



FOR IMMEDIATE RELEASE

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Lee County Visitor & Convention Bureau staff, local tourism professionals appointed to Visit Florida committees

LEE COUNTY, FL – The Lee County Visitor & Convention Bureau (VCB) is proud to announce that six staff members have been appointed to Visit Florida’s industry committees.

Visit Florida is the state’s official tourism marketing corporation. Each specialized committee works closely with specific Visit Florida departments to provide recommendations and industry knowledge to the organization. The goals of the committees include: staying ahead of industry trends, acting as a sounding board for Visit Florida, helping disseminate information to the tourism industry and providing counsel for the organization.

- Tamara Pigott, VCB executive director, Promotions committee. This committee provides input on Visit Florida’s consumer promotions programs, which include sweepstakes and promotions with media partners on a market-specific, regional and national basis.
- Pamela Johnson, VCB deputy director, will serve as vice-chair for the Global Travel Trade and Air committee, which provides insight and feedback on plans to impact consumers through partnerships within the tourism industry, including travel trade and airline partners. Additionally, Johnson is a member on the Marketing Council Steering committee. The focus of this committee is research, brand strategy, integrated campaigns and industry alignment.
- Anna Stone, VCB sales director, Meetings & Travel Trade committee. This committee provides counsel on matters relating to sales activities, such as trade and consumer shows, as well as tour operator, travel agent and meeting planner relationships.
- Judi Durant, VCB visitor services director, Visitor Services committee. This committee is an advisory group comprised of Florida tourism industry representatives dedicated to guiding the marketing efforts of Visit Florida’s five official welcome centers and frontline operations.
- Brian Ososky, VCB marketing director, joins the Global Media committee. Insight and feedback on Visit Florida’s direct marketing to consumers is the focus of this committee, leading to greater impact and efficiency from Visit Florida campaigns.
- Lee Rose, VCB communications manager, Communications committee. This committee serves as the primary source of industry feedback and counsel on strategic matters related to Visit Florida’s public relations and communications activities, including media relations and crisis communications.

“The Lee County Visitor and Convention Bureau strives to be a leader in the tourism industry and we are proud to have our employees serve on the Visit Florida committees,” said Tamara Pigott, VCB executive

director. “It is a testament to their hard work and dedication to the field and a great example of the expertise our staff possesses.”

Several other Lee County tourism partners are also involved with various committees. Bill Waichulis, Sr. vice president of Boykin Management Company will serve on the Visit Florida board of directors. Meredith Rizzo, regional social media manager with Boykin Management Company has joined the Global Media committee. Heather Jenkins, marketing director for SunStream Hotels & Resorts will join the Promotions committee. Dorrie Hipschman, executive director of The Bailey-Matthews National Shell Museum will serve on the Cultural, Heritage, Rural and Nature committee. Michele Frank, director of sales & marketing at The Westin Cape Coral Resort at Marina Village will serve on the Meetings committee. Stefanie Eakin, marketing & sales manager of The Westin Cape Coral Resort at Marina Village has joined the Promotions committee.

Committee positions are a one-year term and consist of Visit Florida board members and partners who have an interest or possess strong knowledge in each specific committee’s discipline or product segment.

- 30-

EDITOR’S NOTE: The Beaches of Fort Myers & Sanibel in Southwest Florida includes: Sanibel Island, Captiva Island, Fort Myers Beach, Fort Myers, Bonita Springs, Estero, Cape Coral, Pine Island, Boca Grande & Outer islands, North Fort Myers, Lehigh Acres.