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LAURIE ARMSTRONG NAMED VP OF MARKETING & COMMUNICATIONS SAN FRANCISCO CONVENTION & VISITORS BUREAU

SAN FRANCISCO -- Laurie Armstrong joined the San Francisco Convention & Visitors Bureau as Vice President, Public Relations at the San Francisco Convention & Visitors Bureau (SFCVB), on March 30, 1998. In April 11, 2007, she was named Vice President, Marketing & Communications.

In her position at the SFCVB, Armstrong oversees consumer marketing, marketing services, public relations and editorial services.

"My job is like basket weaving," Armstrong said. "By integrating all aspects of marketing, we can create stronger messages and more effective programs."

Armstrong was previously Vice President, Communications, at the Palm Springs Desert Resorts Convention & Visitors Bureau. In this capacity, she supervised all public relations, advertising, publications and location filming programs for the Bureau, representing eight cities in Riverside County in southern California.

Prior to joining the Palm Springs Desert Resorts Bureau in March 1993, Armstrong was Director of Public Affairs with the Lake Tahoe Visitors Authority. She has also held communications positions with the Los Angeles Registry Hotel, Marineland and the MGM Grand Hotel-Reno.

Armstrong has been a member of the Society of American Travel Writers since 1986. In 2003 she was given the prestigious Hank Kovell Award and was elected to the Board of Directors as Associate at Large in 2004. She holds a degree in Mass Communication from the University of California at Davis.

The San Francisco Convention & Visitors Bureau is a private, non-profit organization whose mission is to market the City as a leisure, convention and business travel destination. With more than 1,800 members, the SFCVB is the largest membership-based tourism promotion agency in the country and the City's largest business association. Tourism, San Francisco's largest revenue-generating industry, generates in excess of \$5 billion annually for the local economy.