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Ben Berthelot elected as Vice-Chair of Louisiana Travel Association's board

Alexandria, La. (Jan. 30, 2019) – Ben Berthelot, President and CEO of the Lafayette Convention and Visitors Commission was installed as Vice-Chair of the Louisiana Travel Association (LTA) Board of Directors at its annual meeting at the Holiday Inn Alexandria - Downtown.

“I am honored to be serving LTA and the 750 members the association represents throughout the state,” said Ben Berthelot, LTA vice-chair. “This organization has worked to lead and strengthen Louisiana’s tourism industry for 58 years, and I look forward to working with my fellow board members to keep the momentum going.”

New officers installed on the executive board committee include the following: Janice Delerno Verges, with the Stockade Bed & Breakfast, as chairman; Kerry Andersen, independent consultant, as secretary; Kyle Edmiston, with Lake Charles/Southwest Louisiana CVB, as treasurer; and Travis Napper, with Ruston-Lincoln CVB, as immediate past chair.

“Our executive committee and board of directors are responsible for helping us meet the needs of our members and making sure we accomplish our goals of providing educational and marketing opportunities while also advocating on the industry’s behalf,” said Jill Kidder, LTA president and CEO. “We are excited to be starting off another year with a great group of industry leaders that represent the entire state.”

Officers on the executive committee and members of the board of directors are elected during the annual meeting. Each year, the chairman of the board selects a nominating committee that is comprised of members who are not up for re-election and who are not seeking office. This committee is responsible for presenting a slate to the members of the association that recognizes all regions of the state and all segments of the tourism industry.

About the Louisiana Travel Association

LTA is a trade association leading and strengthening Louisiana’s vibrant tourism industry through promotion, education and advocacy on behalf of our members. Tourism generated \$1.8 billion for Louisiana in 2017 and employs more than

236,000 people throughout the state. For more information, visit LouisianaTravelAssociation.org.