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## Awards Given to Pocono Tourism Contributors

### Awardees honored at Tourism Day Summit

May 6, 2026 – The [Pocono Mountains Visitors Bureau](#) (PMVB) celebrated award honorees at its [Tourism Day Summit](#). The event [recognized 10 individuals, a company and an industry organization](#) for their dedication and commitment to supporting the mission of the PMVB and the region. The summit coincides with National Travel and Tourism Week, an annual tradition for the U.S. travel community. The summit also celebrated America's 250<sup>th</sup> with this year's theme.

**PHOTOS: [Award Winners 2026 – Pocono Mountains Visitors Bureau](#)**

Ashley Seier, Director of Marketing at [Blue Mountain Resort](#), was awarded with the **Gail Sterrett Marketing Award** recognizing a Pocono Mountains hospitality sales and marketing professional who mirrors the late PMVB marketing director [Sterrett's dedication](#), professionalism and passion for work, industry experience, and leadership. Seier's dedication and expertise have significantly impacted the hospitality industry in the Pocono Mountains. Her vision and hard work have brought success to Blue Mountain and beyond by attracting new visitors, while building a strong community of loyal guests.

Genevieve Logan Reese of the [French Manor Inn & Spa](#) was awarded the third ever **Chairperson's Award** in honor of the late [Bob Uguccione](#) who was the head of the PMVB for 40 years and passed away in 2022. Reese is known for blending timeless sophistication with modern excellence at her family's luxury property tucked away atop Huckleberry Mountain. Her dedication to craftsmanship, innovation, and community has set a distinguished standard in her field.

Terri Marcellus of [Settlers Hospitality](#) was awarded **Outstanding Tourism Employee of the Year** for her exceptional service on the frontlines of hospitality. Marcellus exemplifies excellence in service, consistently creating welcoming and memorable experiences for visitors across the region. Her passion, professionalism, and commitment to promoting tourism make her a standout ambassador and a true asset to the Poconos.

Also receiving recognition, seven individuals, one company and one industry organization who were awarded with the **Valued Partner Award** for dedication to the PMVB and the Pocono Mountains tourism industry. They include:

- Lynn Shupp, Palmerton Chamber
- Sarah Kramer, WHTM
- Rob Kobrzynski, Three Hammers Winery/Lake Art/Milford Wine & Cheese Co.
- Bill Rader, Mountain Springs Lake Resort
- Eric Noone, Frogtown Chophouse

- Jeff Abella, Moka Origins
- Ricky Durst, DCNR
- Red Oak Strategic
- Pennsylvania Restaurant and Lodging Association

The Pocono Mountains is among the top destinations in the Commonwealth of Pennsylvania welcoming 30 million visitors each year. Hospitality and tourism generate \$7.2 billion in revenue and nearly one third of all jobs in the Pocono Mountains, according to studies conducted by Tourism Economics.

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Pocono Mountains visitor information is available online at [PoconoMountains.com](http://PoconoMountains.com) or by phone at (570) 421-5791. Established in 1934, the Pocono Mountains Visitors Bureau is a private, non-profit membership organization. The PMVB is the official destination marketing organization for the four counties of Wayne, Pike, Monroe, and Carbon in Northeastern Pennsylvania. The PMVB operates the 24/7 [Pocono Television Network](#) which can be found on streaming, broadcast and cable.