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## Visit Shreveport-Bossier Announces Staff Promotions And Certification

**Shreveport-Bossier, LA** – Visit Shreveport-Bossier is pleased to announce the well-deserved promotions of **Jessica Rodgers to National Sales Manager** and **Suzanne Card, TMP, to Senior Sales Manager** within the Sales & Conventions Department, along with **Charlotte “Charlie” Rice, Director of Administration, earning her SHRM-CP certification.**

As she approaches six years with Visit Shreveport-Bossier, **Jessica Rodgers** has been promoted to National Sales Manager. In this role, she will continue building relationships with national associations and securing opportunities in key markets, playing a vital role in attracting midweek visitors, which is an essential goal of Visit Shreveport-Bossier’s 10-year Destination Masterplan. Additionally, her service on the Board of Directors for the MPI Dallas Chapter as Director of Membership further strengthens Shreveport-Bossier’s presence in the meetings industry.

**Suzanne Card** has been promoted to Senior Sales Manager, where she will assist in overseeing sales and convention operations while working closely with Louisiana state associations. As she celebrates 20 years with Visit Shreveport-Bossier in 2025, Suzanne’s journey from front desk roles to senior management is a testament to her dedication and expertise in the tourism industry. In her role, she will continue prospecting for new business, nurturing client relationships, and securing returning business for Shreveport-Bossier.

“I wish nothing but the best for Jessica Rodgers and Suzanne Card in 2025 and beyond,” says David Bradley, VP of Business Development at Visit Shreveport-Bossier. “These advancements reflect their hard work, dedication, and expertise. Their efforts have been vital to the meetings and conventions sector, and their continued contributions will bring lasting benefits to the Shreveport-Bossier community.”

In addition to these achievements, Visit Shreveport-Bossier is proud to celebrate **Charlotte “Charlie” Rice** as she embarks on her 11th year with the organization and earned her SHRM-CP (Society for Human Resource Management – Certified Professional) certification on January 22,

2025. This achievement highlights her understanding of HR policies and strategies, further enhancing the organization's commitment to operational excellence.

“We are committed to growing our expertise and finding new ways to drive tourism that supports our community,” said Stacy Brown, President & CEO of Visit Shreveport-Bossier. “These well-earned promotions and certifications reflect the dedication of our team, and we couldn’t be prouder of their hard work in making Shreveport-Bossier a thriving visitor destination year-round.”

Together, Rodgers, Card, Rice, and all of the staff at Visit Shreveport-Bossier are committed to positioning Shreveport-Bossier as a top-tier destination for meetings and conventions.

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#### ***About Visit Shreveport-Bossier***

*Visit Shreveport-Bossier is the official destination marketing organization for Shreveport-Bossier City, Louisiana. The organization is dedicated to promoting the area as a premier destination for visitors, conventions, and events, driving economic growth, and supporting local businesses. For more information, visit [www.VisitShreveportBossier.org](http://www.VisitShreveportBossier.org).*