



Syracuse Convention & Visitors Bureau
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**FOR IMMEDIATE
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Syracuse Convention & Visitors Bureau Executive Earns Top Honor

*Vice President of Sales and Services Tracey Kegebein Named
2010 NYS Hospitality & Tourism Association's Tourism Executive of
the Year*

SYRACUSE, NEW YORK—The Syracuse Convention & Visitors Bureau (SCVB) would like to congratulate Vice President of Sales and Services Tracey Kegebein for receiving the 2010 New York State Hospitality & Tourism Association's (NYSH&TA) Tourism Executive of the Year Award.

The award is one of eleven annual *Stars of the Industry* awards distributed by NYSH&TA. The *Stars of the Industry* awards program honors employees of the hotels, motels and tourism-related businesses throughout the state who best represent the quality service and spirit of the tourism and hospitality industry.

The Tourism Executive of the Year award recognizes a management executive who has demonstrated outstanding contributions of leadership and service to his/her community. The nominees are judged on performance that goes above and beyond normal job responsibilities and outstanding and unusual service to the industry.

Kegebein has worked in the tourism industry for 24 years and has worked at the Syracuse Convention and Visitors Bureau for 23 of them. In 1994 she was promoted from SCVB

Convention Sales Manager to Director of Sales and in 1997 she took over the SCVB services department, as well.

Kegebein is a Certified Destination Management Executive (CDME) which is an executive program in Destination Management awarded by Destination Marketing Association International (DMAI).

March 2010 will mark another milestone for Kegebein's career, as she will become president of the Association of Convention Sales and Marketing Executives (ACME), which is a partnership of Convention Bureaus and Destinations Centers.

The NYSH&TA is a not-for-profit trade organization representing more than 1,400 member businesses and individuals in the lodging and attractions industry. NYSH&TA's mission is to provide a strong voice for the New York State hospitality and tourism industry, and to protect and enhance the financial welfare of the industry.

Congratulations to the Sheraton Syracuse University Hotel & Conference Center for earning a 2010 *Stars of the Industry* award as well; the NYSH&TA's Good Earthkeeping Award.

This year's *Stars of the Industry* award recipients represent a range of professionals in the hospitality & tourism industry in different regions throughout the state.

All 2010 *Stars of the Industry* award recipients will be recognized at the 2010 Stars of the Industry Gala Awards & Banquet at the Crowne Plaza in Albany on March 1, 2010.

For more information, contact Communications Manager Danica Bryant at (315) 470-1903.

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About the Syracuse Convention & Visitors Bureau

The Syracuse Convention & Visitors Bureau, an accredited destination marketing organization, in Syracuse, N.Y. is Onondaga County's official marketing organization for tourism related economic development leading the production of over \$776 million in direct visitor spending annually. For more information, visit www.VisitSyracuse.org.