



# NEWS RELEASE

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Contact: Tracy Padot, CTA, VP Marketing Communications  
(517) 487-0077 – [tpadot@lansing.org](mailto:tpadot@lansing.org)  
[www.lansing.org](http://www.lansing.org)

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## Jack Schripsema, GLCVB President/CEO Announces Retirement

**LANSING, Mich.** – After a long and successful career in the hospitality industry, Jack Schripsema, CTA, President and CEO has announced his retirement from the Greater Lansing Convention and Visitors Bureau (GLCVB). Schripsema plans to step down at the end of February 2020.

Schripsema joined the GLCVB in 2012 and has been instrumental in helping drive overnight visitation, topping the one million room night mark in 2016. Schripsema's leadership and passion for the industry was recognized with multiple awards including being named CVB Star of the Year at the Governor's Conference on Tourism and earning a Michigan Meetings and Events Lifetime Achievement Award.

Schripsema is a graduate of Michigan State University and worked at hotels in New York, California and Michigan before moving into the destination marketing world serving in various capacities at CVBs in Traverse City and Flint. He was an active participant and Board member of MACVB, MSAE and Destinations International.

"Looking back over the last 50 years I'm proud to have been involved with many initiatives to further the industry and improve the communities I served. I valued my time at the GLCVB and the experience of working with the outstanding staff and local stakeholders. I know the Board will be diligent in finding the right person to lead the organization into the future, said Jack Schripsema, CTA, President and CEO.

Schripsema will remain at the helm through February 2020 while the GLCVB Board of Directors conduct a search for his replacement. Kenric Hall, GM of the Radisson hotel and GLCVB Board Chair states, "Jack has been a loyal and self-less leader who always put the best interest of the Bureau and the community first. He has done great work at the GLCVB and we wish him nothing but the best in his retirement."

Schripsema plans to spend his new free time with family in Pure Michigan, traveling and working on his golf game.

*The mission of the Greater Lansing Convention & Visitors Bureau is to promote the region as a visitor destination to impact the area's economy.*

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