



CONVENTION & VISITORS BUREAU

FOR IMMEDIATE RELEASE

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Sarasota Convention & Visitor Bureau Employees

Appointed to VISIT FLORIDA Committees

SARASOTA – VISIT FLORIDA, The Official Tourism Marketing Corporation for the State of Florida, recently announced the names of those selected to serve on VISIT FLORIDA committees in the upcoming year. Three Sarasota Convention & Visitors Bureau (SCVB) staff members have been chosen by VISIT FLORIDA to serve on these various committees.

Virginia Haley, President of the SCVB was appointed as a member of the **Cultural, Heritage, Rural & Nature Tourism Committee**.

Erin Duggan, Public Relations Director of the SCVB was appointed as **Chairman of the Public Relations Committee**. Serving as the Chairman of a Committee, earns Mrs. Duggan a seat on the **Marketing Steering Committee** as well.

Kelly Defebo, Sales Manager of the SCVB was appointed to both the **Sales and Promotions committees**.

Mrs. Haley was chosen for this honor because of the strong leadership she has demonstrated throughout the State of Florida promoting the value of niche marketing. The goal of this committee is to promote the State of Florida's cultural, historical, and nature-based tourist attributes. With Sarasota County being known as the "Cultural Coast" and having such a vibrant eco-adventure scene – Mrs. Haley makes the perfect voice to represent both Sarasota County and the State of Florida.

This is the second year Mrs. Duggan has been selected to sit on a VISIT FLORIDA committee. The purpose of the Public Relations committee is to work with VISIT

FLORIDA staff to create a Public Relations plan and strategy that promotes the State of Florida as a tourism destination through round up releases, proactive pitching and media missions and receptions. VISIT FLORIDA is a valuable partner with the SCVB and the Public Relations programming they offer their partners, helps stretch both marketing and public relations dollars so much further than what an organization could do on its own. As Chairman, Mrs. Duggan also sits on the VISIT FLORIDA Marketing Steering Committee where she will be able to report the activities of the Public Relations Committee to the Chairs of the other VISIT FLORIDA Committees.

This is Mrs. Defebo's first time serving on VISIT FLORIDA Committees. She will have the honor of sitting on both the Sales and Promotions Committees. On the Sales Committee, she will work alongside other Sales Professionals from around the State to shape the Sales Plan – for both the leisure and meetings markets that VISIT FLORIDA implements. The Promotions Committee will focus on building partnerships and sponsorships with various media and retail outlets to maximize the positive exposure the State of Florida receives.

The term for all of the VISIT FLORIDA Committees, is effective July 1, 2009, through June 30, 2010.

The Sarasota Convention & Visitors Bureau leads and supports the tourism industry in Sarasota County by providing the highest quality, and most innovative, marketing programs and promotions to ensure the continued growth of tourism and travel from visitors around the world. For more information, contact Erin M. Duggan at (941) 955-0991, ext. # 108, or eduggan@sarasotafl.org.

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