NEWS RELEASE – For Immediate Release  
**Northfield’s director of tourism elected to state convention and visitors bureaus association**  
Saint Paul, MN – December 15, 2017

The Minnesota Association of Convention and Visitors Bureaus (MACVB) is pleased to announce that Lisa Peterson, Director of Tourism for the Northfield Convention and Visitors Bureau, has been elected to the MACVB Board of Directors. The Board provides leadership for carrying out MACVB’s mission of legislative representation, continuing education and public recognition of Minnesota’s tourism and convention industry.

“I am excited to be chosen to this leadership role in an association that represents such a vital part of the state’s economy,” said Peterson. “To be a part of an organization of my peers from across the state gives me an opportunity to make a positive difference in the tourism industry.”

MACVB is governed by a volunteer board of convention and visitors bureaus from across Minnesota including:

Becky Bakken, Discover St. Louis Park  
Stephanie Busiahn, Visit Fairmont  
Brent Cory, Eagan Convention and Visitors Bureau  
Joe Henry, Lake of the Woods Tourism Bureau  
Nort Johnson, Faribault Chamber of Commerce and Tourism  
Dave Looby, Northeast Minneapolis Convention and Visitors Bureau  
Anna Thill, Visit Mankato  
Anna Tanski, Visit Duluth

“One of our goals is to ensure that Minnesota destinations remain viable and competitive in the travel marketplace.” said Joe Henry, MACVB Chair-Elect. “The executives who serve on the MACVB Board provide extensive experience and dedication to our statewide association. They are committed to the tourism and destination marketing industry as well as their own professional growth.”

MACVB is a united voice dedicated to the needs of destination marketing organizations, providing leadership, defining trends and building relationships within the Minnesota tourism industry.

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