

**Discover Kalamazoo**



Kalamazoo County Convention & Visitors Bureau

**For Immediate Release**

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## **Greg Ayers Named New President of the Kalamazoo County Convention and Visitors Bureau**

*Kalamazoo, Mich. June 22, 2007* – Greg Ayers, current Executive Director of the South Bend/Mishawaka Convention and Visitors Bureau (CVB) will start his new position as the President of the Kalamazoo County Convention and Visitors Bureau (KCCVB) on Aug. 6, 2007.

Ayers began his convention and tourism industry career in June 1995 when he was named the Director of the Bloomington-Normal (Illinois) Area Convention and Visitors Bureau. During his three-plus years in Bloomington-Normal, Ayers was instrumental in the creation of the Bloomington-Normal Area Sports Commission (BNASC). He was also the founder of Sports Illinois, an initiative of the Illinois Council of Convention and Visitors Bureaus (ICCVB) with an emphasis on marketing the state as a sports destination.

Ayers served as the Executive Director of the South Bend/Mishawaka CVB since November 1998. During his tenure, he was instrumental in co-chairing a steering committee in the expansion of the College Football Hall of Fame Enshrinement Festival beginning in 2001. In May 2001, the South Bend/Mishawaka CVB created the South Bend Regional Sports Commission to focus on the business of enhancing and attracting youth along with amateur sports events to the South Bend area. The Sports Commission's greatest achievement in its six-year history was securing and hosting the 2005 McDonald's All American High School Basketball Games for the South Bend area.

In April of 2005, Ayers received the distinction of Certified Sports Event Executive (CSEE) and is also currently serving a three-year term as a board trustee for the National Association of Sports Commissions.

Ayers is a 1990 graduate of Illinois State University, with a Bachelor of Science Degree in Economics, with minors in Business Administration and Speech Communication. Ayers also

worked for three and a half years for the Redbirds Athletic Department, most of which was in promotions, marketing and development.

Beginning in Jan. of 1991, Ayers held several front-office positions with the Peoria (Illinois) Chiefs minor league baseball organization, a member of the Class A Midwest League. Most of his time was spent as the Director of Marketing and Promotions with specific responsibilities for corporate accounts and game-day operations. Ayers also took part in creating the Peoria Area Sports Commission in Illinois.

For more information on the Ayers, please contact Marc Jacobs at 269-343-3333.

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