



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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# **Lee County Visitor & Convention Bureau announces new customer service coordinator**

**LEE COUNTY, FL** – The Lee County Visitor & Convention Bureau (VCB), announces Elizabeth “Liz” Linares as its new customer service coordinator.

Linares’ will assist with the implementation of county internal training programs, which will focus on employee development in the tourism/hospitality industry. Her duties will also include educating industry staff in customer service techniques, destination awareness and community outreach.

Linares joins the VCB with 10 years of combined experience in customer service, staff support and planning. In her previous position as office manager for The Greater Naples Chamber of Commerce, Linares polished her hospitality and tourism skills.

Linares has been a resident of southwest Florida for 15 years. She is currently earning a bachelor’s degree in applied psychology from Southern New Hampshire University, Manchester, New Hampshire.

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*Editor’s Note: Headshot available on request.*

