

# 2015 Annual Report

*Greater Lansing Convention  
& Visitors Bureau*





800.648.6630  
[www.lansing.org](http://www.lansing.org)





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# LETTER FROM THE PRESIDENT & BOARD CHAIR

The mission of the Greater Lansing Convention and Visitors Bureau (GLCVB) is to positively impact the area's economy by marketing the region as a travel destination.

The following pages highlight the Bureau's accomplishments over the course of 2015 and give a detailed look into our organizational mission - marketing and selling the Greater Lansing region as a travel destination.

Looking back on 2015, the GLCVB had a very productive year with numerous goals accomplished and a significant impact made upon the region. For the fifth consecutive year the GLCVB destination sales department exceeded its room night goal and this year delivered over \$9 million in economic impact to the community. The Greater Lansing Sports Authority not only exceeded their room night goal, but also hosted the most yearly events in the history of the GLSA, at 109. GLCVB Marketing Communications took a proactive approach on recent trends and partnered with Brand USA to create an in-language video for Chinese viewers considering a visit to the American Midwest. It was a significant year for the Visitor Services department working with an aggressive 111 repeat, large rotational, industry and new events in 2015. Lastly, growth continues for the highly-successful Greater Lansing Certified Tourism Ambassador program, boasting a 78% renewal rate, more than 15% above the national average.

As always, this year's accomplishments would not have been possible without the collaboration and support of you – our Bureau members, hospitality partners and valued community stakeholders. We encourage you to take a moment to review the accomplishments outlined in the following pages. It is our hope that the past year's successes and bright spots will inspire and engage the region as we move forward into 2016.



**Jack A. Schripsema, CTA**  
President & CEO



**Dorothy E. Maxwell, MPA, CTA**  
2015 Board Chair

## 2015 BOARD OF DIRECTORS

### **Dorothy E. Maxwell, MPA, CTA**

Max Weingar Group  
*Chair*

### **Mike Rice, CHA, CTA**

Lansing Quality Suites Hotel  
*Vice Chair*

### **Mark Alley, CTA**

Emergent BioSolutions  
*Secretary/Treasurer*

### **Barry Freed, CTA**

Art Craft Display, Inc.  
*Past-Chair*

### **Cindy L. Bowen, CHA, CTA**

Crowne Plaza Lansing West

### **Thomas M. Collins**

Traverse City Leasing, Inc.

### **Kellie Dean**

Dean Transportation/  
Dean Trailways

### **Kenric Hall**

Radisson Hotel Lansing

### **Brian McGrain**

Ingham County Commissioner

### **Rebecca Selesky**

Kellogg Hotel & Conference Center

### **Eric Sudol, CTA**

East Lansing Marriott at  
University Place



# BUREAU HIGHLIGHTS



## A Year to Remember...

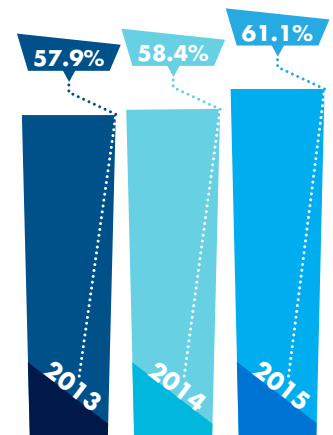
The destination sales department achieved its yearly room night goal, securing a total of 38,948 future room nights, generating an estimated \$9.9 in economic impact. (See page 3.) The GLSA exceeded its 2015 room night goal as well, securing 31,002 room nights and generating nearly \$8 million in economic impact. (See page 5.)

The Greater Lansing region experienced continued growth in 2015 with a 4.6% increase in area lodging occupancy, posting a rate of 61.1%, up from 58.4% in 2014, according to Smith Travel Research (STR) data. In addition, The Greater Lansing region experienced a 6.8% increase in Average Daily Rate (ADR) for hotel rooms throughout the region. The 2015 ADR was \$98.28, compared to \$92.06 in 2014. This marks the third year in a row of record growth in both area lodging occupancy and ADR.

GLCVB marketing communications continued to provide Greater Lansing information to visitors in numerous formats. The Greater Lansing Visitor Guide, of which over 140,000 copies were distributed, received the Gold Award of Excellence at the 2015 Communicator Awards and a gold at the 2015 MarCom Awards. (See page 7.)

The GLSA experienced another highly productive year at many levels, welcoming a record 73,035 athletes to the region and experiencing more than a 10% increase in total events for the year. A bright spot for the year was the US Archery World Indoor Team Trials held in December. The first-time event brought in top-ranked archers from 27 different states and opened the door to additional events with US Archery. (See page 5.)

