

## **2012-2017 Michigan Tourism Strategic Plan Research and Technical Assistance Committee**

- **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)

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