

October 19, 2006



FOR IMMEDIATE RELEASE

GMIC Welcomes New Executive Director

The Green Meeting Industry Council is pleased to welcome Shawna McKinley as its Executive Director.

"We are very happy to have Shawna join the Council formally. She has been involved in the organization in various capacities since its beginning and is very familiar with the issues facing the organization, its history and the stakeholders involved," states Amy Spatrisano, GMIC Board Chair.

Ms. McKinley formerly worked for Oceans Blue Foundation, managing the creation of the green meetings toolkit at www.bluegreenmeetings.org. She also served on the Convention Industry Council's Green Meetings Task Force and helped to create the IMEX Green Meetings Award. Prior to commencing her role as Executive Director she helped to develop the organization's Business Plan and launch the Green Meetings Journal and GMIC web site at www.greenmeetings.org. Before becoming involved in the non-profit environmental sector McKinley worked for several years as a marketing and event planner in the community of Nanaimo, BC, Canada.

"It's a very exciting and challenging time to be getting involved in the GMIC," McKinley comments. "There is increasing awareness of green issues within the industry and the Council is being called on to lead the way in responding to the educational, research and policy needs of meeting professionals who are trying to conduct their work in a more sustainable way. Identifying and meeting priority needs in all three of these areas will be the focus of my work over the next several months."

Ms. McKinley has most recently completed a Master of Arts in Environmental Education and Communication. Her thesis project studied the management and viability of green meeting destinations.

The GMIC was established to improve meeting management practices by promoting environmentally responsible strategies through the collaborative efforts of meeting industry stakeholders, balancing economic, environmental, and community objectives.

For further information please contact: Shawna McKinley
T. 604.904.8776
E. shawna@greenmeetings.info
W. www.greenmeetings.info