A total of 1,052 people have gone through the Greater Lansing Certified Tourism Ambassador Program since the program began in 2010. At the end of 2015, there were 465 active CTAs in the area, an increase of over 11% from last year. (See page 13.)



YTD LODGING OCCUPANCY



The GLCVB visitor services department rose to the occasion in what became known as “the year of events”. From key repeat and rotational groups to numerous new events, the department worked to service 111 groups in 2015. This first-rate service helped deliver a positive experience for the visiting groups and brought significant economic impact for the region. (See page 9.)

*GLCVB staff braved the elements in January to help guide convention attendees from the Michigan Veterinary conference to available parking.*

# DESTINATION SALES



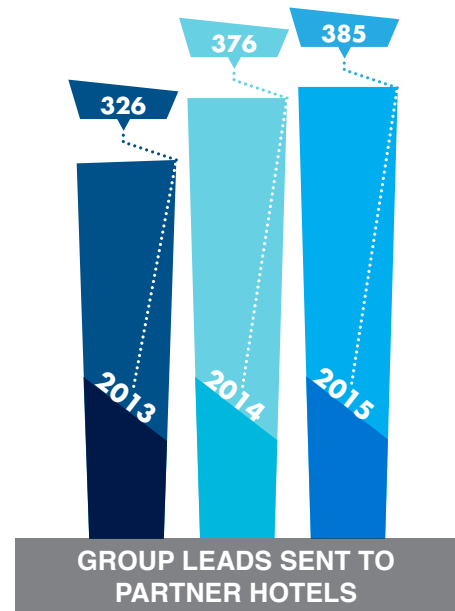
Working in conjunction with local hotel and meeting facility partners, the goal of the destination sales team is to secure meetings, trade shows, conventions and special events in Greater Lansing.

## New Partnerships Bring Increased Strength

When a sales team exceeds its room night goal for the fifth consecutive year, and annually generates millions of dollars in economic impact for the region, it's an accomplishment that merits notice. One of 2015's key successes was the growth and progress experienced with the National/Regional Association and Education market segments. The energy focused on this emerging market resulted in the formation of collaborative relationships with dozens of new connections at Michigan State University. One example of this success was the sales teams involvement in the Michigan State University Travel-Arrangers Trade Show and Education Seminar. That partnership positioned the GLCVB as a trusted sales agent and will be a key driver of future business development.

## TOP ACCOMPLISHMENTS

- The sales department exceeded its room night goal, securing a total of 38,948 future room nights, generating an estimated \$9.9 in economic impact.
- The sales department exceeded its leads goal by distributing 385 leads to partner hotels.
- Sales continued to collaborate with the Lansing Center by booking 23,552 room nights, a nearly 30% increase over 2014.
- Associate Director of Sales, Amanda Toy, was awarded the Michigan Society of Association Executives, “Emerging Professional” Award for 2015.
- New partnerships were formed between the Michigan State University Travel department and the regions numerous hospitality partners.
- The sales department participated for the first time in the MSU Travel Arrangers trade show.
- Sales continued to work with the local religious community in an effort to bring more and new faith-based convention business to the community.
- The sales department completed Destination Marketing Association International’s Sales Summit program.



The sales department hosted successful client events, including:

- Chartered clients to the Michigan Society of Association Executives Annual Spring Golf Outing and to the MSAE Diamond Awards Celebration
- Team Lansing Foundation Golf Outing
- Be A Tourist In Your Own Town Client Blitz
- Lansing Lugnuts Baseball Client nights
- MSU Tailgate
- Holiday Showcase
- Taste of Country at Cooley Law School Stadium
- Client Night at the Common Ground Music Festival

## Key groups booked in 2015 for future events include:

- American Ornithologists’ Union & Cooper Ornithological Society
- ATHENA International
- Linear Accelerator Conference
- National Association of Government Archives and Records Administrators
- Mid-West Tool Collectors Association
- Michigan Sheriff’s Association
- Habitat for Humanity of Michigan
- Michigan Nursery & Landscape Association
- National American Miss Pageant
- Sons of Union Veterans of Civil War – Michigan Department
- Trinity A.M.E. Church
- Michigan Association of County Treasurers
- Michigan Dental Association
- Michigan Veterinary Medical Association
- Michigan Association for Pupil Transportation

# GREATER LANSING SPORTS AUTHORITY

The mission of the Greater Lansing Sports Authority is to be the leading voice of sports tourism in the Greater Lansing area and to promote economic growth by attracting a diverse range of sporting events to the region.



