



FOR IMMEDIATE RELEASE

November 2011

Contact: Robert Skrob

Phone: 850/222-6000

Pam Portwood of the Wakulla County TDC elected as CEO Director of the Florida Association of Convention and Visitor Bureaus

Tallahassee, FL - The Florida Association of Convention and Visitor Bureaus (FACVB) is proud to announce Pam Portwood as a member of the board of directors. Ms. Portwood was elected by the membership as CEO Director at the 2011 annual meeting of the FACVB in Lakeland, Florida. Ms. Portwood is the Executive Director of the Wakulla County TDC.

“Pam’s background and experience will be a terrific asset to the association, and the perspective she brings from her community will provide crucial input as we address issues impacting Florida’s tourism industry,” said Robert Skrob, Executive Director of the FACVB.

The FACVB serves as the single unifying voice for all of Florida’s convention and visitor bureaus, providing insight and direction as we face new challenges marked by an increasingly competitive tourism marketplace. Organized in 1996, FACVB strives to increase the overall effectiveness of Florida convention and visitor bureaus’ destination marketing efforts. Its stated mission is to provide cooperative action to enhance and encourage the growth of Florida’s convention and visitor industry through promoting tourism industry education, enhancing professionalism, facilitating the exchange of information between Florida CVBs, developing an awareness of legislative issues and unifying the state’s CVB industry through public relations.

#

www.FACVB.org

Post Office Box 14629 • Tallahassee, FL 32317 • 850/222-6000 • FAX 850/222-6002