



POCONOS  
VRO

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## Poconos VRO Appoints Rebecca Gallagher as Executive Director

**Stroudsburg, PA — [July 14, 2025]** — The [Poconos Association of Vacation Rental Owners](#) (Poconos VRO), the leading voice for the short-term rental industry in the Pocono Mountains, proudly announces the appointment of Rebecca Gallagher as its new Executive Director.

Gallagher, an accomplished hospitality professional with more than 15 years as an award-winning inn owner and decades of experience in tourism marketing and organizational leadership, will lead the association's mission to advocate for responsible short-term rental policies, support property owners, and build strategic partnerships across the region.

Prior to joining Poconos VRO, Gallagher owned and operated the Historic Smithton Inn, transforming it into a premier bed and breakfast recognized for excellence in guest experience and community engagement. She has also served as Chair of the Discover Lancaster Board of Directors, where she successfully fostered collaboration among hospitality businesses, tourism boards, and municipal stakeholders.

"Rebecca's proven leadership and passion for independent lodging make her an exceptional choice to guide our organization into its next phase," said Mark Shay, Co-Founder and President of the Board. "She has an accomplished career that includes being strong advocate for the hospitality industry and as a resident of the area knows the positive impact it brings to the Poconos. She is poised to continue the professionalism we have bring to the vacation homeowners' community."

In her new role, Gallagher will oversee daily operations, membership growth, strategic planning, and advocacy efforts on behalf of the Poconos VRO's members throughout the four-county Poconos region; Monroe, Pike, Wayne and Carbon. She assumes the day-to-day management of this trade association from Ricky Cortez, who held the position on a part-time basis for the past two years. Cortez was instrumental in producing the first-ever Poconos STR Economic Impact Report and hosting the organizations first two Poconos STR Conference, which have grown to be nationally recognized industry conferences.

"I'm proud of the work we've done to position Poconos VRO as the leading voice for short-term rentals in the Poconos," said Cortez. "As I transition into the role of Vice President of Advocacy, I'm thrilled to welcome Rebecca who brings a powerful combination of energy, proven leadership, and deep regional experience. Her strong community ties and connections within the hospitality industry will take us to the next level—further strengthening our membership and building lasting partnerships across the region."

"Rebecca Gallagher understands both the opportunities and challenges facing the vacation rental community. Her ability to build consensus and drive strategic initiatives will be a tremendous asset to the Poconos region," said Chris Barrett, President/CEO of the Pocono Mountains Visitors Bureau. "We look forward to growing the partnerships we've built to set the bar high for expectations and community relations throughout the region and industry."

Gallagher's appointment underscores Poconos VRO's commitment to enhancing the vacation rental experience for owners and guests alike. Under her leadership, the association aims to expand membership, deepen engagement with local communities, and advocate effectively for policies that balance economic growth and neighborhood quality of life.

**Special Offer – Join Now and Save**

If you're considering joining the Poconos VRO, now is a great time to jump in. For a limited time, new members can enjoy **two years of membership for just \$150**. [Join today](#)

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**About Poconos VRO**

The Poconos Association of Vacation Rental Owners represents and advances the interests of vacation rental owners in the Pocono Mountains. As the Voice of the STR Industry in the Poconos, the organization advocates for practical regulations, provides education and resources to help owners run profitable and responsible businesses, and fosters a vibrant, sustainable short-term rental community.