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**FOR RELEASE**

## **LYNN MILES EARNS PROFESSIONAL RECERTIFICATION**

*Daytona Beach Area CVB Sales Manager Recognized by Events Industry Council*



**DAYTONA BEACH, Fla.** – (June 25, 2019) – Lynn Miles, CMP, sales manager with the Daytona Beach Area Convention and Visitors Bureau (CVB), has earned Certified Meetings Professional recertification from the Events Industry Council.

Miles, who has been with the CVB for ten years, joins 12,000 professionals worldwide who have met high standards of proficiency in meetings management demonstrated by substantial professional experience and successful examination performance. First certified in 2004, she has earned certification consecutively every five years thereafter.

“Our clients expectations for comprehensive meetings management are high,” said Linda McMahon, CVB director of sales. “Lynn’s experience, knowledge and skills demonstrate a commitment to our partners and their continued success.”

### ***About the Daytona Beach Area***

Daytona Beach was named a Top 25 Destination for Smaller Meetings by BizBash, a Rising Destination by ConventionSouth, a 2018 Readers’ Choice Award Winner by SportsEvent Magazine and was honored with a Smart Meetings Platinum Choice Award for being the ‘best of the best’ out of 140 hotels and 52 convention and visitors bureaus across North America. Recognized worldwide for its annual events including Bike Week, Biketoberfest®, the Rolex 24 At DAYTONA and the DAYTONA 500, Daytona Beach’s famed heritage also claims the headquarters of LPGA and NASCAR -- and is home to Daytona International Speedway, the ‘World Center of Racing.’ With more than 12,000 beds, the destination boasts meeting venues and accommodations for all lifestyles and budgets including resorts, B&Bs, hotels and everything in between. For more information, visit [DaytonaBeach.com/Meetings](http://DaytonaBeach.com/Meetings).

For more information about the Events Industry Council, visit [EventsCouncil.org](http://EventsCouncil.org).

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