



Visit Greater **ST. CLOUD**

St. Cloud, Minn. – The St. Cloud Area Convention and Visitor’s Bureau took home the “Makes a Difference” award at the annual Associations North Leadership Conference at Grandview Resort on October 9th. This award honors an organization that enhances the overall mission of advancing and serving association management professionals in Minnesota, North Dakota, and South Dakota by being an industry leader and trailblazer. It is an honor to receive this award from such a distinguished group of association professionals, and speaks volumes about the service that the CVB and the St. Cloud community provides to meeting and convention groups.

When asked about St. Cloud receiving this honor, Judges from Associations North said “This organization is an outstanding supporter of Associations North, is a GOLD Year Long Sponsor and continually strives to enhance events with their participation and sponsorship. They are a proud supporter and we’re lucky to have them as a member, always going above and beyond to make events memorable and an experience for attendees.”

Associations North is made up of over 1,200 association members from nearly 350 Midwest associations, as well as several dozen vendors and partners, like the St. Cloud Area Convention and Visitors Bureau. The group meets at various special events throughout the year to network, learn, and share ideas on how to run their different associations in the best way possible.

The St. Cloud Area Convention and Visitor’s Bureau exists to market the Greater St. Cloud area as a destination for not only tourist, but meeting and sports planners to visit, host events, and spend time and money in. A sales team of four works tirelessly to provide outstanding service to meeting planners, including offering cutting-edge technology solutions, custom entertainment packages, and unforgettable venue and hotel arrangements. In an effort to continue to attract groups to the St. Cloud area, the St. Cloud CVB is an extremely active member of Associations North. Involvement with this organization has proved beneficial to promoting St. Cloud, and receiving this acknowledgement from the group is both exciting and an honor.

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