



FOR IMMEDIATE RELEASE:

CENTRAL PENNSYLVANIA CONVENTION & VISITORS BUREAU ANNOUNCES NEW HIRES
~Three Seasoned Professionals Join Growing Team as CVB Continues to Expand Destination's Sales and Marketing Initiatives~

STATE COLLEGE, PA (May 21, 2019) – Fritz Smith, Executive Director of the Central Pennsylvania Convention & Visitors Bureau (CPCVB), announced multiple major hires today, tapping three seasoned professionals with extensive history in Centre County. The new appointees will join the growing CPCVB team, further solidifying the organization's commitment to utilize funds generated by the new room tax to attract visitors to the destination.

"We have had tremendous momentum since the newly approved room tax went into effect April 1 and are building an experienced team that will allow us to share our story with more people as we aim to increase visitors traveling to Happy Valley," said Smith.

The new hires include Lesley Kistner, Public Affairs Director; Tim Boyde, Chief Administrative Officer; and Edward Stoddard, Communications Director. According to Smith, the bolstered team is an integral part of the CPCVB's plan to increase summer-timed visitor arrivals, enhance the destination's local grant program to encourage entrepreneurial growth in the tourism sector and embark on an ambitious plan to re-brand the destination.

Kistner, the new Public Affairs Director, will be tasked with enhancing the marketability of the community to local and external tourism economic development audiences. She will also serve on relevant task forces and committees critical to economic and community development in the region, as well as assist with hosting CPCVB member and constituent events. Consistent with the ongoing collaboration between the CPCVB and the CBICC (Chamber of Business & Industry Centre County), the two organizations have agreed to mutually focus on comprehensive community marketing and branding, with the CBICC continuing to utilize Kistner's talents for a period of time. Prior to her role as the CBICC's Vice President, Communications/Marketing, she served as Communications Director at the Pennsylvania Chamber of Business and Industry in Harrisburg. She also previously worked for the Democratic Legislative Communications Office, Pennsylvania House of Representatives.

Lesley resides in Milesburg with her husband, Jerry.

Tim Boyde joins the CPCVB on a part-time basis as Chief Administrative Officer. With 14 years' experience as County Administrator in three different states, Tim will concentrate predominantly on Human Resources policy and processes, budget and contract management, serve as a liaison to our legal, financial, insurance, and

medical benefit providers, and will also serve as Board Secretary for the CPCVB, helping to develop board agenda items and providing follow up for board questions and requests.

“With our planned increased activity comes a need for strengthening our processes and procedures, and bringing Tim on board will help ensure that we are transparent with our spending,” said Executive Director Smith.

Tim resides in Bellefonte with his wife, Patty.

Beginning June 10, 2019, Edward Stoddard will join the CPCVB as Communications Director. Currently the Marketing Director for the Huntingdon County Visitors Bureau, Stoddard’s professional background includes business-to-business and business-to-consumer relationship building, strategic marketing, media relations, social media management, market research, media purchasing, entrepreneurship as a small business owner, sales development, community leadership training, graphic design and photography for individual and corporate clients.

Edward, his wife, Heather, and their daughter, Genevieve, plan to relocate into the Bellefonte area.

Praising the new additions to the team, Executive Director Smith said, “I have long admired the collective work of Lesley, Tim and Ed and look forward to welcoming them to the team as we continue to grow and evolve our brand.”

About State College, PA

Located just hours away from major Northeastern and Mid-Atlantic cities, State College in Central Pennsylvania is a destination waiting to be discovered. Featuring small town charm meets metropolitan amenities and one of the nation’s largest universities, the region, often called ‘Happy Valley’, is surrounded by some of the country’s top outdoor hiking, biking and fly-fishing experiences. From the natural wonders of Penn’s Cave, the country’s only all-water cavern to the famed ice cream at Penn State’s Berkey Creamery and the unassuming Columbus Chapel, which houses the most significant collection of Christopher Columbus artifacts in North America, State College is a four-season destination with outdoor adventure, world-class culture, unexpected history and storied local traditions.

About the Central Pennsylvania Convention & Visitors Bureau (CPCVB)

The CPCVB is the recognized tourism promotion agency for Centre County having continuous success at encouraging visitors to Penn State and the county. The visitors’ bureau maintains a Welcome Center and offices at the corner of Park Avenue and Porter Road, University Park, PA as well as a Welcome Center at Tallyrand Park in Bellefonte, PA.

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