



NEW YORK STATE SENATOR

John J. Bonacic

## **Senator Bonacic Announces Roberta Byron-Lockwood as his 2018 NY Senate Woman of Distinction**

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**(Albany, NY)-** State Senator John J. Bonacic (R/C/I-Mt. Hope) is pleased to announce that Sullivan County resident Roberta Byron-Lockwood has been chosen as his 2018 NY Senate Woman of Distinction. The annual program honors women who have made exceptional contributions to their respective communities. Mrs. Byron-Lockwood was honored alongside fellow honorees from across the state at a ceremony last evening.

Roberta Byron-Lockwood is the President/CEO of the Sullivan Catskills Visitors Association (SCVA), the official destination marketing organization for Sullivan County. She brings a rich history of tourism experience and is responsible for marketing, promoting and selling the Sullivan Catskills to the world.

Prior to her tenure at SCVA, Ms. Byron-Lockwood was the Regional Tourism Director for Central New York, serving simultaneously as Assistant Deputy Commissioner of Marketing & Advertising for Empire State Development and Tourism Director for “I Love New York.” She was selected as a delegate from New York State at the only White House Tourism Conference under President Bill Clinton, served on the Governor’s Tourism Advisory Board under two governors, is a founder of the New York State Tourism Promotion Agency Council, and hosted the Governor’s Catskill Challenge.

A dedicated member of the community, serving as past Chair of WSUL/WVOS Heart-a-Thon, Boys & Girls Club of Sullivan and Orange Counties and Sullivan County Renaissance, Ms. Byron-Lockwood has received over 40 awards in leadership, marketing, and tourism development. These awards include I Love NY Individual Achievement, NYSTIA Excellence in Tourism (3), the SUNY Sullivan Women Who Make a Difference and the Sullivan County Partnership Distinguished Service Award.

Under Ms. Byron-Lockwood’s leadership, visitor spending in the Sullivan Catskills has grown over 20% since 2009. She is currently developing cutting-edge training programs to entice Metro New Yorkers, domestic and international travelers from China, Germany, Switzerland, Ireland, the UK and Australia.

“I’m very pleased to honor Roberta Byron-Lockwood as my 2018 NY Senate Woman of Distinction,” said Senator Bonacic. “Roberta has dedicated her professional career to advocating for and promoting the beautiful Catskill region. I have worked with Roberta on a number of projects and initiatives and I have seen the dedication she has for her community. She is truly a woman of distinction who has made a

difference.”