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Texas Travel Industry Association Elects New Board Members Including Visit Lubbock President & CEO John Osborne

(LUBBOCK)— The Texas Travel Industry Association (TTIA) has elected new officers and new members to its board of directors for the 2016-2017 term. Visit Lubbock President & CEO John Osborne will serve as the secretary. TTIA is a non-profit organization made up of businesses, organizations, associations and individuals dedicated to developing Texas tourism to its fullest potential. The board of directors is comprised of individuals representing many different segments of the travel and tourism industry within Texas.

The new chair of the association is Jim Brothers, director of marketing for Six Flags Over Texas. The immediate past chair, Davis Phillips, CEO of Phillips Entertainment, Inc., will continue to serve on the board's executive committee. Casandra Matej, executive director of the San Antonio Convention & Visitors Bureau, is now chair-elect. Brandon Steinmann, vice president global government relations for WorldVentures, will serve as treasurer and John Osborne, president & CEO for Visit Lubbock, will serve as secretary. David Teel, president and CEO of TTIA, also sits on the executive committee.

"It's an honor to serve on TTIA's board of directors along with some of the travel industry's best leaders," Osborne said. "We are excited to begin our term and look forward to contributing to the booming tourism industry known in Texas."

Four new members join the board of directors to serve three-year terms as at-large members: Keith Arnold, executive director for the South Padre Island Convention & Visitors Bureau; Bryan Crowe, CEO for Destination El Paso; Kelly DeSchaun, executive director for Galveston Island Park Board of Trustees & Convention & Visitors Bureau; and Dr. Chay Runnels, associate professor/program coordinator/hospitality coordinator at Stephen F. Austin State University.

Board members re-elected for an additional three year term include: Larry Woods, director for the Boerne Convention & Visitors Bureau; Bob Jameson, president & CEO for the Fort Worth Convention & Visitors Bureau; Arthur Coulombe, general manager for JW Marriott San Antonio Hill Country Resort & Spa.

"TTIA is honored to have these distinguished leaders serve on our executive committee and board," David Teel, TTIA President and CEO, said. "With this board's vision and guidance, TTIA improves the quality of life in Texas by strengthening travel and tourism. This board is comprised of key industry leaders poised to lead our association and its members through another successful legislative session and beyond."

[About Visit Lubbock and Lubbock Sports](#)

Visit Lubbock is Lubbock's official Convention & Visitors Bureau, charged with increasing the activity of leisure, sports, meeting and convention travel to Lubbock. Since 2004, Visit Lubbock and Lubbock Sports have booked more than 4,480 events or conventions, resulting in 3.78 million visitors, 1.2 million room nights and \$403 million in direct economic impact to the Lubbock area. For more information, or to receive a free Visitor Guide, please call 800.692.4035 or go to VisitLubbock.org. For our latest events, check out our Facebook page at [Facebook.com](https://www.facebook.com/visitlubbock) and search for Visit Lubbock and/or Lubbock Sports.

About TTIA

The Texas Travel Industry Association (TTIA) is a non-profit organization made up of businesses, organizations, associations and individuals dedicated to developing Texas tourism to its fullest potential. TTIA's mission is to improve the quality of life in Texas by strengthening travel and tourism. For more information about the Texas Travel Industry Association, visit www.ttia.org or contact the office in Austin at 512.328.8842.

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