

## Austin Convention Center Names Lisa Kidder Director of Sales

*August 17, 2009. Austin, Texas.* - Lisa Kidder has been named Director of Sales for the Austin Convention Center. Her responsibilities include overseeing and managing the sales and contracting units of the convention center. In making the announcement, Paul Barnes, Assistant Director of the Austin Convention Center Department, indicated that Kidder will also work closely with the Austin Convention & Visitors Bureau's sales department.

Kidder comes to Austin from Washington, D.C., where she worked in the hospitality and meeting industries for more than ten years. Most recently, she was the Global Account Director, Mid-Atlantic Global Sales Office for Starwood Hotels & Resorts Worldwide, Inc., selling nine Starwood brands. Prior to that, Kidder was a Convention Sales Manager for the Washington, D.C. Convention & Tourism Corporation, now rebranded as Destination DC, representing the hotel and hospitality community and the Washington Convention Center to Midwest- and West-based associations.

“We are excited to welcome Lisa to our management team,” said Paul Barnes. “Her extensive experience and strong credentials will help ensure that we continue to retain and capture convention and trade show business for Austin.”

Originally from Louisiana, Kidder received a Masters of Tourism Administration from George Washington University, and a Bachelor of Mass Communications from Louisiana State University. She is a Certified Association Sales Executive (CASE), a Certified Meeting Professional (CMP), and an active member of Professional Convention Management Association (PCMA), serving as the Capital Chapter Communications Committee Co-Chair in 2009.

Outside of the office, Kidder has served as an adjunct professor for Northern Virginia Community College and Howard University for the fall 2006 and spring 2007 respectively. Her courses included Convention Meeting & Planning and Principles of Event Planning and Management. Kidder is the past president for The George Washington University (GWU) Tourism Alumni Network. Additionally, she had the honor of being the keynote speaker for GWU's MTA Winter Graduation Ceremony in fall 2005.

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For more information, contact:

Terri McBride, Public Information Officer/Media Relations, Austin Convention Center Department  
512.404.4020 or [terri.mcbride@ci.austin.tx.us](mailto:terri.mcbride@ci.austin.tx.us)