

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Announces New Staff Updates

*Three new hires join the team in marketing,
sales & service and destination development departments*

FOR IMMEDIATE RELEASE

July 21, 2022

Rockford, IL – The Rockford Area Convention & Visitors Bureau (RACVB) is pleased to announce three new staff members have recently joined the organization.

Chenaire Barmore has joined the team as the new RACVB **Community Engagement Coordinator**. He was born and raised in Rockford, Illinois. He attended Northern Illinois University (NIU,) graduating with a bachelor's degree in Public Administration & Non-Profit/Non-Governmental Organization (NGO) Studies. Prior to his role at the RACVB he was a nonprofit consultant while in college for the Center for NGO Studies at NIU. This is a new position added to the team and he is responsible for engaging citizen and municipal participation in various events, initiatives and programs that the RACVB team coordinates that directly impacts both residents and visitors in the Rockford region.

“As a proud Rockfordian, I could not be more excited for this opportunity. I am ecstatic to build my professional career and make a difference in our community in Rockford,” said Barmore.

Rachel Larson joins the RACVB team as the **Sales & Servicing Manager**. She was born and raised in Rockford, Illinois. She attended the University of Illinois and majored in Recreation, Sports & Tourism Management. She most recently worked for the Rockford Register Star (Gannett) for four years and also ran a wedding planning business, Forest City Weddings & Events. Rachel will work with the Sales & Servicing team to bring new events, meetings and tournaments to the region and create a welcoming and unique experience for visitors while they are here.

“I love Rockford and am proud to call this community my home. I am thrilled to be a part of this team and to be more involved in the community,” says Larson.

Keturah Edwards was recently hired as the RACVB's **Creative Services Manager**. She was born and raised in Beloit, Wisconsin and attended Rockford University where she received her bachelor's degree in Human Development. Keturah is a self-taught graphic designer and started her own design business, Elevated By Design in 2017. From there she decided she wanted to broaden the scope of her work to benefit the Rockford region. Keturah is part of the Marketing team and will work to create brand concepts, creation and implementation of marketing pieces, campaigns and event designs along with the management of the gorockford.com website.

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"I am very excited to bring my talents to the RACVB team, an organization that has inspiring vision and a purposeful mission," says Edwards.

"We are excited to welcome such a stellar lineup of talent to the RACVB team," said John Groh, RACVB president/CEO. "Each new staff member has a strong background to complement their respective roles and offers individual talents that fit well with our entire team. They will continue to strengthen and enhance the quality of place and the reputation we work to create for residents and visitors in the Rockford region."

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 provides opportunities for people in our communities. www.gorockford.com.

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