

Terra Crane, CTA



Terra Crane is the Convention Sales Manager for the Columbia Convention and Visitors Bureau (CVB). In this position, she is continuously demonstrating excellent customer service while engaging with meeting planners to bring their events to Columbia. Terra has been employed with the City of Columbia for 20 years in which she has held various positions in Information Technologies, Finance and the CVB.

A Columbia native, Terra graduated from David H. Hickman High School and obtained a Bachelor of Science from the University of Missouri in Psychology and Religious Studies.

Terra currently serves as secretary of the Missouri Chapter Society of Government Meeting Professionals (SGMP). Her awards and achievements include becoming a Certified Tourism Ambassador and program facilitator in 2013, graduate of Leadership Columbia 2014, Mid Missouri Restaurant Association Allied Director of the Year 2014, recipient of the 2018 SGMP President's award, completion of City of Columbia LADDERS program and course facilitator for the City of Columbia Service with Principles program.