

ELKHART COUNTY CVB STAFF

JON HUNSBERGER, CDME

Executive Director | jon@eccvb.org

Responsibilities:

- Develop and manage short and long-term strategic business plans to connect visitors with local hospitality partners and enhance destination development in Elkhart County.
- Ensure organizational excellence through rigorous program evaluation and the consistent quality of finance, administration, marketing, and technology processes that attract visitors.
- Engage and energize team members, volunteers, and stakeholders to foster collaboration, feedback, and active involvement in initiatives.
- Recruit, coach, and retain high-performance teams, providing support and guidance to achieve the Bureau's established goals.
- Present policies and procedures to the ECCVB Board, ensuring team member guidelines and policies are up-to-date to support team success.
- Prepare and present business reports at Commission and Board meetings to track progress toward business objectives and manage the annual budget effectively.
- Provide bi-monthly updates and comprehensive year-end reports to the ECCVB Board, highlighting successes, challenges, and future opportunities.
- Build and maintain strategic relationships with business and government partners to enhance the ECCVB's brand and maximize the effectiveness of marketing initiatives.
- Maintain regular communication with elected officials, tourism leaders, and residents to build productive alliances and advocacy efforts.

JANIS LOGSDON, CDME

Director of Marketing and Sales | janis@eccvb.org

Responsibilities:

- Develop annual marketing and sales strategies, track budget goals, and manage co-op advertising initiatives to meet leisure sales targets while prospecting potential advertisers for increased media buys.
- Create and manage detailed marketing strategies, develop engaging content, oversee co-op promotions, and analyze media placements to attract leisure visitors and extend their stays.
- Build and maintain partnerships with local businesses and organizations, attend relevant meetings and events, and advise businesses on positioning to enhance the visitor experience.
- Conduct annual cost assessments for marketing initiatives, prepare sales and activity reports, and develop strategies to meet budget projections.
- Assist with visitor center operations, proofread marketing materials, and prepare division reports on project statuses.

CINDY OSTROM

Director of Finance and Administration | cindy@eccvb.org

Responsibilities:

- Oversee financial strategy, budgeting, forecasting, reporting, payroll, and compliance, ensuring organizational goals are met.
- Develop and implement policies, manage office operations, and provide administrative support.
- Manage vendor contracts, insurance, and facility maintenance.
- Lead the Visitors Center team, ensuring high-quality customer service and resource management.
- Manage recruitment, benefits programs, employee relations, personnel records, and satisfaction surveys.
- Support organizational projects and customer service backup as needed.

JESSICA BARNHART

Director of IT and Online Strategy
jessica@eccvb.org

Responsibilities:

- Create and manage a comprehensive digital strategy for the Experience Elkhart County website, including design, content updates, and social media management, while executing targeted email promotions aligned with marketing objectives.
- Ensure the accuracy and integrity of the database, overseeing lead imports, fulfillment, and custom report creation to enhance workflow and support data-driven decision-making.
- Generate monthly reports evaluating marketing initiatives, digital performance metrics, and visitor data, providing insights and recommendations for improvement.
- Manage technology infrastructure, develop IT policies for security and efficiency, and stay updated on emerging technologies and vendor management.
- Facilitate collaborative marketing projects, support the Visitors Center staff, compile board report information, and maintain organized records to ensure compliance and integrity in operations.

AMANDA ECKELBARGER, CDME

Director of Strategic Initiatives | amanda@eccvb.org

Responsibilities:

- Lead strategic planning, ensuring innovative strategies across departments, brand integrity, and alignment with market trends and organizational goals.
- Collaborate with teams to implement strategic initiatives, providing mentorship, fostering collaboration, and ensuring alignment with marketing and branding objectives.
- Conduct market research to identify growth opportunities, develop new programs, and enhance tourism experiences through partnerships and campaigns.
- Manage and promote the “Well Crafted” and “We Believe In Here” brands, ensuring consistent visual identity and effective marketing campaigns.
- Oversee the distribution and fulfillment of visitor inquiries and bulk collateral materials, ensuring smooth operations and reporting.

LAURI LAWS

Destination Concierge | frontdesk@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.

TERRY MARK

Director of Communications and Public Relations
terry@eccvb.org

Responsibilities:

- Develop and execute core communications and messaging strategies to enhance community support and awareness of the ECCVB's role in economic development, ensuring consistency in messaging across various channels.
- Create and distribute press releases, promotional materials, and content to secure media coverage, promoting Elkhart County as a top tourism destination through social media, newsletters, and other platforms.
- Lead meetings with ECCVB, community, and business stakeholders to integrate public relations strategies that promote quality of place, diversity, and visitor attraction.
- Organize public relations events and communication plans for the ECCVB and Executive Director, ensuring effective planning and execution to maximize participation.
- Manage sponsorship and grant programs, including developing guidelines and tracking project goals. Prepare reports on project statuses and maintain organized records for compliance.

JESSICA RISNER

Destination Sales Manager | jessica.risner@eccvb.org

Responsibilities:

- Research group tour trends to identify new opportunities and create compelling experiential offerings, collaborating with area partners to enhance services and attract groups.
- Develop themed itineraries and marketing support to extend overnight stays while managing a Travel Trade database and maintaining relationships with group planners, hotels, and attractions to secure group bookings.
- Host Familiarization Tours for tour planners, attend industry trade shows, and execute follow-up strategies to generate leads and foster destination resiliency, while providing educational opportunities for partners.
- Build relationships with special interest groups, such as RV and sports organizations, to develop targeted itineraries and coordinate group bid processes that enhance local economic impact.
- Maintain CRM databases, coordinate group rates, and prepare reports for tradeshow and sales missions while ensuring excellent customer service and responding to travel trade clients' requests.