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2010 VISITOR INDUSTRY LUNCHEON TO FEATURE HARLEY-DAVIDSON EXECUTIVE

SIOUX FALLS, SD – The Sioux Falls Convention and Visitors Bureau (CVB) will host their annual Visitor Industry Luncheon on May 4, 2010, at 11:30am at the Sioux Falls Convention Center. The luncheon will feature nationally recognized Harley-Davidson Senior Vice President and Global Chief Marketing Officer, Mark-Hans Richer, who will address “Revving Up To Greatness: Don’t Be the Bug, Be the Windshield”. Richer is responsible for overseeing all Harley-Davidson global marketing activities including promotions and advertising, motorcycle product planning, the Harley-Davidson Museum, and the Harley Owners Group (H.O.G.).

An Education Seminar is also set for the morning of the luncheon from 9:00am to 11:00am at the Sioux Falls Convention Center. Participants will learn from Michele Wierzgac of Michele & Co. Ms. Wierzgac is known throughout the nation as a powerful speaker covering the areas of business strategy, marketing, leadership, and personal branding. The title of her seminar will be “New Business Markets: 15 Trends Changing the Way We Do Business”.

Made possible by the Sioux Falls CVB, along with local business partners, the Visitor Industry Luncheon is a celebration of the visitor industry. Each year the CVB recognizes people and businesses that show consistent support to the industry by presenting four awards in the following categories: Heart of the City Award, First Impressions Award, Business Award, and Media Award.

Tickets for the Visitor Industry Luncheon and Education Seminar will go on sale March 1, 2010.

The Sioux Falls Convention & Visitors Bureau’s mission is to market the City of Sioux Falls, South Dakota, as a one-of-a-kind visitor destination, and to provide premier visitor services, by attracting conventions, meetings, sports, events, leisure and business travelers to Sioux Falls in the most economic and efficient manner possible in order to positively impact the local economy.

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