

2012-2017 Michigan Tourism Strategic Plan Collaboration, Cooperation & Partnerships Committee

- **Co-Chair:** Julie Sprenger, Owner, Laurium Manor Inn (TC)
- **Co-Chair:** Brad Van Dommelen, President, Traverse City CVB (AC)

- Barb Barden, Executive Director, Livingston County CVB
- Mike Busley, President, Grand Traverse Pie Company (TC)
- Michele Hirschfield, Co-Owner/Creative Marketing Director, Tim Hortons Cafe & Bake Shop/Cold Stone Creamery
- Mark Hitchcock, Extension Educator, Sustaining Community Prosperity and Community Food Systems Workgroups, Greening Michigan Institute, MSU Extension
- Patty Janes, Associate Professor, Grand Valley State University (AC)
- Linda Jones, Executive Director, Michigan Grape and Wine Industry Council/MI Department of Agriculture & Rural Development
- Dave Lorenz, Industry Relations and International Marketing Manager, Travel Michigan/MI Economic Development Corporation
- Gordon Mackay, President, Indian Trails (AC)

Note: TC indicates Travel Commission member, AC indicates Advisory Council member