

NEWS RELEASE

For Immediate Release

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Visit Lake Charles Announces Team Updates

Lake Charles, La. (Jan. 10, 2024) — Visit Lake Charles (VLC) announces Matt Young's role change from director of association sales to director of public relations and welcomes two new sales team members, Emily Treme and Morgan Dodd.

Matt Young – Director of Public Relations

Young joined Visit Lake Charles in March 2023 as director of association sales. He transitioned to the marketing team as director of public relations on Dec. 1.

“I am thrilled to take on the challenge of showcasing all that Southwest Louisiana has to offer to journalists from around the world,” Young said. “Drawing from my experience, I aim to amplify the unique attractions, restaurants and cultural events that represent Louisiana’s Playground.”

Before Visit Lake Charles, Young served as both the director of cultural affairs and the public information officer for the City of Lake Charles.

“His background in public relations and knowledge of the area makes him an ideal fit for working with regional, national and international media to promote our community,” said Timothy Bush, chief marketing officer at Visit Lake Charles.

Young is a Louisiana Tech University graduate with a bachelor’s degree in communications, political science and public relations.

Emily Treme – Director of Association Sales

Treme has joined the sales team as director of association sales, replacing Young. She will concentrate on boosting convention sales and expanding business for association group meetings and tradeshow.

As a seasoned event planning professional, Treme is returning home to Southwest Louisiana from Colorado, where she was recently employed as the sales and operations coordinator at RMC Destination Management Group. During her time there, Treme showcased skills in crafting, organizing and overseeing both large- and small-scale events.

“I am glad to be back home and look forward to serving in a role where I get to contribute to the growth and vitality of our community,” Treme said.

Treme is a McNeese State University graduate with a bachelor’s degree in general studies.

Morgan Dodd – Meeting Sales Manager

Dodd joins the sales team as meeting sales manager. In her new role, Dodd will lead efforts to promote Lake Charles as a destination for social, military, education, religious, fraternal and corporate meetings.

“I eagerly anticipate engaging with meeting planners, as well as our hotel and venue partners, to establish meaningful connections that will leave a lasting positive impact on our community,” expressed Dodd.

Prior to VLC, Dodd served as the senior sales executive at Medical Diagnostic Laboratories. She is a McNeese State University graduate with a bachelor’s degree in health and human performance. As a former Mardi Gras Southwest Queen, she remains active in carnival season, serving as the board’s pageant chairman and overseeing marketing and social media for the pageant.

“Emily and Morgan’s blend of leadership, problem-solving capabilities and strong relationship skills will be valuable assets in their new roles,” stated Taylor Stanley, vice president of sales at Visit Lake Charles. “I believe their accomplishments will continue to enhance the organization’s ongoing success in promoting our region as a premier meeting destination.”

Download headshots for Young, Treme and Dodd [here](#).

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About Visit Lake Charles:

Visit Lake Charles, the official destination marketing organization for Lake Charles/Southwest Louisiana, is the only organization in Southwest Louisiana providing advocacy, promotion, and education for the tourism industry. For more information on Visit Lake Charles and things to see and do in Louisiana’s Playground, log on to www.visitlakecharles.org.