



NEWS RELEASE

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HUTCHESON EARNS TITLE OF TEXAS DESTINATION MARKETER AND ELECTED TO TACVB BOARD

(CONROE)— Harold Hutcheson, Manager of the Conroe Convention and Visitors Bureau was certified as a *Texas Destination Marketer* during the 2015 Annual Conference of the Texas Association of Convention and Visitor Bureaus held in The Woodlands, TX. TACVB provides the TDM Certification Program to provide employees of convention and visitor bureaus and destination marketing organizations an educational framework for marketing Texas as a destination for both tourism and group business. Candidates must complete coursework in six of eight areas of tourism-related knowledge: Texas Heritage/Cultural Tourism, Administration/Finance, Communications/Technology, Group Sales, Group Servicing Marketing, Tourism Sales, and Visitor Services. This year Harold Hutcheson earned this prestigious title along with four other tourism professionals from across the state. Additionally, Hutcheson was unanimously confirmed as one of nine directors to serve on the TACVB 2016 Executive Board.

“Receiving the TDM certification is not only an honor but important to continuing education in an ever-changing industry. Being elected to the TACVB board as a director is one of the highest honors I have received throughout my entire working career. It is humbling to be voted in by my peers whom I hold in such high regard,” states Hutcheson.

For more information on the Texas Destination Marketer program, TACVB, or the Conroe Convention and Visitors Bureau, please contact 877-426-6763 or visit www.PlayInConroe.com

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(see attached photo)



TACVB
Harold Hutcherson
is hereby Certified as a
Texas Destination Marketer
August 6, 2015

Texas Association of Convention & Visitor Bureaus
an American Lodging & Hospitality Association
HAROLD HUTCHESON
CONROE CONVENTION & VISITORS BUREAU
Texas Heritage/Cultural Tourism
Harold Hutcherson
Harold Hutcherson, TACVB Chair
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