

For immediate release
For more information, contact
Nancy Millar, 682-2871

Chamber Continues Emphasis on Convention Center Sales

Lena Longoria has been hired as Sales Manager with the McAllen Chamber of Commerce's Convention & Visitors Bureau, the Chamber recently announced.

Longoria, a McAllen native, holds her Bachelors of Fine Arts degree with a minor in Marketing from Southern Methodist University in Dallas. She also attended Meadows School of the Arts in Dallas on scholarship. Upon graduation, Longoria held positions with Blair Television & TMP World Wide, two prominent Dallas advertising firms. She has also held positions with Dodge Arena and with the RGV Killer Bees.

She joins McAllen Chamber of Commerce employees Assistant Director of Sales Ernie Arredondo, Sales Manager Jim Deuser, and Sales Services Assistant Erika Hinojosa in working the convention market.

"We are happy to have Lena on board," said Nancy Millar, McAllen Chamber of Commerce Vice President and Director of the Convention and Visitors Bureau. "With her energy, organization and enthusiasm, we believe she will be a good representative of McAllen with meeting planners."

Longoria's responsibilities will be to identify and contact meeting planners who coordinate meetings and conventions that can hold their events in McAllen at the new convention center or in meeting hotels.

"The McAllen Chamber of Commerce met its goal of booking 12 conventions for the hotel last fiscal year," Millar said. "The goal for this year is even more aggressive. We expect Lena to be a strong player on the team and to help meet the new goal."