
Brochure Distribution & Travel Marketing

Press Release

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FPIS' Linda Higgins Honored as Florida Attractions Association's 2009 Associate Member of the Year

OCOEE, FL (1 June 2009) - At its recent 60th Annual Conference held in Sarasota, the Florida Attractions Association presented its *2009 Associate Member of the Year* award to Linda Higgins of FPIS Brochure Distribution and Travel Marketing. FPIS (*where the First Priority Is Service!*) is headquartered in Ocoee, FL.

The *Associate Member of the Year* award is the highest honor the Florida Attractions Association bestows on a non-attraction member. The award recognizes the most outstanding contributions of time, energy and service to the Florida Attractions Association membership and their mission.

This year's award was especially poignant for both Linda and the Association: it was announced to the more than 150 conference attendees by Linda's mother, Betty Pratt, owner and President of FPIS. Betty was the recipient of the Association's first-ever *Associate Member of the Year* award in 1989.

Higgins has over 30 years of hands-on managerial experience in a variety of disciplines, including law, religion, education and business. She was named FPIS' Corporate Secretary in 1980, and has served as both Human Resources Director and Director of Partnership Development for FPIS since 2000. She is a summa cum laude graduate of Palm Beach Atlantic University, with a degree in Organizational Management.

"Linda brings a rare combination of knowledge, intensity, involvement and caring to all of her endeavors", said FPIS CEO Michael Middleton. "The value of her contributions to FPIS, and to all of the people and organizations she works with, is pretty much immeasurable. She's truly deserving of this award, and we congratulate her."

At the meeting in Sarasota, Linda was also elected Chairperson of the Florida Attractions Association's Associate Membership. She is a member of the Association's Legacy Committee in addition to currently serving as Associate Board Member for the Central Florida Concierge Association.

Linda and her husband Dana live in Orlando, Florida. Linda has two children, both of whom work for FPIS, and one grand-child.

About the [Florida Attractions Association](#)

The Florida Attractions Association was founded in 1949 by Florida tourism pioneers who sought to promote standards of excellence amongst tourist attractions in Florida. The objectives of the founders remain those of today's membership - high quality, fair pricing and ethical operations.

The Association works closely with other tourism groups, within Florida as well as on both regional and national levels, in order to deliver on its mission: to promote and advance the interests of the attraction industry and serve as the conduit that enables its membership to achieve a greater level of excellence.

About [FPIS Brochure Distribution and Travel Marketing](#)

FPIS has been distributing brochures and helping tourism-related businesses "spread their word" since 1967. Today, FPIS provides its distribution and tourism marketing services in Florida, Georgia, South Carolina, North Carolina, Virginia, West Virginia, Ohio and Pennsylvania. With a distribution volume of more than 25 million brochures annually, FPIS partners with over 3,000 businesses to promote tourism and the benefits it provides to travelers and communities.

FPIS advocates on behalf of its industry, clients, partners and tourism in general through its proud and active membership in over two dozen local, state, national and international tourism organizations.