



DUTCHESS TOURISM

HUDSON VALLEY REGION NEW YORK

FOR IMMEDIATE RELEASE

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ROTTKAMP EARNS TOURISM INDUSTRY'S HIGHEST EDUCATIONAL ACHIEVEMENT

ST LOUIS, MO – Destinations International announced that Dutchess Tourism, Inc. Vice President Melaine Rottkamp was among 31 industry leaders who received their Certified Destination Management Executive (CDME) designation at the Annual Convention, July 23-25 in St. Louis, MO. Don Welsh, president and CEO of Destinations International, congratulated the group and said, “These leaders have invested in their education and are now equipped with the knowledge needed to adapt to and manage the increasing change and competition facing our industry.”

The CDME program is the only integrated executive program specifically designed for destination management professionals and is the tourism industry’s highest individual educational achievement. The program is designed to prepare experienced destination organization professionals to leverage their experience and to apply their knowledge with a focus on vision, leadership, productivity and implementing business strategies.

“I commend Melaine on this impressive accomplishment and well-deserved honor,” said Mary Kay Vrba, President & CEO of Dutchess Tourism, Inc. “The entire Dutchess Tourism team is so proud of her dedication and determination. Her expertise has driven our destination to achieve many milestones and I’m looking forward to celebrating our future successes.”

Rottkamp has filled many roles since joining Dutchess Tourism in 2011. She was very involved in the organization’s transition to an independent 501(c)6 non-profit, as well as the rigorous process to earn accreditation through Destinations International’s Destination Marketing Accreditation Program. Her current focus is on managing DTI’s advertising and marketing efforts in addition to business support programs including National Travel & Tourism Week activities, the annual Dutchess Tourism Awards of Distinction, educational opportunities like the long-running Lunch & Learn Seminar Series, as well as the Hudson Valley Tourism Trends Conference, the Hudson Valley Film Industry Conference and others.

Rottkamp is a graduate of Syracuse University where she earned a dual degree in public relations from the S.I. Newhouse School of Public Communications and political science from the Maxwell School of Citizenship & Public Affairs.

Photo caption: From L to R - Maura Gast, executive director of the Irving Convention and Visitors Bureau and CDME board chair; Melaine Rottkamp, Vice President of Dutchess Tourism, Inc.; Mary Kay Vrba, President & CEO of Dutchess Tourism, Inc.; Don Welsh, president and CEO of Destinations International

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The programs provided by this agency are partially funded by monies received from the County of Dutchess.



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About Destinations International:

Destinations International (formerly Destination Marketing Association International) is the world's largest resource for official destination organizations, convention and visitors bureaus (CVBs) and tourism boards. Destinations International is about serving destination marketing professionals first and foremost. Together with more than 4,700 members and partners from nearly 600 destinations in approximately 15 countries, Destinations International represents a powerful forward-thinking, collaborative association; exchanging bold ideas, connecting innovative people and elevating tourism to its highest potential. For more information, visit www.destinationsinternational.org

About Dutchess Tourism

Dutchess Tourism, Inc. is the officially designated destination marketing organization for Dutchess County and is accredited by the Destination Marketing Accreditation Program (DMAP) of Destinations International. It is an independent 501c6 non-profit organization that supports local businesses and organizations by bringing tourism dollars and investment into our community through the worldwide promotion of Dutchess County. The office is located at 3 Neptune Road in the Town of Poughkeepsie with 17 Tourist Information Centers located around Dutchess County. www.DutchessTourism.com

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