

2012-2017 Michigan Tourism Strategic Plan (MTSP) Implementation Committee Members (March 2015)

Collaboration, Cooperation and Partnerships (CCP)

- **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/Michigan Economic Development Corporation
- Gordon Mackay, President, Indian Trails (AC)

Funding

- **Co-Chair:** Jerome Toney, Vice President of Accommodations, Grand Hotel (TC)
- **Co-Chair:** Steve Yencich, President/CEO, Michigan Lodging & Tourism Association (AC)
- Mary Carroll, President, Benzie County Chamber of Commerce and Benzie County CVB
- Linda Hoath, Executive Director, Sault Area CVB
- Stephen Kircher, President, Boyne Eastern Operations, Boyne Resorts (TC as of August 2013)
- Mike O'Callaghan, Executive Vice President/COO, Metro Detroit CVB (AC)
- Bill Parlberg, President/COO, Zehnder's of Frankenmuth (TC as of August 2013)
- Rick Winn, President, Amway Hotel Corporation (AC)

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Product Development (PD)

- **Co-Chair:** Mike Busley, President, Grand Traverse Pie Company (TC)
- **Co-Chair:** Chris MacInnes, Chief Operating Officer, Crystal Mountain Resort & Spa (AC)
- Debbie Alexander, Assistant Executive Director, Capital Area Transportation Authority
- Nancy Krupiarz, Executive Director, Michigan Trails and Greenways Alliance
- Gordon Mackay, President, Indian Trails (AC)
- Michelle Plawecki, Community Relations Manager, Wayne County Airport Authority, Detroit Metropolitan Airport/Willow Run Airport
- Larry Schuler, President, Schu's Hospitality Group (TC)
- AJ Singh, Professor, *The* School of Hospitality Business, Michigan State University
- Claire Stevens, Strategic Alignment and Outreach Specialist, Michigan Department of Transportation
- Paul Yauk, State Trails Coordinator, Parks and Recreation Division, MI Department of Natural Resources

Promotion, Marketing and Communications (PMC)

- **Co-Chair:** Roger Curtis, President, Michigan International Speedway (TC)
- **Co-Chair:** Barry Owens, General Manager, Treetops Resort (AC)
- Camille Jourden-Mark, Vice President and General Manager, Michigan's Adventure (TC as of August 2013)
- Stefanie Kulpe, President, Michigan Travels
- Sally Laukitis, Executive Director, Holland Area Convention & Visitors Bureau (TC)
- Kristin Phillips, Marketing and Outreach Division, MI Department of Natural Resources
- Dave Serino, Founder & Strategist, TwoSix Digital
- Jill Stone, Executive Director, St. Joseph Today
- Jennifer Zieger, General Manager, Fairfield Inn & Suites by Marriott Detroit Livonia and Area Manager, Hotel Investment Services, Inc. (AC)

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Public Policy and Government Support (PPGS)

- **Co-Chair:** Jon Nunn, Grand Action (TC)
- **Co-Chair:** George Moroz, Special Assistant to the President, The Henry Ford (AC)
- Bruce Ashley, Lobbyist, Public Affairs Associates
- Roy Haworth, Director of Resort Accommodations, Boyne Mountain Resort
- Don Holecek, Professor Emeritus, Michigan State University
- William Lobenherz, President and CEO, Michigan Soft Drink Association
- Dave Lorenz, Industry Relations and International Marketing Manager, Travel Michigan/Michigan Economic Development Corporation
- Bret Marr, Lobbyist, Muchmore Harrington Smalley & Associates
- Tom Nemacheck, Executive Director, Upper Peninsula Travel & Recreation Association
- Andy Northrop, Extension Educator & Program Leader, Tourism for Community Prosperity Workgroup, Greening Michigan Institute, MSU Extension
- Bill Sheffer, Director, Michigan Association of Recreation Vehicles and Campgrounds

Research and Technical Assistance (RTA)

- **Co-Chair:** John Madigan, General Manager/Co-Owner, Pictured Rocks Cruises (TC of August 2014)
- **Co-Chair:** Melisa Thom-Brown, Sales Manager, Soaring Eagle Casino & Resort
- Greg Ayers, President & CEO, Discover Kalamazoo
- Linda Freybler, Chief Executive Officer, Calhoun County Visitors Bureau
- Heather Khan, Assistant Professor, Eastern Michigan University
- Sarah Nicholls, Associate Professor, Michigan State University
- Dan Sippel, Executive Director, West Michigan Tourist Association (AC)

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Resources and Environment (RE)

- **Co-Chair:** Maia Turek, Recreation Programmer, Parks and Recreation Division, MI Department of Natural Resources (AC)
- **Co-Chair:** Christian W. Øverland, Executive Vice President, The Henry Ford (TC as of August 2013)
- Bill Anderson, past Director, former MI Department of History Arts and Libraries
- Marci Cisneros, Executive Director, Grand Haven Area Convention and Visitors Bureau
- Ann Conklin, Chief Operating Officer, Michigan Recreation and Park Association
- Dennis Eade, Executive Director, MI Steelhead and Salmon Fisherman's Association
- Frank Ettawageshik (TC through August 2013)
- Brad Garmon, Director of Conservation and Emerging Issues, Michigan Environmental Council
- Christine Rector, Director of Regional Strategies, Northern Initiatives (AC)
- Larry J. Wagenaar, Executive Director, Historical Society of Michigan and Publisher, Michigan History Magazine
- Betty Workman, Vacation Trailer Park and Sales (TC through August 2014)

Service Excellence (SE)

- **Co-Chair:** Larry Schuler, President, Schu's Hospitality Group (TC)
- **Co-Chair:** Jennifer Zieger, General Manager, Fairfield Inn & Suites by Marriott Detroit Livonia and Area Manager, Hotel Investment Services, Inc. (AC)
- Brian Behler, Assistant General Manager, JW Marriott Grand Rapids
- Kelly Brennan, Director of Presidential Events and Protocol, Office of the President & University House, Eastern Michigan University
- Sally Laukitis, Executive Director, Holland Area Convention & Visitors Bureau (TC)
- Julie Pingston, Senior Vice President, Greater Lansing Convention & Visitors Bureau
- Chris Shepler, Vice President, Shepler's Mackinac Island Ferry
- Julie Sprenger, Owner, Laurium Manor Inn (TC)
- Trevor Tkach, Executive Director, National Cherry Festival
- Judy Zehnder-Keller, President/Owner, Bavarian Inn Lodge (TC through August 2013)

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