

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB's Nick Povalitis Earns Destination Management Industry's Highest Professional Certification

FOR IMMEDIATE RELEASE

August 12, 2019

Rockford, IL – The Rockford Area Convention & Visitors Bureau's Director of Sports Development Nick Povalitis recently received the Certified Destination Management Executive (CDME) designation. The certification was conferred upon Povalitis by Destination International's Association at its annual convention in St. Louis, MO. The designation is the tourism industry's highest individual professional certification.

The CDME program is the only integrated executive program specifically designed for destination management and marketing professionals. The program prepares destination organization professionals to leverage their experience and to apply their knowledge with a focus on vision, leadership, productivity and implementing business strategies.

"Nick has played a key role in bringing some of the region's biggest sporting events and experiences to the region this year, including the Fred VanVleet Jurassic Park events and Fan Fest and later this year the 2019 ITTF North American Olympic Table Tennis Trials," said RACVB President/CEO John Groh. "The CDME program helps prepare Nick for his current, and future work, within the destination marketing industry and our organization. The designation indicates to others that he has completed a rigorous educational program and sets him apart as one of about 400 people worldwide who have achieved this level of educational accomplishment. We're proud of his achievement."

Program requirements included four core and two elective courses, applied research papers and a three-part final exam. Those who wish to maintain the CDME designation are required to complete continuing education every four years.

In addition to Povalitis, Groh also holds the CDME certification and teaches on the faculty for the program. Learn more about the CDME designation: <https://destinationsinternational.org/cdme>.

###

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

About Destinations International: Destinations International is the world's largest resource for official destination organizations, convention and visitors bureaus (CVBs) and tourism boards. Destinations International is about serving destination marketing professionals first and foremost. Together with more than 4,700 members and partners from nearly 600 destinations in approximately 15 countries, Destinations International represents a powerful forward-thinking, collaborative association; exchanging bold ideas, connecting innovative people and elevating tourism to its highest potential. For more information, visit www.destinationsinternational.org.

FOR MORE INFORMATION: Andrea Cook, RACVB Associate Director of Marketing & Communications, 815.489.1664 or acook@gorockford.com.