



South Eastern Connecticut Enterprise Region

190 Governor Winthrop Boulevard, Suite 300 • New London, Connecticut 06320

Telephone: 1-888-6-SECTER (888-673-2837) or 860-437-4659

Facsimile: 860-437-4662 • E-mail: sector@sector.org

NEWS

For Immediate Release

Contact: Edward Dombroskas, Executive Director, edombroskas@msyticcountry.com

Eliza Cole, Communications Director, ecole@mysticcountry.com

860.536-8822

EASTERN REGIONAL TOURISM DISTRICT NAMES NEW EXECUTIVE DIRECTOR

December 14th, 2009, Mystic, CT - The Eastern Regional Tourism District announced today that Edward Dombroskas will be taking over the position of Executive Director, effective immediately. He replaces Donna Simpson, who will remain on board part-time until December 24th, to ensure a smooth transition.

The decision to conduct a search for a new Executive Director came when the state funded tourism-marketing budget was cut by sixty percent. The job description for the position, as with other staff positions at the office, has been amended to reflect the change in day-to-day operations of the Tourism District, which now focuses primarily on web-based marketing, community outreach and garnering support from the State of Connecticut.

"It is a real thrill and challenge to be back in the tourism industry," said Dombroskas. "The budget for this year is a moving target." "The fact is: we're in a new era. The economic conditions have forced us to reinvent ourselves without losing pace."

Dombroskas most recently worked as principal for TRL Consultants, out of West Hartford, a consulting practice that provides advice, management and operations services to small and medium sized organizations, but he possesses a strong background in tourism marketing, having worked as Executive Director of the State of Connecticut Office of Tourism, from 1992 - 2006. Ed is well known throughout the tourism industry in Eastern Connecticut and has long-standing relationships with many of the District's constituents, which made him a top candidate for the job.

"Ed was unanimously selected from a group of very competitive candidates, and is superbly qualified to continue to promote destination marketing of eastern Connecticut in very challenging times," said John Markowicz, vice-chairman of the Eastern Regional Tourism District board of directors. "I look forward to

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working with him to achieve the many goals the Board of Directors has entrusted to him, and feel that he shares with me the heartfelt appreciation of everything Donna Simpson has done for the region, both at Mystic Coast & Country and here at the Tourism District."

Dombroskas has also worked closely with the five state tourism districts to help leverage funding for the current fiscal year, and is aware of the budget challenges the state is currently facing. The transition into this position should be seamless for Mr. Dombroskas, the Board of Directors, and the staff of the Eastern Regional Tourism District.

"Ed has the contacts, first hand knowledge and attitude to jump in at this low point in Connecticut tourism promotion and make the connections to go forward. This economic trough will end and Mystic is the brand that has to be positioned for the up tick. You can't stop marketing until then or you will be off the radar of visitors," said Donna Simpson.

Ed Dombroskas is the chairman of the board of directors for the Valley Railroad Corporation (dba Essex Steam Train and Riverboat), board member of the Middlesex County Chamber of Commerce, founding board member and chairman for the New England Association of State Tourism Directors and founding member of the Hartford Image Project "New England's Rising Star." He currently resides in West Hartford with his wife Ann Marie Dombroskas.

For more information contact the Eastern CT Regional Tourism District at 860-536-8822, press@mysticcountry.com or www.mysticcountry.com.

The Eastern Regional Tourism District is publicly funded and made up of 42 towns, marketing the region as Mystic Country/CONNECTICUT. The organization's mission is to contribute, through tourism, to the economic prosperity of these towns. This is accomplished by marketing the region, to domestic and international travelers, as an attractive destination for vacations, group tours, and meetings, and by assisting the businesses making up the tourism industry of the region in successfully promoting their products and services to these visitors.



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