



## NEWS RELEASE

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# Greater Lansing CVB Welcomes New Sales Team Staff, Celebrates Promotion

**LANSING, Mich.** – The Greater Lansing Convention and Visitors Bureau (GLCVB) is pleased to announce the promotion of Stephanie Wohlfert to Senior Sales Manager, as well as the addition of two new sales team members, Ariel Backus and Dani Schneider.

“We are excited to welcome Ariel and Dani to the organization and to celebrate Stephanie’s promotion,” said Julie Pingston, President and CEO of the GLCVB. “We have no doubt these new and current team members will be a crucial part of promoting Lansing as a meeting and tourism destination and helping us grow the local economy.”

### **Stephanie Wohlfert, CMP, CTA, Senior Sales Manager**

After five years at the GLCVB, Stephanie Wohlfert has been promoted to Senior Sales Manager. In addition to her current sales responsibilities with the state association and government markets, Stephanie will take on the lead role in developing and managing multiple professional meeting groups, as well as, the GLCVB Partner Meetings, including partner “Meet & Eats.”

“Stephanie has been a leader on our sales team since she first joined us in 2018,” said David Buckenberger, Senior VP, Business Development at the GLCVB. “Her leadership, creativity, and integrity have been key contributors to our success as we work to grow and succeed in a new world of event planning in Lansing.”

### **Ariel Backus, CMP, CTA, Sales Manager**

Ariel joins the GLCVB sales team with more than 10 years of event management and sales experience. She is currently pursuing a Doctorate of Strategic Leadership from Liberty University and holds a master’s degree in Human Resource Management from Saint Francis University.

In her role as sales manager, Ariel will establish and grow relationships with industry partners and community members and represent the Greater Lansing region to meeting and event planners. She aims to attract new business to the region and provide exceptional customer service to visitors.

### **Dani Schneider, CTA, Sales & Services Coordinator**

Currently pursuing an Associate Degree at Lansing Community College, Dani brings event organization, office management, and customer service experience to the GLCVB sales team. Dani’s responsibilities will include administrative sales support, as well as, event and meeting coordination.

“Dani and Ariel will be great additions to our sales team,” said David Buckenberger, Senior VP, Business Development at the GLCVB. “They both bring the experience, work ethic, and creativity that we’re confident will contribute to the GLCVB’s mission to positively impact the economy in the Greater Lansing area.”

For more information about the GLCVB, visit [www.lansing.org](http://www.lansing.org) or call 517-487-0077.

*The vision of the GLCVB is to inspire everyone to celebrate and love Greater Lansing as much as we do! Which goes hand in hand with our mission, to positively impact our community's quality of life by developing the region as a visitor destination.*

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