



## Mary German, CMP, CTA

Mary German is Vice President of Bureau Services & Programs for the Arlington Convention & Visitors Bureau. An industry veteran and consummate customer service professional, she directs Convention Services, Visitor Services and Partnership Development; and convention transportation for the Arlington Entertainment Area Management District trolley operations. She is a facilitator for the Dallas Fort Worth Area Tourism Council Certified Tourism Ambassador (CTA) program – a customer service and destination training certification program. She served on the North Texas Super Bowl XLV Host Committee Volunteer Team and 2010 NBA All-Star Game Planning Committee; and president of the Arlington Chapter of Women of Visionary Influence – an international leadership, educational and mentoring organization for women.

Prior to her tenure with the Arlington CVB, she directed the Convention Services Department for the Metropolitan Richmond Convention & Visitors Bureau.

Co-author of the Convention Services chapter of the Professional Convention Management Association (PCMA) Professional Meeting Management Manual 20<sup>th</sup> Anniversary Edition, she developed the 3R Method used in the Convention Services chapter to instruct convention service professionals on successful meeting management practices. A prolific writer, she has written numerous articles for industry publications including the International Association of Exhibitions & Events - E2, The Meeting Professional, Small Market Meetings, The SMERF Meetings Journal, Plan Your Meetings and Accommodate. She is the author of a soon-to-be released children's book and fitness book for meeting professionals.

She is a past president of the Event Services Professional Association (formerly Association for Convention Operations Management) and past president of the former ACOM Texas chapter (TxACOM). Board appointments include: Miss Texas Organization Board of trustees and Tarrant County College Southeast Campus Hospitality Management and Culinary Arts Program Advisory Board. She served on the Professional Convention Management Association (PCMA) Annual Conference Planning Committee. Industry memberships include: Event Services Professional Association (ESPA), Destination Marketing Association International (DMAI), International Association of Exhibitions and Events (IAEE), American Society for Training and

Development (ASTD) and lifetime member of the Texas Alliance of Convention, Meeting & Operations Managers (TxACOM).

Awards include: first recipient of the TXACOM GAMMA Award awarded for extraordinary contributions to the organization and Outstanding Club Officer for Toastmasters International Division D, District 25.

A guest speaker at numerous colleges, high schools and industry meetings, she is committed to helping hospitality students and meeting professionals achieve success in the hospitality industry. Guest speaker presentations include: Tarrant County College, University of North Texas, Stephen F. Austin State University, Arlington and Dallas Independent School Districts, and Distributive Education Clubs of America – Texas Association, Youth Leadership Arlington, and National Semiconductor. Professional presentations include Dallas Fort Area Tourism Council (DFWATC) Certified Tourism Ambassador (CTA) program, Hotel Association of North Texas, Rotary International, Kiwanis, Texas Association of Convention & Visitor Bureaus (TACVB), Event Services Professional Association, Plan Your Meetings Expo and Meeting Professional International CMP Study Groups.

A Virginia native, she has a Bachelor's Degree in Mass Communication from Virginia Commonwealth University and a Certified Meeting Professional (CMP) and Certified Tourism Ambassador (CTA).