



GALENA COUNTRY TOURISM

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FOR IMMEDIATE RELEASE
September 14, 2023

Galena Country Tourism Welcomes New CEO, Terry Mattson, to Lead the Way Forward.

Galena, IL – September 14, 2023 – Galena Country Tourism is pleased to announce the arrival of its new Chief Executive Officer, Terry Mattson. Taking over the reins on Wednesday, September 13th, Terry's appointment follows a four-month CEO vacancy and an exhaustive nationwide search.

Terry brings an impressive three decades of leadership experience in the tourism industry. Previously, he served as CEO for Visit Saint Paul and the Rivercentre Convention Center for a decade and spent two decades at the helm of Visit Duluth, MN. His wealth of experience makes him uniquely suited to lead Galena Country Tourism into its next exciting chapter.

Colin Sanderson, Board Chair for Galena Country Tourism, shared, "We are ecstatic to have Terry Mattson join the organization. His in-depth understanding of destination management and his track record of success make him the ideal leader for Galena Country Tourism. We anticipate that his arrival will mark the beginning of a transformative era for both our organization and for Galena Country as a whole."

Terry Mattson conveyed his excitement about joining the team, stating, "I am deeply honored to have the opportunity to contribute to the growth and development of Galena Country Tourism. This region is a gem, brimming with historical significance and natural beauty. I am eager and extremely grateful to put my experience to good use and help make Galena an even more compelling destination."

In this new role, Terry will focus on strategic development, stakeholder engagement, and building stronger partnerships within the community. His forward-thinking leadership style promises to bring fresh perspectives and innovative solutions to the table.

Galena Country Tourism is in the process of organizing meet and greet opportunities for community members to welcome Terry. Announcements regarding the dates, times, and locations of these events will be made available shortly.

About Galena Country Tourism:

Galena Country Tourism is the Destination Management Organization for the City of Galena and Jo Daviess County. The organization is committed to promoting Galena Country as a leading travel destination, providing valuable resources and information to both tourists and residents alike, while promoting Galena Country to the world.

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