

PRESS RELEASE

Columbia County has a new
Executive Director of
Tourism



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Konnie Patke, has spent the last almost 9 nine years as the Director of Group Sales for the Fredericksburg, TX Convention and Visitors Bureau. Creating personal and professional relationships with local partners/stakeholders has contributed to the success of businesses and group programs. Konnie truly believes and lives, “None of us are as good as all of us”. During her time in Fredericksburg, Konnie developed the destination as a corporate retreat, small conference, and incentive option. Increasing the group room night production by more than 300%.

You often hear Konnie say, “if it is legal, it has been part of one of her job”. These experiences allow for an understanding of the challenges faced by local partners/stakeholders. She has assisted or started several small businesses, including showing how to develop a following and client base through social media.

Some of Konnie’s passions include:

- Dallas Cowboy Football, Texas Rangers Baseball, soccer (ok sports)
- Fitness and Health
- Wine (viticulture, production, and sampling)
- Animal rescue, fostering and adoption.
- Reading and learning
- Family and community

The hospitality and meeting planning background of Konnie; shows her commitment to service and nurturing of brands, communities, and companies.

