



New CEO Named for Midland Area Chamber of Commerce and Midland Tomorrow

Midland – William “Bill” Allen has been named the President and CEO of the Midland Area Chamber of Commerce (MACC) and Midland Tomorrow umbrella organization, with his tenure beginning in mid-January 2016. The new umbrella organization creates a partnership between the MACC and Midland Tomorrow designed to strengthen Midland County’s economic development efforts and maximize resources.

Allen is currently the President and CEO of the Greater Las Cruces Chamber of Commerce in New Mexico. He has a background in chamber management and has been active in the Mesilla Valley Economic Development Alliance. Allen's other involvement with the industry and community includes an education advisory council, legislative coalition, regional marketing committee, as well as the affordable housing land bank and trust advisory committee. He also was involved in the Western Association of Chamber Executives, and was honored with its Russell J. Hammer Award in 2014. Prior to his current position, Allen was the Executive Director of the Royal Oak (Michigan) Chamber of Commerce and built an extensive background in operations, sales and management with the Xerox Corporation and in the real estate industry.

The extensive national search for the right person to fill this position was overseen by both the MACC and Midland Tomorrow Boards of Directors.

"Bill Allen has demonstrated a record of success and innovation in private industry, business and economic development, and chamber of commerce work. We look forward to him bringing that experience and energy to Midland Tomorrow as we continue to concentrate on retaining and attracting employers to the greater Midland community," said Jon Lynch, Board of Directors Chairman for Midland Tomorrow.

Steve LaLonde, Board of Directors Chairman for the MACC said, “Allen will be a great addition to both of these organizations. He has the experience and the drive to make great things happen for our business community. We look forward to him joining us as this partnership between the Chamber and Midland Tomorrow strengthens and grows.”

Originally from Michigan, Allen is a graduate of Northwood University. He will be moving to Midland with his wife and children in the coming months.

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About the Midland Area Chamber of Commerce

The Midland Area Chamber of Commerce, which serves over 1000 members, is a past two-time recipient of the *Outstanding Chamber of the Year Award* by the Michigan Association of Chamber Professionals. The Chamber is actively involved in advocacy for local businesses and business development, as well as undertaking a number of community and business programs. Visit our website at www.macc.org for more information.

About Midland Tomorrow

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www.midlandtomorrow.org

A Private Non-Profit Economic Development Corporation



Midland Tomorrow is the private, nonprofit, 501(c)(3) economic development corporation serving the County of Midland, Michigan, and all municipalities therein. The organization works to enhance the quality of life for all Midland County residents through the attraction and retention of good jobs and diversification of the economic base. For more information, call Midland Tomorrow at (989) 839-0340 or visit www.midlandtomorrow.org.

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