



NEWS RELEASE

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## **Belasco earns prestigious accreditation from DI**

**LEE COUNTY, Fla.** – Fran Belasco, administrative director for the [Lee County Visitor & Convention Bureau](#) (VCB) in Southwest Florida, recently graduated from [Destinations International's](#) (DI) executive program in destination management.

Belasco received the Certified Destination Management Executive (CDME) designation at the DI Annual Convention, July 23-25 in St. Louis, Mo. The program was established in 1993 and is recognized as the tourism industry's highest educational achievement.

“These leaders have invested in their education and are now equipped with the knowledge needed to adapt to and manage the increasing change and competition facing our industry,” said Don Welsh, president and CEO of DI.

“Fran’s commitment to the VCB, Lee County and our community as a whole shines through in everything she does,” said Cecil Pendergrass, Lee County commissioner and Tourist Development Council chairman. “We are very proud of this exceptional professional accomplishment.”

The CDME program prepares professionals to leverage their experience and apply their knowledge of destination management with a focus on vision, leadership, productivity and implementing business strategies.

Belasco joined the VCB in 2010. She manages the administration team and provides executive level administration and technical support

A 2011 graduate of Hodges University in Fort Myers, Belasco holds a master’s of science degree in management and human resources. She is also a graduate of the University of Massachusetts Dartmouth with a bachelor’s degree in sociology. Belasco and her husband, Jim Belasco, live in Cape Coral.

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***Editor’s note:*** *The Beaches of Fort Myers & Sanibel in Southwest Florida includes: Sanibel Island, Captiva Island, Fort Myers Beach, Fort Myers, Bonita Springs, Estero, Cape Coral, Pine Island, Boca Grande & Outer Islands, North Fort Myers and Lehigh Acres. For media assistance, visit [www.fortmyers-sanibel.com/media-central/](http://www.fortmyers-sanibel.com/media-central/)*