

FOR IMMEDIATE RELEASE

Nov. 13, 2009

Contacts: Nancy Hamilton, Lee Rose, Katie Meckley (239)338-3500

Lee County Visitor & Convention Bureau announces new tourism education manager

LEE COUNTY, FL – The Lee County Visitor & Convention Bureau (VCB) welcomes new staff member Christine Davlin as tourism education manager.

Davlin’s primary function will be to develop and implement various hospitality and educational training programs to benefit tourism industry personnel. Other core responsibilities will be to identify and provide training in customer service trends and techniques, tourism professional development programming needs, and destination awareness education. The position will also include the development and implementation of a hospitality certification credentialing program for tourism industry workers, as well as the coordination of the VCB’s customer service recognition program.

Davlin’s most recent professional experience was as owner/training consultant of align, llc, a business focusing on customized employee and management skill education. Among the firm’s high profile successes was a guest service campaign for Dolphin Stadium in Miami and a “compassionate service” initiative for employees of a retirement community in Naples. She worked 20 years in the upscale resort industry, including 12 years in guest service operations. Davlin then entered the human resources arena, ultimately becoming a corporate trainer. Furthermore, she traveled internationally to assist organizations with their staffing needs through the various visa programs. The Baltimore native and 33-year southwest Florida resident has a proven track record in the assessment of organizational needs, resulting in the creation and facilitation of tailored training programs.

-30-

Editor’s note: photo available upon request.