



Convention & Visitors Bureau

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News Release

FOR IMMEDIATE RELEASE

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SAN JOSE CVB NAMES NEW SALES MANAGER FOR MIDWEST

Johnson Brings Extensive Knowledge of Chicago-Based Associations



*Tammy J. Johnson,
SJCVB National
Sales Manager --
Midwest*

SAN JOSE, CALIF. – June 30, 2005 – The San José Convention and Visitors Bureau (SJCVB), the sales arm of the city and its convention and cultural facilities, today announced that Tammy J. Johnson has been named national sales manager for the Midwest, with s emphasis on Chicago-based national associations and corporations. Her appointment expands the ranks of the SJCVB sales staff and enables the Bureau to reach out to a wider range of clients.

Johnson brings an extensive knowledge of the Midwest's associations and its meeting planners' needs to the Bureau, having previously served as a convention sales manager with the Lake County (Indiana) CVB, where she handled the SMERF (social, military, education, religious, and fraternal) and state association markets. During her tenure, Johnson helped grow the CVB's association-based sales dramatically.

Johnson's knowledge of meeting planners' needs and the hospitality industry also stems from her years of experience as a conference producer for A.L.I. in Chicago.

Johnson holds a bachelor's degree in public relations from Bradley University.

About The San José Convention & Visitors Bureau (SJCVB)

The San José Convention & Visitors Bureau's (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. To receive a copy of the Bureau's *Meeting Planning Guide* or *Official Visitors Guide*, please contact the SJCVB at 1.800.SAN.JOSE (1.800.726.5673) or visit <http://www.sanjose.org>.

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