

## Michigan Tourism Strategic Plan Project Issue Work Teams

### Collaboration and Partnerships

**Boll, Carol**

USDA Forest Service

**Dancisak, Chris**

Michigan Historical Museum

**Eavou, Carol**

Kewadin Casinos

**Garbinski, Ron**

AAA Michigan

**Hladki, Lee (co-chair)**

Greater Lansing CVB

**Kelley, Frank**

Michigan Department Of Transportation

**Kerr, Mary**

Ann Arbor Area CVB

**Krupiarz, Nancy**

Michigan Trails and Greenways Alliance

**Lorenz, Dave (Planning Team Rep.)**

Travel Michigan - MEDC

**MacInnes, Christina**

Crystal Mountain Resort

**MacWilliams, Mickey**

Michigan Snowsport Industries Association

**Moroz, George (co-chair)**

The Henry Ford

### Funding

**Bila, Sue**

Michigan Festivals & Events Association

**Hert, Richard (Planning Team Rep.)**

Circle Michigan

**Ingles, Laura**

Northeast Michigan Council Of Governments

**Moore, Kate**

Michigan Golf Course Owners Association

**Nemacheck, Tom**

Upper Peninsula Travel & Recreation Association

**Roberts, Shirley**

Bay Area CVB

**Studley, Rich**

Michigan Chamber of Commerce

**Van Dommelen, Brad**

Traverse City CVB

**Yencich, Steve (chair)**

Michigan Hotel, Motel & Resort Association

### Promotion and Media

**Brown, EJ**

Michigan Association of Fairs and Exhibitions

**Crater, Allen (co-chair)**

Stevens Advertising

**English, Frank**

Michigan Charter Boat Association

**Huminsky, Millicent**

Southwestern Michigan Tourist Council

**Jones, Linda**

Michigan Grape and Wine Industry Council

**Lipe, Jeanne**

Michigan Department of Agriculture

**Locke-Daniel, Debbie**

Ypsilanti Area Convention & Visitors Bureau

**Lorenz, Dave (Planning Team Rep.)**

Travel Michigan - MEDC

**Maisner, Mike**

Michigan Recreation & Park Association  
Executive Director

**Sippel, Dan (co-chair)**

Booth Newspapers of Michigan

**Snider, Van**

Michigan Boating Industries Association

**Yarnell, Dave**

Naturally, West Central Michigan

## Industry Organization and Leadership

**Barden, Barbara**  
Livingston County CVB

**Cisneros, Marci**  
Michigan Association of Convention and Visitor  
Bureaus

**Clingan, Don**  
Lake Michigan Carferry

**Dancisak, Chris (chair)**  
Michigan Historical Museum

**Myers, Lisa**  
National Park Service, Sleeping Bear Dunes NL

**Preston, Jerry (Planning Team Rep.)**  
Flint Area Convention & Visitors Bureau

**Rule, Eric**  
Michigan Retailers Association

**Trotochaud, Dan**  
Baymont Inns and Suites

**Yencich, Steve**  
Tourism Industry Coalition Of Michigan

## Public Policy and Government Relations

**Bukowski, Paul**  
Small Business Association of Michigan

**Dean, Kellie**  
Dean Transportation, Inc./Dean Trailways of Michigan

**Deloney, Andy**  
Michigan Restaurant Association

**Ferguson, Tom**  
Michigan's Sunrise Side Travel Association

**Fitzsimons, Peter (co-chair)**  
Petoskey - Harbor Springs - Boyne Country CVB

**Lobenherz, William**  
Michigan Soft Drink Association

**Moroz, George**  
The Henry Ford

**Pavick, Cathy (co-chair)**  
Michigan Licensed Beverage Association

**Rummel, Annette (Planning Team Rep.)**  
Saginaw County CVB

**Sheffer, Bill**  
Michigan Assoc. of Recreational Vehicles &  
Campgrounds

**Studley, Rich**  
Michigan Chamber of Commerce

**Wendling, Sam**  
Muskegon CVB

## Research and Market Segmentation

**Butt, Dwight**  
Battle Creek / Calhoun County Visitor & Convention  
Bureau

**Crater, Allen**  
Stevens Advertising

**Davidson, Carol**  
Benzie County Area CVB

**Fry, Jim**  
Meredith Corp./Midwest Living

**Keller, Judy Zehnder (co-chair)**  
Bavarian Inn Restaurant and Lodge

**Langone, Lori (Planning Team Rep.)**  
Michigan State University

**Manson, William**  
Michigan Snowmobile Association

**Morris, Dave (Planning Team Rep.)**  
Travel Michigan - MEDC

**Thornquist, John (co-chair)**  
Grand Rapids Press

**Woods, Jacci**  
MotorCity Casino

## Hospitality Training

**Bowen, Cindy**  
Sheraton Lansing Hotel

**Carrier, Angela**  
Michigan Lake to Lake Bed & Breakfast Association

**Carroll, Mary**  
Mount Pleasant Area CVB

**Cichy, Ron**  
The School of Hospitality Business

**Fails, Barb (Planning Team Rep.)**  
Michigan State University  
Assistant Director

**Feathers, David**  
Island Resort and Casino

**Gagnon, Karen**  
Michigan Department of Labor and Economic Growth

**Janes, Patty**  
Central Michigan University

**Kerr, Mary (co-chair)**  
Ann Arbor Area CVB

**Loveridge, Scott**  
MSU Extension

**Ridderman, Mary (co-chair)**  
Kalamazoo County Convention & Visitors Bureau

## Visitor Experience

**Anderson, Bill (co-chair)**  
Michigan Department of History, Arts & Libraries

**Fogal, Marci**  
Blue Water Area CVB

**Goforth, Teresa (co-chair)**  
Michigan Museums Association

**Hokans, Gregory**  
Mackinac State Historic Parks

**Jourden-Mark, Camille**  
Michigan's Adventure Amusement Park (Cedar Fair  
L.P.)

**Knudson, Bill (Planning Team Rep.)**  
Michigan State University

**Morang, Melissa**  
Great Lakes Crossing (Taubman Centers, Inc)

**Plakmeyer, Brenda**  
MotorCities National Heritage Area

**Purchase, Wayne**  
Association of RV Parks & Campgrounds of Michigan

**Schroeder, Brandon**  
Michigan Sea Grant

**Shepler, Bill**  
Shepler's Mackinac Island Ferry

**Smyth, Dave (Planning Team Rep.)**  
Travel Michigan - MEDC

**Stewart, Pat**  
Michigan Department of Natural Resources