

**For Immediate Release**

March 20, 2012

David Mikula earns TMP certification

David Mikula, president and founding partner of Mikula-Harris, received the TMP (Travel Marketing Professional) certification from Southeast Tourism Society at the Spring Meeting in Tunica, MS, on March 20, 2012.

To earn the TMP certification, Mikula completed the three-year continuing education program known as Southeast Tourism Society Marketing College. The program consists of a week of intensive classroom and group learning each summer for three years. Areas of study include conducting research, sports marketing, working with travel writers, understanding the economic impact of travel, and more.

Reflecting on the three-year program, Mikula said, "Marketing College was a great experience. There were a lot of classes outside of my area of expertise in branding and advertising that will help me understand the perspective of my clients in CVBs, DMOs or attractions."

Mikula-Harris specializes in building powerful and memorable brands in the tourism, hospitality and foodservice industries. Mikula-Harris was founded as Inprint in 1991 by David Harris and David Mikula and currently serves clients throughout the Mid-Atlantic and Southeast.

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