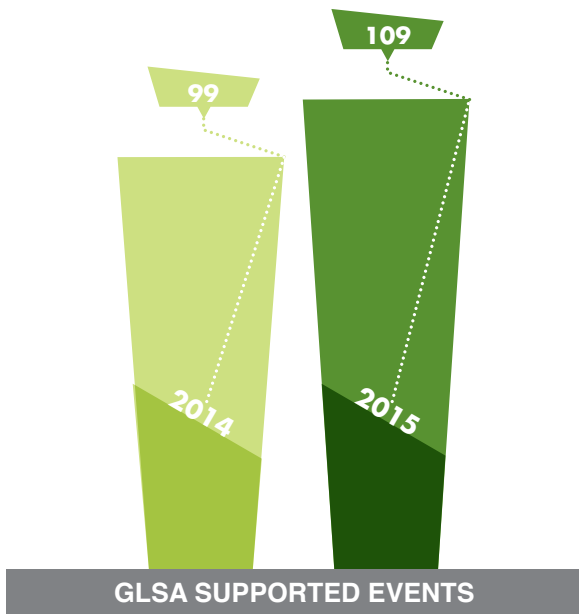
## Hitting the Bullseye

While the Greater Lansing region has hosted archery tournaments in the past, 2015 marked the first time the key local entities teamed together to bid on a championship level event. The Greater Lansing Sports Authority (GLSA), along with the MSU Archery Club, and Ingham County Fairgrounds partnered, and were awarded, the 2016 U.S. Archery World Indoor Team Trials held December 18-20, 2015. This first time event for the area brought in top male and female archers from 27 U.S. states who would, upon qualifying, represent USA Archery at the World Indoor Championships in Ankara, Turkey. This successful formula of combining the sports venue, experts at a local club and the GLSA has become a partnership style unique to the Greater Lansing region, proven effective across numerous sports. The success of the World Indoor Team Trials opened the door for the region to be awarded the Collegiate Archery Outdoor Championships in May 2016 and additional future events with U.S. Archery.



# TOP ACCOMPLISHMENTS

- The GLSA exceeded the 2015 room night goal, securing 31,002 room nights, a 28% increase over 2014, and generated nearly \$8 million in economic impact.
- The GLSA hosted 109 events, with 73,035 participating athletes, a more than 10% increase over last year, and just under 300,000 spectators.
- The GLSA was presented the SportsEvents Readers' Choice "2015 Places to Watch" Award, voted on by sport planners and readers of national trade publication SportsEvents magazine.



## The GLSA served as the local organizing committee and successfully coordinated the following events:

- U.S. Team Trials for the World Archery Indoor Championships
- Dead Frog Far Out Volleyball President's Day Challenge
- MHSAA Basketball/Baseball/Softball/Soccer State Championships
- Great Lakes Lacrosse Invitational
- USA Hockey Girls Tier II Nationals
- National Women's Martial Arts Federation Special Training Camp
- U.S. Figure Skating National Solo Dance Series Finals



## In 2015 the GLSA was instrumental in attracting a number of future events including:

- 2017 USA Hockey U18 Tier II Nationals
- 2016 US Archery Collegiate Nationals
- 2016 World Flat Track Derby Association Playoffs
- 2017 U.S. Figure Skating Eastern Great Lakes Regionals



# MARKETING COMMUNICATIONS

Marketing Communications (MarCom) seeks to convey the Greater Lansing message to the convention and tourism industry, as well as to increase awareness of tourism and its impact on the local economy.

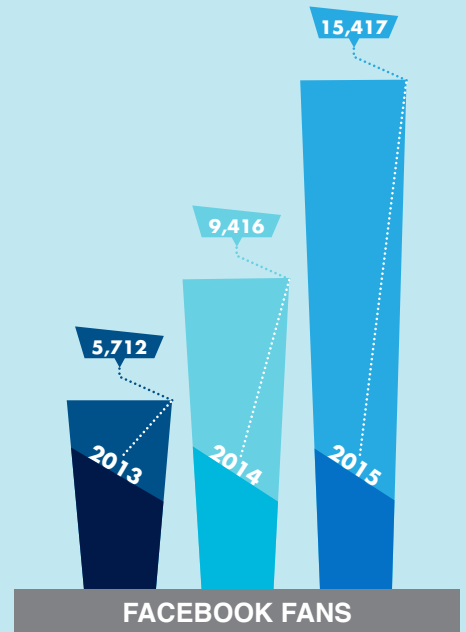
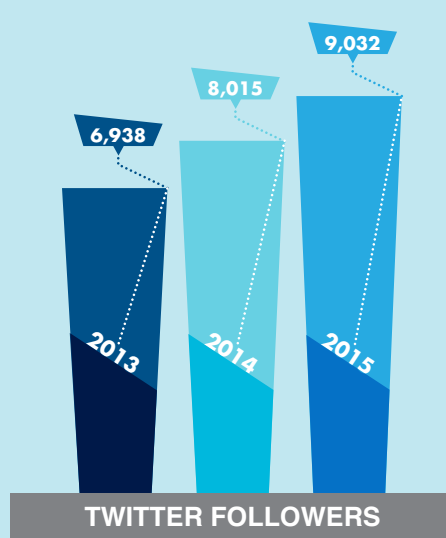
## Lights...Camera...Marketing!

