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Human Resource Consultants

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JOB ANNOUNCEMENT

PRESIDENT OF GREATER LANSING CONVENTION & VISITORS BUREAU (GLCVB) LANSING, MICHIGAN

GLCVB

The Greater Lansing Convention & Visitors Bureau (GLCVB) is seeking a transformational destination marketing president to lead its innovative, high achieving team. The mission of the GLCVB is to positively impact the area's economy by marketing the region as a travel destination. GLCVB is the second largest convention and visitors bureau in the state. It is a regional Destination Marketing Association International (DMAI) accredited nonprofit Tier 3 organization focused on bringing visitors to Clinton, Eaton and Ingham counties. It has a 50-year history as an economic catalyst for tourists and residents. GLCVB's budget is \$3.8M and is, primarily, funded from market assessments, occupancy taxes, advertising revenue, and membership dues. There are approximately 24 employees. The position is available, because the current president is retiring.

The GLCVB collaborates with local hospitality partners to promote the region with meetings and convention planners, as well as leisure travelers. GLCVB has two key components. The first is the Greater Lansing Sports Authority (GLSA) that works to develop local sport tournaments and events and draws athletic events to the

region. The second component is the Team Lansing Foundation (TLF), the charitable arm of GLCVB with a seven-member independent board of directors charged with being a champion for destination development in Greater Lansing through education, research, and participation with initiatives that enhance and elevate tourism in the region.

GLCVB welcomes over 5.1M visitors each year; our market area is 4-5M people. These visitors generate more than \$431M in direct spending revenue to the region. It is a partner to the local Chamber of Commerce and the Lansing Economic Area Partnership (a local economic development entity). The GLCVB operates under the supervision of an eleven member Board and is an equal opportunity employer. For more information visit GLCVB's Website at www.lansing.org.

President

Under the direction of an eleven-member board of directors, the president is responsible for the overall leadership and vision for the current and future operations of the GLCVB and its other entities (GLSA

and TLF). The president is responsible for establishing the culture, vision, and overall direction for the organization. The president is the public representative and spokesperson for the organization and, ultimately, accountable for all actions, deliverables and activities of GLCVB.

Community

The Greater Lansing area (Clinton, Eaton and Ingham) is located in the middle of the state with easy access to our lakes and other attractions. Greater Lansing provides educational, cultural and entertainment activities, including the Wharton Center and the Lansing Lugnuts minor league baseball team. A strong employment sector of the community includes education, government, healthcare, insurance, manufacturing, and technology. It is a diverse community (464,036 residents) housing the State Capitol, Michigan State University and Cooley Law School. Lansing is the home of two of the newest automobile plants to be built in North America. The Greater Lansing community is a great place to raise a family.

Knowledge and Skills

The ideal candidate should be a transformational destination marketing leader with the vision, commitment and knowledge of principles and practices of destination marketing and hospitality management, as well as demonstrated accomplishments in positively impacting an area's economy by marketing the region as a travel destination; possess good communication, employee development, administrative and budgeting skills; have a strong knowledge of strategic planning and nonprofit fiscal management. Possess the ability to work well with the board, members, employees, business community, unions, governmental officials, and other stakeholders; be honest, open, trustworthy,

and a team player; embrace diversity and be sensitive to social and societal issues.

Education and Experience

A bachelor's in business administration, public administration, marketing or related field. Advanced degree preferred. 5-10 years senior leadership experience required. A proven track record in the destination marketing or hospitality industry is strongly preferred. Experience working in close collaboration with a volunteer board of directors, major convention center and/or large university is also preferred. Experience in community relations and nonprofit agency administration is desired.

Compensation

Salary: \$120,000 to \$150,000 with excellent benefits.

To apply, the following must be received by July 25, 2012:

- Resume
- Narrative of no more than three pages, describing your managerial and supervisory experience and accomplishments in promoting the economic growth of a region through tourism. Include scope of program, budget and staff.
- Salary history
- Three work related reference letters

Submit material to contact person:

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