

2012-2017 Michigan Tourism Strategic Plan Public Policy & Government Support Committee

- **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