



Women's Legacy Award

HONORING AGGIE WOMEN



Shannon Overby '91, graduated from Texas A&M University's College of Agriculture in 1991 with a Bachelor of Science in Recreation Parks & Tourism Sciences. Initially enrolled in accounting, Shannon shifted to a new area of study at Texas A&M, Parks and Tourism to pursue a career that allowed her to be creative and work with people. This was the beginning of a career focused on local tourism, Shannon currently works as President and CEO of Bryan-College Station Convention and Visitors Bureau (BCSCVB). Shannon has devoted over 20 years to fostering local tourism and growing the BCSCVB convention business.

Shannon has achieved multiple distinctions in her career including the highest designation from the Tourism/Convention & Visitor Bureau, Certified Destination Management Executive. In addition, she received Certified Meeting Professional designation and is a Texas Destination Marketing Certification program graduate. Shannon was instrumental in developing the Texas Reds Steak and Grape Festival in Bryan.

Shannon also contributes through local volunteer efforts serving as Vice President of the Tiger Band Booster Club, Fundraising Chair of Boy Scouts of America Troop 1222, Sunday School Teacher at First Baptist Church, and Legislative Committee Member Bryan-College Station Chamber of Commerce. Shannon is a mother of 2 boys, a 16 year old junior at Consolidated High School (Wesley) and 24 year old in the Army serving our country at Fort Carson. (Zachary). Her husband is a retired teacher and musician.

Shannon continues to leave a legacy at TAMU serving as a mentor for students and acting on the curriculum advisory committee for the Department of Recreation Parks and Tourism at Texas A&M University. She and the BCSCVB also work closely with several classes at the Mays Business School for marketing and research projects that benefit both the CVB as well as the students. Not only has Shannon served as mentor, but through her high level administrative position in the Bryan-College Station community has encouraged internships, female participation in government and has helped to shape the course of tourism growth in Texas.

Shannon, in describing her philosophy to life, career and community, stated "I am blessed beyond belief to work in an industry and in a community that I dearly love! I believe so strongly in this industry that I will do what I can to promote tourism as a career choice to youth in high school. As for higher education - I am so proud that Texas A&M is known to be one of the top schools for Tourism Sciences in the nation. My office hires as many interns as possible to help the students try out CVBs as an option - we encourage them to get involved in every aspect of our team - we want to use them for their creativity and drive - but more importantly we want them build their resume - so that they can go on to bigger and better things - - - while always promoting how wonderful the BCS (and Aggieland) are to visit! Many of my former interns hold very high positions today all over the United States!"

Shannon continues to influence the local community in the Brazos Valley affecting the course of the community and helping to get students involved. As such a successful public figure, she stands as an extraordinary example for Aggie graduates of corporate success and contribution balanced with strong family and community commitment.

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