

2012-2017 Michigan Tourism Strategic Plan Product Development Committee

- **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, Michigan Department of Natural Resources