

# TRAVEL SOUTH USA

*Discover the Southern Way!*



## **Southern Travel Directors Council, Inc. Dba Travel South USA**

### **2007-08 Committee Leadership Board of Directors**

#### **Executive Committee**

##### **Purpose:**

There shall be an Executive Committee composed of the Chair, Vice-Chair, Secretary, Treasurer, and past Chair. The Executive Committee may act on behalf of the Corporation when the Board of Directors is not in session provided that the action comports with the Articles of Incorporation, the Bylaws, and the approved annual operating and marketing budget, and may authorize the Executive Director to take all actions and sign all documents needed to accomplish such action. Three members of the Executive Committee shall constitute a quorum for the transaction of business.

(Article 4.01 STDC Bylaws, adopted August 2004)

Chair:	Susan Whitaker, Commissioner Tennessee Department of Tourist Development
Vice Chair	Chad Prosser, Agency Director South Carolina Department of Parks, Recreation & Tourism
Secretary	Craig Ray, Director Mississippi Development Authority, Tourism Division
Treasurer	Betty Carver, Commissioner West Virginia Division of Tourism
Past Chair	Bud Nocera, President & CEO Visit Florida
Staff Liaison	Liz Bittner, Executive Director Bobbi Wood, Operations Manager

#### **2007/08 Agenda**

- Increase consume visitation for the region guided by research and measure results
- Provide leadership to the travel industry in the 12 southern states
- Diversify revenues to ensure long-term financial strength for the organization

**Research Committee**

**Purpose:**

To assist the Corporation in developing and implementing research for Travel South USA and the 12 sponsor states, that will advise and counsel Travel South USA in developing effective programs and communication activities which serve the Board of Directors and support the Corporation's mission.

Member Name	Member Role	Company Name
Barry Pitegoff	Chairman	VISIT FLORIDA
Bud Nocera	Board Liaison	VISIT FLORIDA
Liz Bittner	Staff Liaison	Travel South USA
Marlise Taylor		North Carolina Division of Tourism, Film & Sports Dev.
Dudley Jackson		South Carolina Department of Parks, Recreation & Tourism
Will Simmons		Virginia Tourism Corporation
Tom Van Hying		Mississippi Development Authority, Tourism Division

**2007/08 Agenda**

- Provide oversight of the research studies dealing with marketing and promotional activities
- Provide oversight and analysis of information and research relevant to the TSUSA organization
- Review results and make recommendations to the Board

**Web Marketing Committee**

Purpose:

To assist the Corporation in developing and implementing new and existing web marketing, advertising, and electronic media opportunities for domestic and international travel programs. To advise and counsel Travel South USA in effective programs which serve the Board of Directors and support the Corporation's mission. This committee will work closely with the sales and promotions and public relations committees.

Member Name	Member Role	Company Name
Lynn Minges	Committee Chair	North Carolina Division of Tourism, Film & Sports Development
Liz Bittner	Staff Liaison	Travel South USA
Grey Brennan		Alabama Bureau of Tourism & Travel
Melinda Hawes		Arkansas Department Of Parks & Tourism
Carey Ferrara		Georgia Department of Economic Development, Tourism
Cheryl Hatcher		Kentucky Department of Tourism
Courtney Elliott		Louisiana Office of Tourism
Sandy Bynum		Mississippi Development Authority, Tourism Division
Chris Mackey		North Carolina Division of Tourism, Film & Sports Development
Beverly Shelley		South Carolina Department of Parks, Recreation & Tourism
Terri Cowling		South Carolina Department of Parks, Recreation & Tourism
Jennifer Spence		Tennessee Department of Tourist Development
Diane Bechamps		Virginia Tourism Corporation
Christi McCray		VISIT FLORIDA
Leon Corbett		VISIT FLORIDA
Liz Chewning		West Virginia Division of Tourism
Dina Pruitt	Contractor	Aristotle
Marla Johnson Norris	Contractor	Aristotle
Scott Crider	Contractor	Aristotle

**2007/08 Agenda**

- Develop, review and adjust the on-strategy" marketing plans for TSUSA
- Assist in the execution of the marketing plan
- Convene a task force, when necessary, to focus on strategic components of the marketing mission and make recommendations to the committee
- Review results and make recommendations to Board

**Sales & Promotions Committee**

**Purpose:**

To assist the Corporation in developing and implementing sales and promotional programs for domestic and international travel programs that support the marketing initiatives of the organization. To advise and counsel Travel South USA in effective programs which serve the Board of Directors and support the Corporation’s mission. This committee will work closely with the web marketing and public relations committees.

