



Michigan Association of Convention & Visitor Bureaus  
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**FOR IMMEDIATE RELEASE**  
**January 17, 2022**

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**“Officers Named for Statewide Tourism Organization”**

The Michigan Association of Convention & Visitor Bureaus (MACVB) recently named its officers for the 2022 calendar year.

The newly elected officers are:

President: Trevor Tkach (Traverse City)

Vice President: Mary Robinson (Livingston County – Brighton/Howell)

Secretary: Julie Pingston (Lansing)

Treasurer: Amanda Wilkin (Charlevoix)

Past President: Janet Korn (Grand Rapids)

Directors at Large: Susan Estler (Marquette) and Bob Lukens (Muskegon).

Trevor Tkach has served in various volunteer leadership roles with MACVB and is the President and CEO of Traverse City Tourism. Tkach stated, “I am excited to serve as President of MACVB. The association represents dozens of destination organizations around the state, which deliver important economic development activities and tools to their communities. MACVB encourages best practices in sustainable, responsible tourism. We will continue to help produce the Pure Michigan Governor’s Conference on Tourism, the major convening of the hospitality industry in our state, which will be in Traverse City this April. MACVB also plays a strong advocacy role for Michigan’s tourism

industry. I look forward to the year ahead as we continue to advance the good work of our members."

MACVB is comprised of 52-member convention and visitor bureaus located throughout the State of Michigan. MACVB is an organization of Convention & Visitor Bureau CEO's and staff, whose mission is to serve as the advocate for the travel industry and provide leadership to its members through education and communication.

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