



For Immediate Release

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Saridon Stanton Rabb, Receives Texas Destination Marketer Certification

Cedar Park, Texas, – The Texas Association of Convention and Visitors Bureau along with the City of Cedar Park, is proud to announce Saridon Stanton Rabb has completed all disciplines required to become a *Certified Texas Destination Marketer* (TDM). This designation was rewarded by the Texas Association of Convention and Visitors Bureau (TACVB) for completing the program of work requiring a minimum of six disciplines.

The TDM program is administered by the Texas Association of Convention & Visitors Bureaus and serves as an educational framework for marketing Texas as a destination for both tourism and group business. The program provides a structure for continuing professional development and is offered to tourism and hospitality professionals. The TDM program offers education and training in 12 disciplines including: Texas Heritage/Cultural Tourism, Group Servicing, Administration/Finance, Marketing, Technology, Tourism Sales, Sports Sales, Policy & Advocacy, Facility & Operations, Communications, Visitor Services, and Group Sales. The program demonstrates TACVB's strong commitment to strengthening the knowledge base of employees in convention and visitor bureaus and destination marketing organizations. Upon completion of the program, a professional TDM designation is awarded.

Saridon joined the City of Cedar Park in April 2019 as the Tourism Manager in the Economic Development and Tourism Department. She is responsible for the overall development and implementation of strategies focused on the marketing and promotion of Cedar Park as a destination. She has over 15 years of experience in the public and non-profit sector. Prior to joining the City of Cedar Park, Saridon served as Director of Business Retention and Expansion for the Round Rock Chamber, having previously developed under the leadership of the City of Round Rock city management and council. She earned her Bachelor of Science in Business Administration degree from Texas State University and her Master of Science in Applied Psychology degree from Angelo State University. She has served as the Treasurer of the Williamson County Economic Development Partnership and the Central Texas Foreign Trade Zone, and currently serves on the Community Investment Council for United Way.

The Texas Association of Convention and Visitor's Bureau is an organization dedicated to providing premier destination education and resources encouraging its members to be proactive and forward thinking in decision making and programming. TACVB places a strong emphasis on best practices in the tourism and hospitality industry with core values on education, focus and leadership

For more information on Texas Association of Convention and Visitors Bureau, visit <https://www.tacvb.org/>.

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