

2012-2017 Michigan Tourism Strategic Plan Funding Committee

- **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)

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