Member Name	Member Role	Company Name
Alisa Bailey	Committee Chair	Virginia Tourism Corporation
Rob Nolen	Staff Liaison	Travel South USA
Rosemary Judkins		Alabama Bureau of Tourism & Travel
Melinda Hawes		Arkansas Department Of Parks & Tourism
Katie Baasen		Georgia Department of Economic Development, Tourism
Wayne Cusick		Kentucky Department of Tourism
Ira Babin		Louisiana Office of Tourism
Doug Bourgeois		Louisiana Office of Tourism
Lindsey Lightfoot		Louisiana Office of Tourism
Kristen McCaskill		Mississippi Development Authority, Tourism Division
TBA		North Carolina Division of Tourism, Film & Sports Dev
Rand Romaine		South Carolina Department of Parks, Rec & Tourism
Lee Curtis		Tennessee Department of Tourist Development
Liz Bittner	Staff Liaison	Travel South USA
Heidi Johannesen		Virginia Tourism Corporation
Julia Scott		Virginia Tourism Corporation
Christi McCray		VISIT FLORIDA
Eileen Forrow		VISIT FLORIDA
Tracy Vaughan		VISIT FLORIDA
Betty Cutlip		West Virginia Division of Tourism

**2007/2008 Agenda**

- Develop, review and adjust the on-strategy” sales and promotional plan for TSUSA
- Assist in the execution of the sales & promotional plans in domestic & international marketplaces
- Convene a task force, when necessary, to focus on strategic components of the marketing mission and make recommendations to the committee
- Review results and make recommendations to Board

**Public Relations**

**Purpose:**

To assist the Corporation in developing and implementing sales and promotional programs for domestic and international travel programs that support the marketing initiatives of the organization. To advise and counsel Travel South USA in effective programs which serve the Board of Directors and support the Corporation's mission. This committee will work closely with the web marketing and sales & promotions committees.

Member Name	Member Role	Company Name
Randy Fiveash	Committee Chair	Kentucky Department of Tourism
Becky Behrends	Staff Liaison	Travel South USA
Ami Simpson		Alabama Bureau of Tourism & Travel
Jana Greenbaum		Arkansas Department Of Parks & Tourism
Rachel Rosenberg	Contractor	Edelman Atlanta
Tiffany Fessler	Contractor	Edelman Atlanta
Lisa Westerfield	Contractor	Edelman Atlanta
Stephanie Paupeck		Georgia Department of Economic Development, Tourism
Cynthia Briscoe		Kentucky Department of Tourism
Jeff Richard		Louisiana Office of Tourism
Lisa Burns		Louisiana Office of Tourism
Cristie Vito		Melaine Communications Group Inc.
Steve Martin		Mississippi Development Authority, Tourism Division
Kristen McCaskill		Mississippi Development Authority, Tourism Division
Wit Tuttell		North Carolina Division of Tourism, Film & Sports Dev
Heidi Watters		North Carolina Division of Tourism, Film & Sports Dev
Susan Melnyk		North Carolina Division of Tourism, Film & Sports Dev
Wit Tuttell		North Carolina Division of Tourism, Film & Sports Dev
Dawn Dawson-House		South Carolina Department of Parks, Rec & Tourism
Marc Rapport		South Carolina Department of Parks, Rec & Tourism
Rand Romaine		South Carolina Department of Parks, Rec & Tourism
Cindy Dupree		Tennessee Department of Tourist Development
Liz Bittner	Staff Liaison	Travel South USA
Julia Scott		Virginia Tourism Corporation
Sana Keller		Virginia Tourism Corporation
Heidi Johannesen		Virginia Tourism Corporation
Paul Kayemba		VISIT FLORIDA
Henny Groenendijk		VISIT FLORIDA
Caryn Gresham		West Virginia Division of Tourism
Betty Cutlip		West Virginia Division of Tourism
Liz Chewing		West Virginia Division of Tourism

## 2007/2008 Agenda

- Develop, review and adjust the on-strategy" public relations plans for TSUSA
- Assist in the execution of the public relation plans in domestic & international marketplaces
- Convene a task force, when necessary, to focus on strategic components of the marketing mission and make recommendations to the committee
- Review results and make recommendations to Board

**Showcase Planning Committee**

**Purpose:**

To assist the Corporation in direction and execution of the Travel South Showcase, an annual business marketplace for travel industry buyers and suppliers. To advise and counsel Travel South USA in recommended operational policies and procedures, program format, recruitment marketing, and sponsor guidelines, which serve the Board of Directors and support the Corporation's mission.

