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**FOR IMMEDIATE RELEASE**

**Boggs named VP/Internet Strategy of HSMIAI New England Chapter**

**January 24, 2008**

ACRO Global President/CEO David Boggs has been named to the newly-created position of VP/Internet Strategy of the New England Chapter of Hospitality Sales and Marketing Association International (HSMIAI) at a meeting of the Chapter's Board of Directors on January 22nd in Boston.

In 2008 as VP/Internet Strategy, Boggs will be leading an initiative to create and expand a New-England-wide online community of HSMIAI members. The Chapter's goal is to become New England's leading source for hospitality sales and marketing information, knowledge and education; and to provide its members with the best possible opportunities for networking and business development.

HSMIAI (<http://www.hsmai.org/>) is a global membership organization of nearly 7,000 hospitality sales and marketing professionals in 35 countries worldwide, representing all segments of the industry. With a strong focus on education, HSMIAI is the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for both hospitality and sales and marketing management disciplines, as well as connecting its members with customers.

ACRO Global (<http://www.acroglobal.com/>), a specialist tourism marketing firm with offices in Maine USA and Ireland, currently provides online marketing research and services to tourism businesses and organizations on six continents, and publishes the Tourism Marketer (<http://www.tourismmarketer.com/>) and Get American Tourists (<http://www.getamericantourists.com/>) newsletters.

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