

## **PRESS RELEASE**

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### **FOR IMMEDIATE RELEASE**

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### **CVB Awards Scholarship to Biedenharn Museum Director**

**Monroe-West Monroe, LA** – The Monroe-West Monroe Convention & Visitors Bureau (MWMCVB) recently awarded Ralph Calhoun, Museum Director of the Biedenharn Museum and Gardens, with a scholarship to attend the 2014 Southeast Tourism Society's (STS) Marketing College.

"I'm excited to receive the scholarship," Calhoun said. "I hope I will walk away with a better understanding of how the Biedenharn can use social media, what methods and forms are right for our audience. Most importantly I want to learn to evaluate what marketing works for me so I can spend my marketing and advertising dollars wisely."

The STS Marketing College is the premier educational program in the Southeast region of the United States. According to their website, "For one week each year, tourism industry professionals from all over the Southeast meet at University of North Georgia for the Southeast Tourism Society Marketing College. During the week, students experience a broad-based curriculum of courses designed to teach marketing techniques from all facets of the tourism industry. Marketing College professors are working, experienced professionals from across the U.S. who not only bring expertise, but real-world knowledge and experience, to the classroom."

This is the first scholarship awarded in the newly created program by the MWMCVB. Another scholarship will be awarded to a tourism industry professional to attend the Lt. Governor's Tourism Summit, an event organized by the Louisiana Travel Promotion Association (LTPA), later this month.

"We feel the experience gained will benefit our tourism industry as a whole as well as the organization represented by the scholarship recipient," Cooper said. "Part of the scholarship includes a year's membership for the recipient's organization to STS and LTPA respectively. This is a great way for our area attractions to offer continuing education to their employees through these organizations."

For more information on this program and/or the recipients, contact the Monroe-West Monroe Convention & Visitors Bureau at (318) 387-5691.

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Photo: Ralph Calhoun, Biedenharn Museum & Gardens Director/Scholarship Recipient, and Alana Cooper, MWMCVB President/CEO, at the museum