

Contact: Kelly McCandless
Billings Chamber/CVB
Phone: (406) 869-3732
(406) 861-2981
kelly@BillingsChamber.com
www.BillingsChamber.com

P.O. Box 31177
815 S. 27th St.
Billings, MT 59107
Fax: (406) 245-7333
www.VisitBillings.com
www.BrandBillings.com



MediaRelease

Montana's Trailhead Welcomes Montana Conference of Educational Leadership; Brings 650 Visitors to Billings

For Immediate Release

Billings, MT, October 14, 2013: The Billings Chamber of Commerce/Convention and Visitors Bureau (CVB) and the Billings Tourism Business Improvement District (TBID) are pleased to welcome the Montana Conference of Educational Leadership to Billings for their three day conference October 16 - 18.

The Montana Conference of Educational Leadership, or MCEL, brings 650 representatives who are school administrators, clerks/business officials, trustees, interns, and other school district personnel. "A conference of this magnitude in Billings is a great opportunity for our community," explains Alex Tyson, Executive Director of the Billings CVB and TBID. "We estimate this group alone will contribute \$390,000.00 to our local economy. Particularly in our value season, this is a welcome and invaluable contribution."

During their conference at the Billings Hotel and Convention Center and the Holiday Inn Grand Montana, MCEL attendees will focus on innovation and customization in public schools, which has become necessary not just to thrive, but to survive. They'll examine how public schools can continually advance the agenda of a custom-tailored learning environment for each student and how to identify, assess, and use the best research, technology, designs and other tools available to maximize the educational potential of each child in our public schools. The group will also explore how to best help communities see the value of and support these ambitious agendas. MCEL is sponsored by the Montana School Boards Association (MTSBA), School Administrators of Montana (SAM), Montana Association of School Business Officials (MASBO), and the Montana Rural Education Association (MREA).

###

The MISSION of the Tourism Business Improvement District is to generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.



The Tourism Business Improvement District is managed by the Billings Chamber of Commerce/Convention & Visitors Bureau.