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The Hyland Group Welcomes Roger Dow

July 13, 2010 – WASHINGTON, DC – Roger J. Dow, President and Chief Executive Officer of the U.S. Travel Association will serve as The Hyland Group's guest speaker at its annual BUREAUFEST event held Wednesday, August 4.

The inaugural Bureaufest began in 2004 with a relaxing reception where clients and convention and visitors bureau representatives would mingle and enjoy an evening with colleagues. Starting in 2008, The Hyland Group developed Bureaufest to include an educational component.

"We wanted to reinforce our commitment to our meeting professional clients by providing unique learning experiences on important industry topics. The Hyland Group is strongly committed to the professional development of our employees and wants to extend these benefits to clients when possible," says Peter Hyland, President, The Hyland Group.

The Hyland Group staff, members, and clients are especially looking forward to this year's learning experience where Dow will address the state of the industry from a past, present, and future point of view, particularly highlighting recent issues on state boycotts. Afterwards, all will enjoy great food and prizes at the networking experience.

This year's Bureaufest event will showcase Buffalo Niagara Convention & Visitors Bureau, Visit Chapel Hill, Charleston Area Convention & Visitors Bureau, Edmonton Tourism, Experience Colorado Springs at Pikes Peak, Kissimmee Convention & Visitors Bureau, Memphis Convention & Visitors Bureau, Omaha Convention & Visitors Bureau, Ottawa Tourism, Pasadena Convention & Visitors Bureau, Traverse City Convention & Visitors Bureau. For more information, visit www.hylandgroup.com.

About The Hyland Group

Established in 1985, The Hyland Group (THG; www.hylandgroup.com) is one of the premier sales and marketing firms for the hospitality industry with more than 200 destinations in their portfolio from the US, Canada, and the Caribbean. Serving as a resource for the \$102.3 billion meetings and event industry, THG assists meeting professionals in selecting sites for their meetings and conventions within their extensive network of cities, hotels and resorts. The Hyland Group partners with destinations to elevate their exposure to the meetings and event industry generating millions of dollars of revenue in destinations each year.

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