

## ELKHART COUNTY CONVENTION & VISITORS BUREAU, INC. STAFF

***Jon Hunsberger, 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 Commission and Board, 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.*

***Janis Logsdon, Assistant Director; Advertising Sales and Leisure Promotions Manager***

janis@eccvb.org

*Responsibilities:*

- *Collaborates with executive-level management to develop and implement strategic goals and long-term operational plans. Oversees staff projects including cultivating interdepartmental collaboration, maximizing efficiency, and ensuring the organization achieves its objectives and goals. Analyzes current operational processes and performance, recommending solutions for improvement when necessary.*
- *Research, develop, lead, facilitate, and execute the solicitation of leisure advertising sales. Lead the staff in the organizations role of destination marketing that generates brand awareness, promotes destination assets, and optimally engages leisure visitors towards destination visits and spending. Develop cooperative advertising efforts and campaigns utilizing paid, earned, and owned media channels, along with other marketing resources.*

***Amanda Eckelbarger, Director of Destination Brand Management***

amanda@eccvb.org

*Responsibilities:*

- *Overseeing all aspects of the Elkhart County, IN 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 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.*

***Mike Long, Destination Concierge***

mike.long@eccvb.org

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- *Provides professional, friendly, and personal service to visitors and callers of the Visitor Center to generate spending and economic impact throughout the destinations.*
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## **ELKHART COUNTY CONVENTION & VISITORS BUREAU, INC. STAFF (CONT.)**

***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.*