

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## RACVB CEO John Groh Elected Board Chair of International Industry Foundation

FOR IMMEDIATE RELEASE

August 28, 2019

**Rockford, IL** – John Groh, president/CEO of the Rockford Area Convention & Visitors Bureau, has assumed the volunteer role of Board Chair of the Destinations International Foundation, a nonprofit organization dedicated to empowering destinations globally by providing education, research, advocacy and leadership development opportunities. The foundation serves as a supporting entity to Destinations International, the world's largest resource for official destination organizations, convention and visitors bureaus and tourism boards.

In this role, Groh will volunteer his time working with 23 additional board trustees to raise and deploy funds in support of the association's priorities and members' needs.

"The role of destination organizations is rapidly shifting and changing," said Groh. "Fortunately, the foundation helps our industry stay ahead of the curve and, in turn, relevant in the communities we serve. Over the next year the foundation will roll out a refreshed direction and multi-year work plan, so the year ahead is an important one. I'm honored by the opportunity to serve as chair and appreciate the board's confidence in me to do so. I'll look forward to working with other industry leaders who are on the cutting edge of tourism development and bringing that experience and knowledge back to the Rockford area."

"The foundation is fortunate to have John as its chair. His passion for the industry and deep experience make him a great choice. John's active involvement with the foundation and other industry organizations is critical for our community so we remain aware of best practices and relevant in a constantly changing industry and one that demands rapid response to the marketplace," said Jennifer Furst, chair of the RACVB Board of Directors and president of Furst Staffing.

The Destinations International Foundation board includes members from destination development organizations across the country, including Niagara Falls, Kansas City, Indianapolis, Boston, Salt Lake and Ft. Lauderdale. "John has served on the Destinations International Foundation Board for five years and his leadership has been invaluable," said Don Welsh, president/CEO of Destinations International. "John is a trailblazer in our industry and has led the Rockford Area CVB to many successes. We look forward to him chairing our foundation this year."

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**About Destinations International Foundation:** Headquartered in Washington, D.C., the Destinations International Foundation exists to help the destination marketing sector innovate new approaches, incubate actionable tools and to build leadership capacity so that destination marketing organizations can stay ahead of industry threats, maximize future opportunities and excel as leaders in their sector and communities. <https://destinationsinternational.org>.

**About RACVB:** RACVB is responsible for promoting the Rockford region as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, RACVB strengthens the economic position of the region and provide opportunities for people in our communities. [www.gorockford.com](http://www.gorockford.com)

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