

***For more Information Please Contact:
Keep Sedona Beautiful, Inc. (928) 282-4938***

**KSB Hosts Special Thursday August 2 Speaker Series Featuring
Chamber President/CEO Jennifer Wesselhoff on Sustainable Tourism in Sedona**

Join Keep Sedona Beautiful (“KSB”) for an informative presentation and discussion concerning the pending arrival of Sedona’s first Sustainable Tourism Plan as part of KSB’s *Preserving the Wonder™* Speaker Series on Thursday, August 2, 2018.

Free to members, residents and visitors - all are welcome to join KSB at 5:30 p.m. at its historic Pushmataha Center on 360 Brewer Road. The evening will include complimentary appetizers donated by El Rincon Restaurante Mexicano and refreshments provided by KSB.

According to Jennifer Wesselhoff, “Sedona’s exciting new direction in tourism management includes stewardship, sustainability and preserving the Sedona quality of life”.

She continued, “Led by the Chamber of Commerce & Tourism Bureau in partnership with the City Council, FY19 plans include money for preserving trails and easing traffic congestion, reinvesting in Sedona’s visitor-related infrastructure, a pause in marketing budget increases, and the pending arrival of Sedona’s first Sustainable Tourism Plan.”

Jennifer Wesselhoff is the President/CEO of the Sedona Chamber of Commerce & Tourism Bureau. Jennifer is an active member of several national and statewide professional organizations. She is the Chairman of the Board of Directors for the Verde Valley Regional Economic Organization, a Past President of Destination Marketing Association West and served on the board of the Arizona Chamber Executives.

Appointed by Governor Doug Ducey, Jennifer sits on the Arizona Tourism Advisory Council and was recently appointed by the Secretary of Agriculture as a member of the Resource Advisory Committee. She completed her Certified Destination Management Executive certification with Destination Marketing Association International and she recently served as a guest lecturer for the Sustainable Destination Management certificate course at George Washington University. Jennifer is a Certified Film Commissioner with the Association of Film Commissioners International and co-developed Verde Valley Tourism Council and Scottsdale-Sedona Alliance.

Prior to working at the Sedona Chamber of Commerce & Tourism Bureau, Wesselhoff worked as an English teacher in Japan and spent three years in the hospitality industry in Interlaken, Switzerland. She has knowledge of three foreign languages and holds a Bachelor’s degree in French and a Bachelor’s degree in Communications from Miami University.

Wesselhoff and her husband, Rick, live in Sedona. When not at the office, she can be found running, biking or hiking in the red rocks of Sedona, or cooking and traveling with friends.

Keep Sedona Beautiful's monthly *Preserving the Wonder*™ Speaker Series is typically held the second Wednesday of each month from September through May. It focuses on presenting a diversity of programs relevant to the unique environment of our region.

Keep Sedona Beautiful, Inc. is a nonprofit organization that, by acting through the stewardship of its members and volunteers, is committed to protecting and sustaining the unique scenic beauty and natural environment of the Greater Sedona Area. For more information about Keep Sedona Beautiful, please visit <http://www.keepsedonabeautiful.org/> or call 928.282.4938.