com](http://www.gorockford.com)

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