

ELKHART COUNTY CVB, INC STAFF

Diana Lawson, FCDME

Chief Executive Officer

diana@eccvb.org

Responsibilities:

- *Researches, develops, leads, and facilitates the overall strategic and operational responsibilities regarding staff, programs, expansion, and execution of the ECCVB's mission and goals to be Elkhart County's champion for the local tourism industry.*
- *Collaborates directly with the Commission and Board, along with community partners, on the collaborative vision, policymaking and business strategy for the organization.*
- *Serves as the primary spokesperson and Chief Executive Officer for the ECCVB.*

Amanda Eckelbarger

Senior Creative Design Manager

amanda@eccvb.org

Responsibilities:

- *Manages all aspects of the creative design areas and provides support for the ECCVB team by developing, creating and updating the visual brand and content for the promotions and collateral materials to provide quality branding, along with accurate and timely publication to attract interest and meet the overall organizational goals.*

Mindy Engle

Destination Concierge

mindy@eccvb.org

Responsibilities:

- *Provides professional, friendly, and personal service to visitors and callers of the Visitor Center to generate spending and economic impact throughout the destinations.*
- *Represents the direct and official resource to visitors of the Center by providing travel information and other visitor services in-person, over the phone, and online.*

Jon Hunsberger

Director of Destination Development

jon@eccvb.org

Responsibilities:

- *Researches, develops, leads, executes and facilitates destination development strategies and related activities that support new and redevelopment of targeted attraction areas.*
- *Develops, leads, and supports strategic business development through strategic development, promotions, guidance, and related training activities that will generate investments and increased economic impact throughout the destination locations.*

Janis Logsdon

Director of Advertising Sales and Leisure Promotions

janis@eccvb.org

Responsibilities:

- *Researches, develops, leads, facilitates, and executes the solicitation of leisure advertising sales and promotions that generate brand awareness, promote destination assets and optimally engage leisure visitors towards destination visits and spending, utilizing cooperative advertising efforts, paid, earned, and owned media channels, along with other promotions resources.*

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Mike Long

Destination Concierge

mike.long@eccvb.org

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Terry Mark

Director of Communications and Public Relations

terry@eccvb.org

Responsibilities:

- *Researches, develops, leads, executes and facilitates the organizational communications and public relations aspects for the organization, utilizing various platforms and messaging vehicles along with ongoing community engagement initiatives that will influence increased community/stakeholder awareness, sentiment, and synergies of the ECCVB, along with ultimate increased local / visitor attraction to Elkhart County.*

Jessica Miller-Barnhart

Senior Technology Marketing Manager

jessica@eccvb.org

Responsibilities:

- *Manages all of the Bureau's technology systems, including hardware, software, servers, devices, phones, staff / partner training and support, along with website and database management to support the daily technical activities effectively that generate overall organizational goal attainment.*

Sonya Nash

Director of Group & Experiential Sales and Promotions

sonya@eccvb.org

Responsibilities:

- *Researches, develops, leads, facilitates, and executes sales and promotions strategies through partnerships with local businesses and stakeholders to create or refresh destination experiences that will convert or create buyer interest and extend overnight stays in the destination locations for groups.*
- *Leads related sales and marketing efforts, including convention / meeting and group tour sales, along with destination enhancements, entertainment and event planning, and other related group support services.*

Cindy Ostrom

Director of Finance and Administration

cindy@eccvb.org

Responsibilities:

- *Researches, develops, leads, executes and facilitates all office administrative, financial and accounting, visitor center, human resources and facilities functions for the Bureau to ensure overall compliance, organizational effectiveness, and continual efficiencies towards the respective financial, customer, and team member goals of the organization.*