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HIGH POINT CONVENTIONS & VISITORS BUREAU ANNOUNCES NEW INTERN FOR SPRING

HIGH POINT, N.C., February 3, 2020 – The High Point Conventions & Visitors Bureau (HPCVB) has recruited Alejandra Lopez as their new intern, effective Jan. 24, 2020 through April. Lopez, a senior at High Point University (HPU), is majoring in Human Relations and Sociology with a minor in Leadership.

She will be directly assisting the administrative department under the supervision of the Executive Administrator to transition the staff to a new business model that requires new work-flow models, responsibilities, and processes. Lopez is tasked to create a balanced organization with the tools and resources to maximize production in the small business environment. Her first project is to develop a budget-friendly wellness program that utilizes all current resources and new opportunities for employees to manage their financial, physical and mental health. She will assist in streamlining office processes as well as promote and research successful team outcomes.

President Melody Burnett says, “Our internship program gives students the ability to learn more about our community and how partners work collaboratively toward common goals. Alejandra will be able to take advantage of community and networking events to build her contacts that will keep her engaged in High Point. Managing a small business can be challenging as job descriptions can be vast and outsourced opportunities have to be solid. Alejandra’s help is coming at an exciting time for our organization as we embark on the implementation of our newly approved 10-year strategic destination plan.” “I’m so excited to be joining such a wonderful organization such as the High Point Convention and Visitors Bureau”, Lopez says. “This organization focuses on High Point’s growth potential as a year-round destination for visitors to enjoy, partners to succeed, and locals to promote. I am eager to grow at the High Point Convention and Visitors Bureau both professionally and with the team this spring utilizing my knowledge and skill sets from our dynamic programming at HPU.”

Lopez, is well traveled, bilingual in English and Spanish, and set to graduate cum laude this May. She is eager to apply her knowledge of Human Relations to a full-time position post-graduation.

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About the High Point Convention & Visitors Bureau:

The High Point Convention & Visitors Bureau (HPCVB) is a nonprofit organization whose mission is to promote and encourage economic development in High Point through travel and tourism. The HPCVB works closely with meeting planners to bring events to High Point and to enhance their experience here, providing white glove assistance with event planning tasks including registration, transportation, and coordination among various venues. These services ensure that every group event will be successful down to the last detail because we want each visitor to make yourself at home. Established by state legislation in 1984, the HPCVB is an independent 501(c) 6 nonprofit organization funded by a self-imposed three percent room occupancy tax on local hotels. No taxpayer funds – city, county or state – are used to fund

the HPCVB. The Regional Visitors Center is located at 1634 N. Main St., Suite 102, Suite 102 High Point, N.C. For more information, visit www.highpoint.org.

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