

ELKHART COUNTY CVB STAFF

JON HUNSBERGER, CDME

Executive Director

jon@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 Elkhart County Innkeeper Tax Commission and Elkhart County CVB Board of Directors, along with community partners, on the collaborative vision, policymaking and business strategy for the organization.
- 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.
- Serves as the primary spokesperson and Executive Director for the ECCVB.
- Elkhart County CVB Executive Leadership Team.

JANIS LOGSDON

Assistant Director

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.
- Develops, leads and supports staff projects to ensure the organization meets or exceeds its goals.
- Elkhart County CVB Executive Leadership Team.

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.
- Elkhart County CVB Executive Leadership Team.

AMANDA ECKELBARGER

Director of Destination Branding
and Data Intelligence
amanda@eccvb.org

Responsibilities:

- Oversees the sourcing, analyzing, and reporting of data and provides analysis to inform decision making.
- Oversees all aspects of the destination 'Well Crafted' and ECCVB 'We Believe In Here' brand strategies with the goal of promoting each brand image within the relevant marketplace.
- Manages all aspects of the creative design areas and provides support for the team by developing, creating and updating the visual branding to attract interest and meet the overall organizational goals.

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:

- 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

Director of Technology
and Digital Media Strategies
jessica@eccvb.org

Responsibilities:

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