The Pasadena Convention & Visitor's Bureau has added two new members to its national sales team.

Betsy Bush Based in Virginia, Betsy Bush will generate meeting leads from the national association market. She will also continue to represent the Positively Cleveland CVB, which she has done since 2007.

"Betsy's stellar reputation and her ability to interact with our East Coast clients on a daily basis will be a tremendous asset to our sales efforts there," said Christine Charchia, Pasadena CVB director of sales.

A Washington, D.C.-area resident for 30 years, Bush is an active member of Meeting Professionals International, American Society of Association Executives, and Society of Government Meeting Planners. She earned her bachelor's degree from George Mason University. In her spare time, she enjoys skiing and traveling.

Charles Snyder has been named sales manager and will be responsible for generating business from the corporate and SMERF markets. He joins the Pasadena CVB after working as director of convention center sales for the Los Angeles Convention Center from 2010-2011. From 2000-2009, he worked as a senior account executive and show manager for tradeshow industry leaders George Little Management, dmg world media and Nielsen Expositions. He is an active member of International Association of Exhibitions and Events.

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