

# WINDSOR-ESSEX REGIONAL Chamber of Commerce

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## Media Release

April 17, 2012

### Windsor-Essex Regional Chamber of Commerce announces new Manager of Sales, Marketing, and Retention

**April 17, 2012 - Windsor, Ontario** – The Windsor-Essex Regional Chamber of Commerce is pleased to announce their new Manager of Sales, Marketing, and Retention—Sherri Dulcamaro, effective May 7, 2012.

Dulcamaro, a life-long resident of the Essex County region, brings 20 years of corporate sales, marketing, and director experience to the Chamber. She has also been involved with the Chamber for more than 17 years, assisting the After Business Committee in planning over 100 Chamber events.

Previously, Dulcamaro was the Director of Sales and Marketing for the Westmont Hospitality Group where she successfully achieved revenue goals and built positive business relationships. Her extensive volunteer background includes the Greater Essex County District School Board's Women in Technology, Windsor Construction Associations' Women in Construction Mentoring Program, St. Clair College's Hospitality Tourism Mentoring Program, Rotary International Windsor Roseland, and Michigan National Business Travelers Association.

Dulcamaro is taking over from John Thrasher who held a similar post at the Chamber for nearly 20 years.

Matt Marchand, President and CEO for the Windsor-Essex Regional Chamber of Commerce said, "Sherri Dulcamaro brings an exceptional amount of community experience, expertise, and in depth knowledge of the Windsor-Essex business community. The Chamber is positively delighted of Ms. Dulcamaro's new position at the Chamber."

"I'm incredibly excited about starting my new journey," said Dulcamaro. "I look forward to joining the team at the Windsor-Essex Regional Chamber of Commerce and taking part in the many positive initiatives they're putting forward."

Celebrating 135 years of leading the business community to create regional economic prosperity, the Windsor-Essex Regional Chamber of Commerce is a not-for-profit membership organization with over 1,200 members. Through strong volunteer leadership and a dedicated staff, the Chamber advances the interests of business in Windsor-Essex through its advocacy efforts at the municipal, provincial, and federal levels of government.

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