



California's year-round playground

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News Release

FOR IMMEDIATE RELEASE

FRESNO, CA, Jan 27, 2011 -

A New CEO, A New Name, A New Address

The Fresno/Clovis Convention & Visitors Bureau (FCCVB) announces major changes in 2011!

Layla Forstedt a 30 year veteran Hospitality Professional and Destination Marketing Executive has been named CEO of the FCCVB. The FCCVB Board of Directors voted unanimously in favor of Forstedt on January 26, 2011.

Forstedt who previously held the position of Acting CEO of the FCCVB has brought about major changes. Instrumental in getting the Tourism Business Improvement District (TBID) passed guaranteeing the continuation of the Fresno Convention and Visitors Bureau now known as the Fresno/Clovis Convention & Visitors Bureau (FCCVB).

In March, 2011 the FCCVB will relocate to a central location on Shaw Avenue near Freeways 41 and 168.

The primary objective of the Fresno/Clovis Convention & Visitors Bureau is to strengthen the local economy by marketing the city and county as a destination for meetings, conventions, trade shows, special events, amateur athletic championships, and leisure and group travel through marketing, sales, advertising and promotion and the providing of services and materials to enhance the visitor experience.

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