

2012-2017 Michigan Tourism Strategic Plan Service Excellence Committee

- **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 Director of Operations, Hotel Investment Services, Inc. (AC)

- Brian Behler, 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
- Bob Thomas, Senior Director of Operations & Executive Director, Michigan Chamber Foundation
- Judy Zehnder Keller, President/Owner, Bavarian Inn Lodge (TC through August 2013)
- Martha Zehnder Keller, Vice President of Sales & Marketing, Bavarian Inn Lodge

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