



*For more information, contact  
Tim Chason at 404.735.0540.*

## **Roswell Economic Development and Tourism Initiates Nationwide Search for Executive Director of Tourism**

The Roswell Economic Development and Tourism board of directors has initiated the first phase of an executive search to replace long-time leader Dotty Etris. After successfully serving as executive director since 1992, she has announced plans to retire at the end of 2018.

The board has selected The Chason Group, an executive search firm specializing in chambers of commerce, economic development organizations, foundations and non-profits to assist the search committee. The executive search process is expected to take 90 to 120 days with the goal to have an executive director in place before the end of the year.

“Dotty has built a solid foundation for tourism in Roswell,” according to Ken Davis, chair of the board and President – North Georgia, Renasant Bank. “The board is taking a very methodical and transparent approach to finding the next leader of tourism for the organization while at the same time looking for new ideas on growing the number of visitors to our area. Since the initial formation of a steering committee in 1991, appointed by then Mayor W.L. “Pug” Mabry, tourism has been one of the central themes for this board. We plan to continue that same forward-thinking approach with a new executive.”

The executive search has been broken into three phases. The first phase will be the listening segment. Many community, non-profit, government and business representatives will be interviewed by The Chason Group to garner feedback on how the search committee should shape the position description for the next executive director as well as the skill sets that are most important.

The next segment is the “casting of the net” and identifying candidates that fit the traits identified in phase one. A position announcement will be posted on the organization’s website as well as Georgia Association of Convention and Visitors Bureaus, Georgia Travel Association, Georgia Southeast Tourism Society, Georgia Economic Developers Association and various other social media sites that correlate with tourism and economic development.

The final phase of the executive search will initiate the narrowing of the candidate pool and interview process. A detailed application has been developed and will be provided to the candidates who meet a pre-determined set of criteria. After review and vetting, the search committee anticipates interviewing the leading four to six candidates. The Chason Group will serve as the contact for candidates.

Earlier this year the board of Roswell Inc and Visit Roswell changed its name to Roswell Economic Development and Tourism, Inc. The 501(c)(6) non-profit continues to operate the public presence of both tourism and economic development programs under their respective brand names. Changing the name allows the organization to better and more fully reflect the scope of work of both entities which continue to operate under separate leadership and individual contracts with the City of Roswell for delivery of specific services.