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## **Baxter receives marketing certification**

THE COLONY, Texas — Diane Baxter, director of Communications and Tourism for the City of The Colony, recently completed a nearly three-year journey to earn her certification as a Texas Destination Marketer (TDM).

The TDM program is administered by the Texas Association of Convention and Visitor Bureaus. The program's mission is to provide structure for further development of tourism professionals in regards to best practices in the tourism and hospitality industry.

Baxter, who has overseen The Colony Convention and Visitors Bureau since its inception, began the TDM program in September 2010. It's been a rewarding experience, she said, and has provided valuable insight as she works to grow the bureau and enhance The Colony's reputation as a destination city.

"Many of the great things about this community speak for themselves such that promoting our amenities has often been effortless," she said. "But the city's leadership values ongoing, professional training for its employees and I was glad to have the opportunity to take part in the TDM program."

To earn the certification, participants must complete six of the program's eight disciplines. In Baxter's case, she completed coursework on: Texas Heritage/Cultural Tourism; Administration/Finance; Communications/Technology; Marketing; Tourism Sales; and Visitor Services.

Baxter has previously earned credentials as a Certified Tourism Ambassador. The CTA program is designed to provide industry professionals with specific training aimed to help them generate positive experiences for their visitors, facilitating return trips.

For more information, contact Baxter at 972-624-3104, via email at [dbaxter@thecolonytx.gov](mailto:dbaxter@thecolonytx.gov), logon to [www.tacvb.org](http://www.tacvb.org), or call TACVB Executive Director Bridgette Snyder at 361-749-0467.

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