



Megan Hardwick
program coordinator
p: 913.631.6545
e: mhardwick@shawneeschamber.com

FOR IMMEDIATE RELEASE

TourKANSAS ELECTS SHAWNEE CVB MANAGER AS PRESIDENT

The Shawnee Chamber of Commerce congratulates Kevin Fern, Shawnee Convention and Visitors Bureau manager, for his newly-elected position as TourKANSAS president

SHAWNEE, Kan. November, 2009 – The annual meeting of TourKANSAS, an alliance of private businesses and public destination marketing organizations, was in Dodge City, Kan., last week to elect officers for the upcoming year, among other business. Shawnee Convention and Visitors Bureau (CVB) Manager Kevin Fern was elected president. Fern has served as CVB manager since May 2008 and serves on the Johnson County Citizens Visioning Committee. In February 2009, he became a Certified Tourism Ambassador through the Kansas City Convention and Visitors Association and the Tourism Ambassador Institute. Congratulations, Kevin. *Good Starts Here.*

TourKANSAS has a paid membership of more than one hundred members and is the coalition of attractions, Convention and Visitors Bureaus, hotels, restaurants and other, related businesses, working to promote the state as a destination for motor-coach tours. The organization engages in programs such as tradeshow, travel-writer conferences and other forums to educate travel professionals about Kansas as a destination with unique attractions. The Kansas Division of Travel and Tourism estimates group tours accounted for a total-economic-impact of \$1.9 million in the last fiscal year, and each passenger spent an average of \$100 per day in the community in which they stayed overnight.

Established in 1946, the Shawnee Chamber of Commerce is a membership organization working to preserve the best possible business climate and quality of life for Shawnee. With nearly 700 business members, the Shawnee Chamber Corporation (501C6) is comprised of three divisions: the Shawnee Chamber of Commerce, the Shawnee Economic Development Council, and the Shawnee Convention and Visitor's Bureau. For more information, please call 913.631.6545 or visit our Website at www.goodstartshere.com.

###

If you'd like more information about this topic, or to schedule an interview with Kevin Fern, please call the Shawnee Chamber of Commerce office, 913.631.6545, or e-mail Fern at kfern@shawneekscvb.com.