

For Immediate Release:

January 29, 2016

Contact: Alyssa Kitten

P: 806.723.8223 | alyssa@visitlubbock.org



THIS IS WEST TEXAS

Visit Lubbock's Amy Zientek Selected for Leadership Texas Class of 2016

(LUBBOCK) – Amy Zientek, director of sales for Visit Lubbock, has been selected to join an elite network of more than 6,000 women as a member of the Leadership Texas Class of 2016. Leadership Texas, a flagship program of Leadership Women (LW), a nonprofit social enterprise, is designed specifically to help women learn about critical issues outside of their own industries and spheres of influence.

Zientek is one of 90 outstanding women leaders competitively selected from across the state to participate in the longest-running women's leadership development program in the U.S. Throughout the year-long program, she will have the opportunity to broaden her perspective on the state by exploring the issues in four Texas cities and receiving cutting-edge information from recognized experts, government officials and other thought leaders, which will positively inform her work and community for years to come.

Launched in 1983 as the first statewide program for women's leadership development, Leadership Texas is patterned after, though not affiliated with, the co-educational civic programs that have found success in a number of cities throughout the state and nation. Great leaders recognize that it is necessary to understand the cultural, social and economic shifts before us, and the programming of Leadership Texas provides opportunities and access to help the women impact the future of Texas.

“The theme for the 2016 program year is ‘The Future of Community: A State of Possibilities,’ Linda Crompton, CEO for LW, said. “Participants will visit San Antonio, Amarillo, Corpus Christi and Austin, where each city's opportunities and response to challenges will be highlighted.”

Through the generous contributions of the Leadership Texas Program Partners, the program continues to provide the most up-to-date information on leadership and issues affecting Texas. Corporate Program Partners providing major support for Leadership Texas 2016 include Blue Cross Blue Shield, Pfizer, Southwest Airlines and Texas Instruments.

For additional information about Leadership Women or Leadership Texas, please visit leadership-women.org.

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.

Leadership Women, Inc.

Leadership Texas is a program of Leadership Women, Inc. (LW). Established in Austin, Texas, in 1974, LW seeks to advance the power of leadership and legacy through programs that connect, inspire, empower and honor women. To extend LW's message of strength and build bridges to and opportunities for women, LW founded Leadership America in 1988 and helped in the creation of complementary women's programs in California, Illinois, Missouri and North Carolina, among others. LW also established the nation's first comprehensive women's history museum, The Women's Museum: An Institute for the Future, which opened in Dallas, Texas, in association with the Smithsonian Institution in 2000. Since 1996, LW has been offering a series of national retreats for emerging women leaders called Leadership Pipeline. In 2009, LW launched one day conferences and workshops. Their Leadership International program traveled to India in 2013, South Africa in 2014, and Mexico in 2015 and will travel to Scandinavia in 2016. For additional information please go to www.leadership-women.org.

###