



PRESS RELEASE

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CVB Offering Scholarships for Tourism Industry Educational Opportunities

Monroe-West Monroe, LA – The Monroe-West Monroe Convention & Visitors Bureau (MWMCVB) believes in investing in the tourism product offered here in Ouachita Parish. That also includes investing in the education of the tourism industry professionals working to make our area a great place to visit with their Scholarship Program to two industry events.

The MWMCVB will award one scholarship each to a tourism industry professional working in Ouachita Parish to attend the Southeast Tourism Society's (STS) Marketing College and the Lt. Governor's Tourism Summit, an event organized by the Louisiana Travel Promotion Association (LTPA).

"We feel the experience gained will benefit our tourism industry as a whole as well as the organizations represented by the scholarship recipients," Cooper said. "We want to give those working in our industry the tools to succeed. Any success that they have will only benefit the tourism industry as a whole in Ouachita Parish."

Director of the Biedenharn Museum & Gardens Ralph Calhoun was awarded a scholarship to the STS Marketing College in 2014.

"I returned to Monroe with a number of ideas to improve the Biedenharn Museum and Gardens. The ideas go well beyond marketing," Calhoun said. "I established professional relationships with a number of peers and strengthened my relationship with our CVB. I know this experience will prove helpful for many years."

The scholarship includes tuition, lodging, travel, and a year's membership for each recipient's organization to STS and LTPA respectively. "This membership is an extended benefit and a great way for our area attractions to offer continuing education to their employees through these organizations," Cooper said.

Applicants must be employed at an area attraction or hotel in a management, marketing, communications, or sales position. They must also provide a written letter from direct supervisor or senior level management of recommendation and consent that he/she can take

leave from their position for the training. Applications can be found on the Industry Partners section of the MWMCVB website, www.monroe-westmonroe.org, and must be submitted by April 17, 2015. Winners will be acknowledged at the Tourism Awareness Breakfast with Lt. Governor Jay Dardenne on May 8, 2015.

For more information, contact Alana Cooper at (318) 387-5691 or acooper@monroe-westmonroe.org.

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