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# Richmond Association For Business Economics

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Jack Berry

President & CEO

Richmond Regional Tourism

RABE Speaker on Friday, December 2, 2022

Topic: *The Impact of Sports Tourism on our Region*



Originally from Chicago, Berry graduated from Georgetown University with a degree in psychology. Jack's background is in sports marketing and promotion. He promoted tourism in Norfolk for nine years before coming to Richmond to do the same. Jack is president & CEO of Richmond Region Tourism which markets Chesterfield, Hanover, Henrico and New Kent Counties and the City of Richmond to tourists and conventions.