Member Name	Member Role	Company Name
Craig Ray	Chair	Mississippi Development Authority, Tourism Division
Rob Nolen	Staff Liaison	Travel South USA
Grey Brennan		Alabama Bureau of Tourism & Travel
Rosemary Judkins		Alabama Bureau of Tourism & Travel
Melinda Hawes		Arkansas Department Of Parks & Tourism
Katie Baasen		Georgia Department of Economic Development, Tourism
Carey Ferrara		Georgia Department of Economic Development, Tourism
Wayne Cusick		Kentucky Department of Tourism
Doug Bourgeois		Louisiana Office of Tourism
Lindsey Lightfoot		Louisiana Office of Tourism
Dave Sebben	Contractor	M2 On Stage
Mary Stratton Smith		Mississippi Development Authority, Tourism Division
Kristen McCaskill		Mississippi Development Authority, Tourism Division
Chris Chapman		Mississippi Development Authority, Tourism Division
Sharon Robinson		Mississippi Development Authority, Tourism Division
Annette Rand		Mississippi Gulf Coast CVB
Crystal Johnson		Mississippi Gulf Coast CVB
TBA		North Carolina Division of Tourism, Film & Sports Dev.
Beverly Shelley		South Carolina Department of Parks, Rec & Tourism
Etta Smith		South Carolina Department of Parks, Rec & Tourism
Lee Curtis		Tennessee Department of Tourist Development
Gary Loeser	Contractor	The Event Company
Mike Shouse	Contractor	The Event Company
Liz Bittner		Travel South USA
Becky Behrends		Travel South USA
Mitch Kirchner	Contractor	Travel South USA
Barbara Ramos		Virginia Tourism Corporation
Carol Torricelli		Virginia Tourism Corporation
Tracy Vaughan		VISIT FLORIDA
Kim MacLean		VISIT FLORIDA
Lily Etemadi		VISIT FLORIDA
Kathryn Johnson		West Virginia Division of Tourism

## 2007/08 Agenda

- Support the execution of Showcase 2008 in Biloxi-Gulfport, MS
- Convene a task force, when necessary, to focus on strategic components of the marketing mission and make recommendations to the committee
- Review results and make recommendations to Board

**Advertising**

Purpose:

To assist the Corporation in developing and implementing the Ultimate Advertising Challenge for domestic and international travel programs that support the marketing initiatives of the organization. To advise and counsel Travel South USA in effective programs which serve the Board of Directors and support the Corporation's mission.

Member Name	Member Role	Company Name
Chuck Morse	Committee Chair	Louisiana Office of Tourism
Liz Bittner	Staff Liaison	Travel South USA
Grey Brennan		Alabama Bureau of Tourism & Travel
Joe David Rice		Arkansas Department Of Parks & Tourism
TBA		Georgia Department of Economic Development, Tourism
Neil Goodman		Georgia Department of Economic Development, Tourism
Cheryl Hatcher		Kentucky Department of Tourism
Courtney Elliott		Louisiana Office of Tourism
Sandy Bynum		Mississippi Development Authority, Tourism Division
Chris Mackey		North Carolina Division of Tourism, Film & Sports Dev
Beverly Shelley		South Carolina Department of Parks, Recreation & Tourism
Jennifer Spence		Tennessee Department of Tourist Development
Chris Canfield		Virginia Tourism Corporation
Dale Brill		VISIT FLORIDA
Sara Patterson		VISIT FLORIDA
Liz Chewning		West Virginia Division of Tourism
Darienne Mobley	Contractor	Darienne, Inc.

**2007/08 Agenda**

- Support the execution of Ultimate Advertising Challenge 2008
- Convene a task force, when necessary, to focus on strategic components of the marketing mission and make recommendations to the committee
- Review results and make recommendations to Board