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CONTACT: Kimberly Larson, 623-930-2989, Public Information Office

## **GLENDALE CONVENTION & VISITORS BUREAU ELECTS NEW MEMBERS FOR ADVISORY COMMITTEE**

**GLENDALE, Ariz.** – The Glendale Convention & Visitors Bureau (GCVB) has elected several new members for its 2014 Advisory Committee.

The committee is comprised of nine GCVB members representing various tourism-related industries in the West Valley. The group will meet quarterly with GCVB staff to help establish bureau priorities, evaluate the effectiveness of current programs and advise staff in the development of new services.

Now in its third year of operation, the committee voted to stagger terms for members, which means that six of the 2013 year members remained for 2014, and three are new to the committee.

"The regional advisory group will provide input, direction and support for the bureau, which represents the 14 West Valley cities," said Lorraine Pino, GCVB Manager. "The committee members' expertise and industry knowledge will be a valuable asset and essential component in the on-going success of the Glendale CVB and its programs and initiatives."

The new committee members are Valerie Burner, Owner, Bears & More; Brianna Fischer, Director of Sales, Staybridge Suites - Phoenix/Glendale & Holiday Inn Express & Suites - Phoenix/Glendale; and Matt Slatius, Director, Corporate Partnerships & Marketing, Camelback Ranch – Glendale.

The continuing members include Matt Borowski, Manager, The Spicery in Our 1895 Home; Joe Cerreta, Vice President, The Cerreta Candy Company; Steve Gerhart, Owner, Arizona Scenic Tours; Toni Lindner, Director of Sales and Marketing, Hilton Garden Inn Phoenix/Avondale; Mickey Ollson, Founder and Director, Wildlife World Zoo & Aquarium and Safari Park; and Bud Zomok, Director of Volunteer Services, Pastoral Care and Gift Shops, Banner Estrella.

~ more ~

**GCVB 2014 Advisory Board**  
**Add 1.1.1**

For more information, call 623-930-4500 or like us on facebook.com/GlendaleCVB. You can also stay in touch and up-to-date on travel tips, events and discounts at [www.VisitGlendale.com](http://www.VisitGlendale.com) or by following @GlendaleCVB on Twitter.

About the CVB

The Glendale CVB markets the West Valley as a preferred year-round destination for visitors, conventions, meetings and major events, producing a positive economic impact and increasing leisure and business travel in the region.

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