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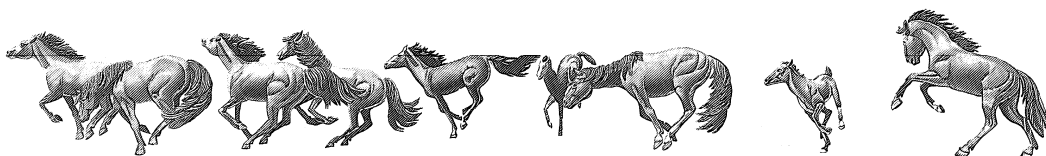
**WHITE NAMED TO
HOSPITALITY SALES AND MARKETING ASSOCIATION INTERNATIONAL
DIGITAL MARKETING COUNCIL,
RE-ELECTED AS DALLAS-FORT WORTH CHAPTER PRESIDENT**

IRVING, Texas (Nov. 19, 2012) – [Hospitality Sales and Marketing Association International](#) (HSMIAI) appointed [Irving Convention and Visitors Bureau](#) (ICVB) marketing manager, Monty White, to the Digital Marketing Council, just prior to his re-election as board president for [HSMIAI's Dallas/Fort Worth \(DFW\) Chapter](#).

In 2013, White will work alongside other industry colleagues from around the country in the HSMIAI Digital Marketing Council to connect travel marketers in a way that leverages interactive customer engagement as a marketing medium while increasing the awareness of emerging issues, opportunities and trends.

Initially the council formed in 2003 as the Travel Internet Marketing special interest group. Today the council is comprised of more than 15 individuals whose expertise lies within digital marketing in the hospitality industry. The council designed HSMIAI's sixth and most recent certification program, the Certified Hospitality Digital Marketer (CHDM). For more information on the certification, visit hsmia.org.

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White Named to HSMIAI Digital Marketing Council, re-elected as president/page two

White and other 2013 HSMIAI-DFW board members were inducted on Nov. 8, at the annual HSMIAI-DFW awards gala, held this year at [Rosewood Mansion on Turtle Creek](#).

HSMIAI-DFW is one of only four chapters among 35 HSMIAI national chapters in process of earning the Platinum Chapter designation and currently ranks first in the nation for membership growth in 2012.

“Monty White is truly talented, and clearly understands the rapid pace of change impacting destination marketing in today’s constantly evolving digital world,” said ICVB executive director, Maura Gast.

“His appointment to the HSMIAI Digital Marketing Council is clear evidence of the industry’s recognition of his skills and talents. Willingness to serve a second term as president of the HSMIAI-DFW Chapter not only shows the support the local industry has for Monty, but also his commitment to the industry and his desire to give back.”

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About Hospitality Sales and Marketing Association International

HSMIAI is the hospitality industry source for knowledge, community, and recognition for leaders committed to professional development, sales growth, revenue optimization, marketing, and branding. Founded in 1927, HSMIAI is an organization comprised of more than 7,000 members in 35 countries worldwide, with 40 chapters in the Americas Region. For more information on HSMIAI, visit hsmiai.org.

About Irving, Texas

Located immediately adjacent to Dallas/Fort Worth International Airport and between Dallas and Fort Worth, Irving, Texas, boasts more than 75 hotels and nearly 12,000 rooms. Las Colinas, a 12,000-acre master-planned community within the city of Irving, is known worldwide for its quality and uniqueness. The city is home to 10,000+ companies, 50 Fortune 500 companies, and the world headquarters of six Fortune 500 companies. For more information, visit irvingtexas.com

