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Visit Shreveport-Bossier Announces CEO Milestone, a Promotion, and a New Department

Shreveport-Bossier, LA – Visit Shreveport-Bossier has a lot to celebrate, these days, thanks to a major milestone anniversary, an executive promotion, new hires, and a new department.

Stacy Brown celebrates 30 years at Visit Shreveport-Bossier

President and CEO Stacy Brown just marked 30 years with The Shreveport-Bossier Convention and Tourist Bureau, now called Visit Shreveport-Bossier. With 36 years in travel and tourism, Stacy Brown joined Visit Shreveport-Bossier in 1994 as Vice President of Communications. In 2000, she moved into the top role where she oversees the organization's leisure, convention and sports business cultivation, and marketing. She has championed the Boom or Bust Byway, which earned the National Scenic Byway designation in 2023. Some of Brown's other accolades include Biz Magazine's "5 over 50" and the ATHENA Leadership Award. In 2024, she served as Grand Marshal of the Krewe of Centaur Parade.

"Being part of Shreveport-Bossier's tourism industry for almost four decades has been an incredible journey," said Brown. "It's been the most wonderful gift to witness our city grow as a travel destination and as a place where people come to forge friendships, pursue careers, and build families."

Brown lives in Benton. She is a dedicated mother and proud grandmother. Her legacy is one of impactful leadership that shapes the tourism landscape in Shreveport-Bossier.

Aaron Bronson promoted to Executive Vice President

Brown's right hand at Visit Shreveport-Bossier has a new title thanks to a promotion. After more than two years with the organization, Aaron Bronson has been named Executive Vice President. Bronson spent nearly nine years in the casino industry working in finance, administration, and marketing. At Visit Shreveport-Bossier, Bronson oversees Finance, Human Resources, and Operations.

"Aaron is gifted at interpreting data, finding meaning, or trends, and then communicating that information in a way that is understandable and actionable," said Brown. "Aaron graduated from Centenary College. He and his wife are raising their family in Shreveport-Bossier, so he is invested in helping our visitor economy grow."

(Continued on page 2)

Karen Barnes named Vice President of Destination Development

Visit Shreveport-Bossier advanced its 10-year Destination Master Plan by welcoming Karen Barnes as Vice President of Destination Development. In her new role, Barnes will lead the newly formed Destination Development department, collaborating with stakeholders to enhance Shreveport-Bossier's appeal as a top travel destination.

Barnes is a seasoned business professional with a proven track record of community advocacy, and she brings valuable experience to the tourist bureau.

"Karen's new role reflects our confidence in her capabilities at Visit Shreveport-Bossier," said Brown. "With over twenty years of involvement in the community, she has established strong relationships and demonstrated commitment. Her experience and connections made her the ideal leader for our 10-year Destination Master Plan."

Barnes' extensive background and expertise align closely with the essential functions and accountabilities of the Vice President of Destination Development role. Previously, she served as the Associate Program Manager of Supplier Diversity at Ochsner Health, focused on inclusive sourcing and local business relationships.

"I am excited to join Visit Shreveport-Bossier as the Vice President of Destination Development," said Barnes. "Shreveport-Bossier offers a unique blend of southern charm, rich history, and a diverse cultural scene, and I am eager to showcase these attributes to visitors near and far. I look forward to working collaboratively to create meaningful change in our community and contribute to the economic growth of the region."

Amy McGee hired as Convention Sales Manager

The Sales and Conventions team proudly introduces its newest member, Amy McGee, who assumes the role of Convention Sales Manager. She comes to the bureau with a wealth of hospitality experience cultivated over more than five years in the industry. Amy brings a rich background having worked in the hotel and resort sector with Hilton corporate. She has also worked in sales, catering and systems.

Amy's approach is defined by her solution-oriented mindset and ability to effectively collaborate with businesses and events to be held in Shreveport-Bossier.

To learn more about developments from Visit Shreveport-Bossier as they continue to shape the future of our community at visitshreveportbossier.org.

View Visit Shreveport-Bossier's full Destination Masterplan, here: [Shreveport-Bossier Destination Master Plan and Rebrand \(visitshreveportbossier.org\)](https://visitshreveportbossier.org).

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