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## Choose Lansing® Announces Team Addition and Leadership Promotion

**LANSING, MICH. – June 4, 2026** – [Choose Lansing](#) is pleased to announce the addition of Allison Urlaub as Sales and Services Coordinator and the promotion of Jenn Morden, CTA, CMP, CMM, to Director of Event Experiences.

“We’re excited to welcome Allison to the Choose Lansing team and recognize Jenn’s continued leadership and contributions to our organization,” said Julie Pingston, President and CEO of Choose Lansing. “These updates reflect the strength of our sales and services team and our continued focus on supporting meeting planners and event organizers who choose Greater Lansing.”

### **Jenn Morden, CTA, CMP, CMM, Director of Event Experiences**

Jenn joined Choose Lansing in 2022 as Convention Services & Events Manager and has played an important role in strengthening event services and customer experiences for meetings and events hosted in Greater Lansing.

In her new role, Jenn will continue coordinating services to support successful meetings and events while taking on expanded responsibilities that include developing and delivering high-impact familiarization (FAM) tours and planning site visits for prospective clients.

Jenn will also launch and lead “Services in the 517,” a new customer service initiative designed to strengthen collaboration among hotel, venue, and event professionals while showcasing Lansing’s spirit of hospitality to future visitors and event planning professionals.

Earlier this year, Jenn earned her Certificate in Meeting Management (CMM), the meetings industry’s executive-level leadership credential, through the Indiana University Kelley School of Business in partnership with Meeting Professionals International (MPI). Fewer than 2,000 professionals worldwide currently hold the designation.

### **Allison Urlaub, Sales and Services Coordinator**

Allison Urlaub joins Choose Lansing as Sales and Services Coordinator, where she will support the sales and services team in delivering exceptional experiences for meetings, events, and visitors to Greater Lansing.

A graduate of Michigan State University, Allison earned a bachelor’s degree in advertising management with a minor in business. She previously completed marketing and communications

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internships with the Alpena Downtown Development Authority and Northeast Michigan Community Service Agency (NEMCSA).

Allison is also an Alpena Community College alumna, where she competed in volleyball and basketball.

“Jenn’s leadership, creativity, and commitment to service have made a meaningful impact on the experience we provide to meeting planners and event organizers,” said David Buckenberger, VP of Sales. “We’re also excited to welcome Allison to the team and continue building on the strong support our sales and services team provides to meetings and events in the region.”

For more information about Choose Lansing, visit [www.lansing.org](http://www.lansing.org) or call 517-487-0077.

### **About Choose Lansing®**

*The vision of Choose Lansing is to inspire everyone to celebrate and love Greater Lansing as much as we do! This goes hand in hand with our mission, to positively impact our community’s quality of life by developing the region as a visitor destination. Learn more at [www.lansing.org](http://www.lansing.org).*

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