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2024 Class Graduates from Second Annual Madison-Morgan Tourism Ambassador Program

MADISON, GA – September 20, 2024 – The Madison Morgan County Convention & Visitors Bureau (MMCVB) proudly celebrated the second class of Madison-Morgan Tourism Ambassadors during an Ambassadorship Ceremony held the evening of September 19, 2024 at the Steffen Thomas Museum of Art. This event highlighted the commitment of the new Tourism Ambassadors and Super Tourism Ambassadors in expanding their knowledge of the tourism industry while gaining firsthand experience of local attractions through the Tourism Ambassador Certification Program, now in its second year.

“We are thrilled to celebrate the second year of our Tourism Ambassador Program, which is aimed to bolster our local tourism industry and support the 550 jobs that are directly linked to tourism in Morgan County,” said Jennifer Rosa Leon, Executive Director of MMCVB. “The enthusiasm and commitment of our new ambassadors is inspiring. Their passion for showcasing Madison and Morgan County will undoubtedly enhance our tourism landscape and foster deeper connections with visitors.”

At the Ambassadorship Ceremony, Tourism Ambassador Certificates were awarded to Jeannie Clark and Mary Cox from MMCVB; Patricia DuBose and Laree Zant from Madison Artists Guild; Kamden Ecker from Madison-Morgan Cultural Center; Victoria Edmands from Kelly Corp Inc. / Rock House Creamery; Whitney Pittman; and Samantha Jones from Morgan County African-American Museum.

Super Tourism Ambassador Certificates were awarded to participants who demonstrated exceptional commitment by visiting seven or more local attractions. Super Tourism Ambassadors for 2024 included Ellie Cowan from The Firefly at Madison; Jan Borregard, Susie Koller and Dianne Lewis from MMCVB; and Kathy Barton from Madison-Morgan Cultural Center.

“We are excited to have a new cohort of Tourism Ambassadors graduating from this program. Jennifer has worked diligently to organize the program and bring the excitement of the tourism experience to our local community. The tourism industry is so beneficial to our local community, and now our ambassadors can share that message and unique attractions with others,” said Sarah Wibell, Main Street Director for the City of Madison.

As part of the Tourism Ambassador Certification Program, partner attractions offered exclusive tours, discounts, experiences and/or events for participants. Program completion required participants to attend an informational training session and walking tour of the Madison Historic District, executed through collaborative effort of MMCVB, Studio WISE and Morgan-County African American Museum; as well as experience at least four partner attractions within 90 days to receive an official Madison-Morgan Tourism Ambassador Certificate. Participants who visited seven or more attractions achieved Super Ambassador status.

Partnering attractions for the new program included Madison Main Street, Madison Morgan County Convention & Visitors Bureau, Morgan County Historical Society, Madison-Morgan Cultural Center, Morgan County African-American Museum, Rock House Creamery, Steffen Thomas Museum of Art, Studio WISE, Hard Labor Creek State Park, Southern Cross Guest Ranch, Madison Artists Guild and Madison Cemetery Stewardship Commission.



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About Madison Morgan County Convention & Visitors Bureau

The Madison Morgan County Convention & Visitors Bureau, Inc. (MMCVB) is a non-profit 501 (c) (6) that serves as the official destination marketing organization for the City of Madison and Morgan County, Georgia. MMCVB works to advance Morgan County's \$60 million tourism industry that supports more than 550 local jobs. MMCVB's mission is to boost economic development and vitality by inspiring tourists to come, stay and take part in the local tourism economy. Discover more at VisitMadisonGA.com.