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Boise Convention & Visitors Bureau Announces 2019 Board of Directors Leadership

BOISE, ID – The Boise Convention and Visitors Bureau (CVB) has appointed new members and leadership positions for its 2019 board of directors.

The Boise CVB is focused on promoting tourism and enhancing Boise’s economy by marketing the region. Board members, who are community-minded and knowledgeable about the tourism industry, serve a three-year term with opportunity to renew for an additional term.

“Our board members provide valuable insight to the Boise Convention and Visitors Bureau,” said Carrie Westergard, Executive Director of the Boise CVB. “Their expertise in the hospitality, tourism, and food and beverage industries will be of great assistance as we promote Boise as a premiere location for meetings, conventions and travelers.”

New Board of Directors Leadership:

Kathy Pidgeon will serve as the 2019 chair of the Boise CVB board. Pidgeon is the General Manager at the Riverside Hotel, where she has worked for more than 30 years. Her knowledge of the hotel, convention, and meeting industries will be extremely valuable to the sales team in 2019.

Mike Ruffner is the newly appointed chair-elect of the Boise CVB board. Ruffner is the Operating Unit President of Food Services of America (FSA), one of the largest food service distributors in the country. FSA provides food products to area restaurants, as well as schools and organizations. Ruffner will bring his knowledge of the food and restaurant industries to the Boise CVB board.

Moya Shatz-Dolsby is the Boise CVB Board Treasurer. Dolsby is the Executive Director of the Idaho Wine Commission and works collaboratively with organizations like the Boise CVB and Idaho Tourism to promote the Boise Valley and surrounding wine regions to national media and prospective growers.

Dave Terrell is the immediate past Boise CVB board chair. Terrell will be retiring this spring from Washington Trust Bank, where he has served as the President of the Southern Idaho Region for more than 16 years. His valuable experience with commercial banking and finance are an asset within his role with the Boise CVB board.

New Board Members:

Rochelle Criswell is a Client Relations Manager for the University Event Services team at Boise State University. She provides education, event coordination and planning to various event venues on campus. Prior to her position at Boise State, she was the Event Coordinator for the Idaho Botanical Gardens. Her experience carefully planning and executing a variety of events will be helpful in the Boise CVB’s planning of future conventions, meetings, and events.

Ali Ribordy is the Director of Sales at Boise Centre. Ribordy spent 10 years at the Austin Convention Center, most recently as their Senior Sales Manager, before coming to Boise last summer. She brings expertise on nationwide convention, tradeshow, and event planning to the Boise CVB board.

Earl Sullivan is owner and winemaker of Telaya Wine Co. Sullivan also owns a consulting practice focused on growing beverage and healthcare businesses. He serves as a commissioner for the Idaho Wine Commission and has served on a number Treasure Valley boards including the College of Western Idaho, Zona Healthcare, The CORE and MSI Micro Vac. His involvement in the community and knowledge of different industries will be helpful with meeting and convention planning.

2019 Boise CVB Board of Directors (Full List, Alphabetically):

J. Scott Ableman – Hotel Management Services
Curt Asmussen – Obie Hospitality
Bill Connors – Boise Metro Chamber of Commerce
Rochelle Criswell – Boise State University
John Cunningham – Block 22 LLC (Grove Hotel/Century Link Arena)
Sylvia Hampel – Clearview Cleaning
Rebecca Hupp – Boise Airport
Kathy Pidgeon – Riverside Hotel
Ali Ribordy – Boise Centre
Mike Ruffner – Food Services of America
Moya Shatz-Dolsby – Idaho Wine Commission
Earl Sullivan – Telaya Wine Co.
Dave Terrell – Washington Trust Bank
Aimee Tylor – Residence Inn Downtown City Center

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About the Boise Convention and Visitors Bureau

The Boise Convention and Visitors Bureau is a nonprofit organization that works to enhance Boise's economy through the marketing, promotion and selling of the city and region as a site for conventions, corporate meetings, trade shows, leisure travel, cultural, sports, and special events. Each year, Boise hosts hundreds of meetings and special events, which are significant contributors to the local economy. The Boise CVB was established in 1982 and merged with the Boise Metro Chamber in 2015.