



FOR IMMEDIATE RELEASE

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## **Jackson Hole Chamber of Commerce Approves 2023 Board Candidates and 2023-25 Strategic Plan**

At the Board of Directors meeting last Wednesday, June 28<sup>th</sup>, 3 of the leaders of the organization were approved to direct and govern this organization into the future. The Chamber of Commerce nominated both Morgan and Kendra per the Nominating Committee process and submitted to the membership for review and approval. Shannon was selected by the board to fill the vacant seat, both following our current by-laws process.

Also, adopted was the new Strategic Plan 2023-2025. Using the March Membership Survey results used as our guiding principles, followed by completion of board & staff strategic retreats, the Chamber of Commerce is pleased to release this effort to our members and the community.

Morgan and Kendra will begin their second 3-year terms beginning July 1<sup>st</sup>, 2023. Both have extensive experience to contribute to the leadership of the Jackson Hole Chamber of Commerce. Shannon Schiner will also fill a 1-year term vacated by a board member who was not able to serve their complete term. Chamber CEO, Rick Howe IOM commented “We are grateful to have such skilled leadership available to help govern us into the successful implementation of our new Strategic Plan”.

### **Morgan Jaouen Albertson, Jackson Hole Historical Society**

*Morgan Jaouen is the Executive Director of the Jackson Hole Historical Society & Museum. She was that kid who begged her parents to take her to museums and historical reenactments whenever possible. Turning that childhood passion into a career, Morgan has degrees in archeology and historic preservation and has been working in the cultural resource management field for the last 10 years, including with Grand Teton National Park and the Alliance for Historic Wyoming before landing that the JHSM. Committed to the history and community Jackson Hole, Morgan oversees the JHSM's programming, strategic planning, financial management, special events, and fundraising. Morgan also serves on the JH Public Art Task Force and is an advisor for the Teton County Historic Preservation Board. When not at the Museum, Morgan can be found on the mountain bike trails, ski slopes, or investigating historic cabins.*

### **Kendra Alessandro, Fine Dining Restaurant Group**

*Kendra Alessandro moved to Jackson Hole in 2011 from Washington, DC, where she had worked in development and corporate marketing for Children's National Medical Center. Upon moving to Jackson, she spent time in marketing and development throughout the Valley, working with clients from the hospitality and retail world to education and nonprofits.*

*Kendra joined Fine Dining Restaurant Group in 2013 as the Director of Communications. Kendra oversees all marketing, public relations, and communications for the group, which includes five restaurants (Rendezvous Bistro, The Kitchen, Bin22, Il Villaggio Osteria, Bar Enoteca), a catering company (Bistro Catering), specialty grocer / bottle shop (Bodega) and two retail brands (Bovine + Swine and Cream + Sugar). Kendra is a graduate of the Schieffer School of Journalism at Texas Christian University.*

### **Shannon Schiner, JHMR**

*Shannon Schiner has spent most of her career in tourism and hospitality. After graduating from Purdue she started her professional path at Westbank Anglers in their travel department, then moved on to work for an international ski tour operator, lifestyle public relations firm working with departments of tourism in the Caribbean, and a resort development company. As the director of sales and marketing for a top international ski tour operator she gained insight into how most major resort destinations across the Americas and Europe appeal to travelers and how competitive the market is to garner a share of those travelers. Working as a public relations account executive specializing in tourism and hospitality helped her gain the skills necessary to appeal to the media, handle crises, and reach out to varied audiences, while putting forth authentic and productive messages. Missing her native habitat of Wyoming, Shannon returned to Jackson Hole in 2012 and her first job back in the valley was teaching skiing as she completed a Master of Arts in Education.*

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The Jackson Hole Chamber of Commerce was founded over 75 years ago, in 1946, by a group of local business leaders. Today its vision is to provide leadership by improving the quality of life in a world-class destination renowned for our vibrant economy, dynamic and welcoming community, and treasured environment. For more information, visit [Jacksonholechamber.com](http://Jacksonholechamber.com)