

For Immediate Release – January 27, 2016

## **Emerson Leaders Appointed to Tourism Council Board of Directors**

The City of Emerson recently joined the destination marketing efforts of the Cartersville-Bartow County Tourism Council, Inc. With the opening of Emerson's first hotel, a hybrid Sleep Inn and MainStay Suites, the city began its collection of lodging tax, a portion of which will fund future marketing efforts through the Cartersville-Bartow County Convention & Visitors Bureau. Remaining lodging tax will be retained by the City of Emerson.

Overseeing Emerson's participation with the CVB is Fran Twelkemeier and Marshal Eagle. As the chairperson of the Emerson Planning Commission since 2008, Twelkemeier has been at the forefront of growth within the city. Eagle serves as Vice President of Finance and Planning at LakePoint Sports. He is a certified Project Management Professional, an Eagle Scout, and a graduate of North Carolina State University.



*Fran Twelkemeier*



*Marshal Eagle*

Both appointees said they are honored to hold the historic positions as the first to serve Emerson on the CVB Board of Directors. Twelkemeier is "looking forward to showcasing the community both nationally and internationally," while Eagle is "thrilled to use his experience in strategy, finance and sports tourism with such a distinguished group of community leaders."

The Emerson appointees join board members Karl Lutjens – Chairman, Tommy Strickland – Vice Chairman, Butch Emerson – Treasurer, Jennifer Matthews – Secretary, Ellen Archer – Executive Director, Jeff Watkins, Jane Drew, Kathy Lyles, Michael Gordon, Rita Pritchard and Adena Harper.

The Cartersville-Bartow County Tourism Council was formed in 1991 for the purpose of economic development in tourism. The council is funded by a portion of lodging tax collected in Bartow County, and in Cartersville, Adairsville and Emerson. The council's board of directors oversees two businesses – the Cartersville-Bartow County Convention & Visitors Bureau, and the Clarence Brown Conference Center.

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