

## FOR IMMEDIATE RELEASE

October 21, 2014

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### **NYSTIA Names Jill Delaney President and CEO**

*Newly-Merged Not-for-Profit Employs Skilled Leader to Implement Strategic Plans for Future Growth*

Albany, NY: The New York State Tourism Industry Association (NYSTIA), a not-for-profit corporation focused on travel and tourism, today announced that Jill Delaney will join the organization as President and Chief Executive Officer. Ms. Delaney brings more than 18 years of experience in nonprofit management and communications to the organization.

"We are very pleased that our new organization will be led by Ms. Delaney, whose nonprofit managerial experience will help us advance our new organization. Having just completed the merger of the New York State Tourism Promotion Agency Council and the New York State Travel and Vacation Association we are poised to grow the recognition of our industry as an economic development catalyst for New York State," said Herb Clark, Chairman of NYSTIA.

"I am honored by the opportunity that the Board of Directors of NYSTIA has presented me. The mission of this organization is ambitious and powerful, and I am excited to begin working with professionals throughout the State of New York to advocate for and promote this highly-valuable industry," said Ms. Delaney.

The historic merging of the New York State Tourism Promotion Council (NYSTPA) with the New York State Travel & Vacation Association (NYSTVA) in early 2014, has created the opportunity to grow NYSTIA into a larger, more engaging state-wide membership organization.

#### **About Jill Delaney**

Jill Delaney, 40, was born and raised in New York State and has built a successful career in organizational leadership. Most recently, Ms. Delaney served as Interim COO at The Children's Museum of Science and Technology where she worked closely with the organization's board of directors to maintain fiscal stability during a time of transition. Previously, Ms. Delaney worked with ATW – The Alliance of Technology & Women as National Vice President, Executive Director, where she worked with chapters to implement and manage programming and funding. Early in her career, Ms. Delaney worked as Communications Director for Move Massachusetts, a coalition of community, labor, and business and environmental organizations focusing on transportation initiatives, where she developed her passion for serving not-for-profit organizations. She currently serves on the Board of Directors of the University at Albany Alumni Association, a position she has held since 2006.

#### **About NYSTIA**

The New York State Tourism Industry Association ([www.nystia.org](http://www.nystia.org)) is a statewide membership based organization for travel and tourism related businesses. NYSTIA is a 501c6, New York State not-for-profit corporation engaged in the business of advocacy, leadership, marketing and professional development.

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