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FOR IMMEDIATE RELEASE

CVB EXECUTIVE DIRECTOR NAMED TO TIAK EXECUTIVE COMMITTEE

SHAWNEE, Kan. November, 2011 – Kevin Fern, Convention & Visitor's Bureau Executive Director, was named to the executive committee of the Travel Industry Association of Kansas (TIAK). Fern, who began serving on the Board this year, was elected secretary for the 2012 calendar year.

"It's an honor to be asked to be part of the leadership team for the premier travel advocacy association in the state," Fern said.

Fern also earned his Kansas Destination Specialist (KDS), a certification announced each year at the annual TIAK conference. The program is designed to familiarize and further one's knowledge of the State of Kansas, tourism marketing and leadership. It is the highest level of certification a tourism professional can achieve, and is a three year process. Fern was among seven in the state to be awarded this level of achievement this year, and joins a group of 20 recipients of the "Kansas Destination Specialist" designation.

About the Shawnee CVB:

The Shawnee Convention & Visitors Bureau (CVB) functions as a division of the Shawnee Chamber of Commerce. The CVB is committed to promoting tourism for the city by leading and implementing marketing efforts to attract visitors and events to Shawnee. The CVB serves as the face of the city by hosting hospitality and welcoming tents at all major events and celebrations throughout the year. Emphasis is placed on joint partnerships and co-op marketing efforts with both state and regional tourism agencies and alliances. For more information, contact us at 913.631.6545 or visit our website at www.goodstartshere.com.

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