



JACKSON COUNTY
Chamber of Commerce

FOR IMMEDIATE RELEASE

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PRESS RELEASE – EXPERIENCE JACKSON AND JACKSON COUNTY CHAMBER ANNOUNCE NEW APPOINTMENTS

JACKSON, MICH. – Experience Jackson and Jackson County Chamber of Commerce announce the promotion of two employees, and the addition of a new employee.

Rachel Buchanan is promoted to Vice President of Marketing & Communications for both Experience Jackson and Jackson County Chamber of Commerce, having previously filled the role of Marketing & Development Manager for Experience Jackson. Buchanan came to Experience Jackson in 2021 following nearly two decades in the media industry. The new role incorporates continued management of partnerships both locally and regionally to promote the community from a tourism perspective, in addition to leading marketing and communications efforts for both organizations.

Tim Booth is promoted to Vice President of Community and Business Engagement for the Jackson County Chamber of Commerce, previously Events and Community Affairs Manager. Booth joined the Chamber staff over five years ago with over two decades in guest services and large event planning. He is a lifelong Jackson resident, and attended Jackson College.

Steve Trosin fills a new role Sales & Outdoor Recreation Manager, exclusively with Experience Jackson. Trosin is deeply rooted in the Jackson community, having spent nearly his entire life here and previously serving as the Executive Director of the Jackson Symphony Orchestra. In his current role, Steve continues to work toward making Jackson the best it can be, while also embracing his passion for the outdoors and promoting Jackson as a wonderful place to visit and call home.

"We are incredibly excited to have Rachel Buchanan and Tim Booth continue their excellent work in these new roles on behalf of the Jackson County Chamber of Commerce and Experience Jackson, and the addition of Steve Trosin to the team will help elevate our efforts to make Jackson County a tourism destination," said Ryan Tarrant, President & CEO of Experience Jackson. "These new roles will both help align

the shared goals of the two organizations and advance our work to promote the community and member businesses."

Learn more about Experience Jackson at www.ExperienceJackson.com. Learn more about the Jackson County Chamber of Commerce at www.jacksonchamber.org.

About Experience Jackson

The mission of Jackson County Convention and Visitor's Bureau (Experience Jackson) is to strengthen the positive perception of Jackson County as a must-visit destination to increase revenues and stimulate economic development and growth for the community.

About Jackson County Chamber of Commerce

The mission of the Jackson County Chamber of Commerce is to create a vibrant, inclusive community, through meaningful partnerships, intentional connections, and engagement.

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Pictured Left to Right: Rachel Buchanan, Tim Booth, Steve Trosin

