



# Greater Williamsburg CHAMBER & TOURISM ALLIANCE<sup>SM</sup>

**FOR IMMEDIATE RELEASE**  
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## **Alliance's Jo Slack Earns Travel Industry Specialist Certification from American Bus Association**

**Williamsburg, VA** — Jo Slack, senior sales manager, tourism for the Greater Williamsburg Chamber & Tourism Alliance, has achieved the prestigious Certified Travel Industry Specialist (CTIS) designation from the American Bus Association (ABA). The Certified Travel Industry Specialist program is administered for ABA by Indiana University/Purdue University Indianapolis. Began in 1989, it is the first university-administered certification program in the group travel industry. Slack earned the designation by successfully completing five correspondence courses over the past year, and attending and evaluating eight Industry Advancement Seminars presented at the American Bus Marketplace.

Slack was among the program graduates honored during the 2010 American Bus Marketplace, where she was promoting Greater Williamsburg as an ideal motorcoach destination, conducting more than 58 one-on-one pre-scheduled appointments with tour operators. The Historic Triangle was strongly represented at this major industry conference, held January 14-20 in National Harbor, MD. Busch Gardens, Colonial Connections, Inc., with the Alliance joined by Colonial Williamsburg, Crowne Plaza at Fort Magruder, Hersha Hospitality, Jamestown-Yorktown Foundation, Mariners' Museum, Newport Hospitality Group, Virginia Arts Festival and Virginia Living Museum. The Alliance was also a co-sponsor of the conference's opening night event, "Pursuit of Happiness" at Mount Vernon, along with Colonial Williamsburg, Jamestown-Yorktown Foundation, The Northern Virginia Visitors Consortium and Virginia Tourism Corporation.

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The American Bus Association is the trade organization of the intercity bus industry with more than 1000 motorcoach owner and tour company members in the United States and Canada. Its members operate charter, tour, regular route, airport express, special operations and contract services. Another 2,800 members are travel and tourism organizations and suppliers of bus products and services who work in partnership with the North American motorcoach industry.

**Attached image:** Peter J. Pantuso, CTIS, president & CEO for the American Bus Association (L) and Michelle Jennings, Chair of the CTIS Committee (R) congratulate Jo Slack of the Greater Williamsburg Chamber & Tourism Alliance on earning her Certified Travel Industry Specialist (CTIS) designation.