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## **Boise Convention and Visitors Bureau Names Carrie Westergard as Executive Director**

BOISE [November 20, 2014]— The Boise Convention and Visitors Bureau, the organization responsible for enhancing the city’s economy through tourism, today announced the hiring of Carrie Westergard as its executive director. Westergard will start on January 5, 2015.

In her new role, Westergard will be responsible for overseeing activities supporting the Treasure Valley’s overall promotion and selling of the city and region as a destination for conventions, trade shows, vacations and special events. There has been a growing interest in Boise among national media, as it continues to gain accolades. *National Geographic* called Boise one of the “Top Adventure Cities,” *Forbes Magazine* put Boise on a list of the country’s “Fastest Growing Cities” and Boise was recently featured in *Conde Nast Traveler* as “The West’s Best-Kept Secret.”

“Carrie brings extensive outreach and branding experience to the Boise Convention and Visitors Bureau. She is uniquely positioned to tell our story, given her rich history in the tourism industry and level of involvement in the local community,” said John Beacham, chairman of the Boise Convention and Visitors Bureau’s board of directors. “Carrie is going to be a great leader for our organization, and we will depend on her to build upon the growing interest in Boise and the Boise Centre as a national destination.”

Westergard replaces John Cohen, who left the agency in August. Westergard was the community relations director for the Boise Metro Chamber of Commerce before pursuing her new position with the Boise Convention and Visitors Bureau. She brings two decades of tourism, marketing and public relations experience to her new role, including positions with Mountain Rides Transportation Authority and Sun Valley Chamber and Visitors Bureau, both in Ketchum, Idaho.

“I am looking forward to promoting this incredible place that we live, work and recreate,” Westergard said. “Boise is truly an amazing city and community and I will give everything I have to continue to elevate, collaborate and share our brand with the goal of growing our economic impact through tourism to our region.”

“While Carrie’s departure from the Chamber will be a blow, she is a perfect pick to run the Boise CVB,” said Bill Connors, President and CEO of the Boise Metro Chamber of Commerce. “She is a tremendous community network builder, and her long history in tourism promotion in Sun Valley will make her a great asset to our friends at the CVB.”

Westergard is an active volunteer in the Boise community, with ties to the Leadership Boise Alumni Association, Boise Young Professionals and the Boise Mayor Dave Bieter's Young Professionals Advisory Council, among other organizations.

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**About Boise Convention & Visitors Bureau:**

The Boise Convention and Visitors Bureau is a non-profit organization, founded in 1982, by the Greater Boise Auditorium District. Its mission is to enhance the City of Boise's economy through the marketing, promotion and selling of the city and region as a site for conventions, corporate meetings, trade shows, pleasure travel, and cultural, sport and special events.