



## **NEWS RELEASE**

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### **Augusta CVB President & CEO Receives Destination Marketing Executive Designation**

August 19, 2016 – Barry White, President & CEO of the Augusta Convention & Visitors Bureau has earned the Certified Destination Management Executive (CDME) designation, the only integrated executive program specifically designed for the destination marketing industry. The focus of the program is on vision, leadership, productivity and the implementation of business strategies. Barry White was recognized at the Destination Marketing Association International (DMAI) 2016 Annual Convention on Wednesday, August 3 in Minneapolis, MN.

“As a member of DMAI’s board and chair of the education committee, I am pleased to have joined the ranks of those few who have earned the CDME credential,” said Barry White. “Ongoing professional development is important at all staff levels and disciplines, and I look forward to continuing working with the education committee to bring new learning opportunities to our industry.”

The CDME program is designed to better prepare senior destination marketing organization (DMO) executives and managers for increasing change and competition and to become more effective organizational and community leaders. The class of 2016 included more than 40 graduates. Over the course of 22 years, more than 400 students have participated in the CDME program.

"Education is the foundation to what DMAI provides for its members," said Gary Sherwin, DMAI Chair and President and CEO, Newport Beach and Company. "CDME is the only comprehensive educational program available to destination marketing organizations around the world, and we will continue to reinvest in this critical offering so that industry leaders may continue to learn from their peers, share best practices and propel our industry forward."

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Destination Marketing Association International (DMAI) protects and advances the success of destination marketing worldwide. DMAI's influential membership includes nearly 600 destination marketing organizations (DMOs), from 16 countries that command US \$2.5+ billion in annual budgets. As the world's largest and most reliable resource for DMOs, DMAI provides nearly 4,000 individual members - professionals, industry partners, educators and students - the most innovative and relevant educational resources, networking opportunities and marketing intelligence worldwide.