

CVB CEO Keith Arnold joins two State Association Boards

Two state associations selected Corpus Christi Convention & Visitors Bureau CEO Keith Arnold to join their Board of Directors.

The Texas Society of Association Executives (TSAE) and the Texas Travel Industry Association (TTIA) chose Arnold to serve on their board. Both associations will appoint Arnold in September.

"I'm very honored to be appointed to these boards," Arnold said. "Each of these associations has a great deal of inherent value to Corpus Christi as a meeting and leisure travel destination."

The Texas Society of Association Executives or TSAE appointed Arnold to their 20-member board during a recognition ceremony at the Westin Hotel in San Antonio. His first board meeting was held Sunday, September 13, 2009. He will serve a three-year term until 2012 and attend four board meetings a year.

TSAE President Beth Brooks, CAE, said their membership voted in the summer to include Arnold on their Board of Directors, which is made up of association executives and affiliates of association executives who deal with the production and service of associations.

"Keith will be responsible for looking at the budget, serving on any committees, reviewing and developing policies, overseeing the work done by committees and staff and monitoring their performance," Brooks said. TSAE employs five full-time and two part-time staff members.

TSAE is a professional, non-profit society for persons engaged in the management of voluntary trade and professional organizations in Texas and provides the highest quality educational, leadership and professional development opportunities to association executives and affiliate members. One of TSAE's goals is to enhance the performance of the organizations they represent, which is more than 600 Texas-based associations and societies. Membership also includes representatives from more than 500 corporations and firms that provide services to associations.

The Texas Travel Industry Association or TTIA appointed Arnold Monday, September 28, 2009 at the Texas Travel Summit during TTIA's Annual Business Meeting in Arlington, Texas.

Arnold will serve TTIA for three years until 2012. He serves alongside 20 other elected board members and some 11 executive committee membership.

"Keith was chosen to be nominated because of his experience, expertise and his contributions to Texas tourism," said David Teel, who is the future president of TTIA beginning January. "He has demonstrated himself as a leader in the industry."

His responsibilities will be to help guide the industry and association through active participation and insight, use experience and expertise to promote travel to and within Texas and serve as a

representative for one of Texas' best destinations on the board, said Teel.

TTIA is a non-profit organization made up of businesses, organizations, associations and individuals dedicated to developing Texas tourism to its fullest potential. TTIA's purpose is to help ensure the most effective tourism program possible, by complementing and maximizing the results of promotional efforts of private businesses, city and regional organizations and the State of Texas.