As event planners and leisure visitors become increasingly tech savvy it became clear they wanted to visually get a sense of place from a destination before they commit to hosting their event or booking their weekend getaway. The marketing team at the GLCVB recognized this growing trend and responded with three new video initiatives. The first was a partnership with Brand USA to develop an in-language video for Chinese visitors. The video was promoted in a Chinese TV segment and on Brand USA's website. The second was a collaboration with the Capital City Film Festival which resulted in the "Love Letters to Lansing" video contest. The top three winners showcased their films during the festival and at Be A Tourist In Your Own Town. Lastly, the MarCom team began a new monthly video series promoting the region. An average of two videos a month were produced and distributed on the website and in social media.

# TOP ACCOMPLISHMENTS

- The MarCom team produced over 140,000 copies of the 2015 Greater Lansing Visitor Guide. The 2014 guide received a gold award of excellence at the 2015 Communicator Awards and a gold at the 2015 MarCom awards.
- MarCom launched a local “Tourism Counts” campaign to educate residents on the economic impact of the local hospitality industry. The campaign included billboards, print/digital ads, TV spots and articles in *Lansing State Journal* and *Greater Lansing Business Monthly*.
- The GLCVB partnered with Brand USA to create an in-language video for Chinese viewers considering a visit to the Greater Lansing community. The videos are part of an initiative by Brand USA, a public-private effort to encourage international travel to the United States.
- MarCom created a new video series. Two new videos promoting the Greater Lansing region were launched each month on the website and through social media.
- Facilitated sponsorship of new video contest “Love Letters to Lansing” in collaboration with Capital City Film Festival. Top three videos were shown during festival in April and at BATYOT in May.
- The GLCVB hosted WJR radio from Detroit for two broadcasts. One with Paul W. Smith in May to promote Greater Lansing’s leisure offerings and the second with Frank Beckmann in June to promote area golf courses.
- Fundraising for the 21st annual Be A Tourist In Your Own Town surpassed its goal and sponsorships totaled well over \$15,000 including cash and in-kind donations. A record number 90 attractions participated in the city-wide event. The MarCom team developed promotional pieces, coordinated media relations and advertising.
- The GLCVB once again worked with Travel Michigan in an advertising co-op to broadcast Greater Lansing’s Pure Michigan radio ad voiced by Tim Allen. The spot ran in the Ontario, Canada market in the spring.
- Three “welcome” billboards were placed along major expressways at key entry points to Greater Lansing.
- The Bureau committed to spend a substantial portion of the MarCom budget in leisure advertising in 2015. Placements included: billboard, TV, radio, digital and print across Michigan, the Midwest and Ontario, Canada.

MarCom developed a comprehensive social media strategic plan that encompassed all of the Bureau’s and GLSA’s social media outlets. In addition to the standard social networks (Facebook, Twitter, etc.) The department worked on further developing the Bureau’s presence on Instagram, Pinterest and LinkedIn.



Through a partnership with the Capital Regional International Airport “welcome” messaging was produced to display in the airport baggage claim terminal.



## VISITOR SERVICES

Visitor Services provides assistance to those organizations that hold meetings, conventions, trade shows or special events in the Greater Lansing area.

### Big Challenge, Better Results

The combination of a large number of new events, paired with repeat and rotational groups carrying very large attendance numbers, made for a record-setting 2015 from the standpoint of servicing events. The stage was set for a year that would demand both hard work and meticulous attention to detail from the visitor services department. One hundred and eleven happy groups later, it looks like that's exactly what was delivered. From on-site assistance to event pre-promotion through social media and custom websites, visitor services went far beyond the extra mile to ensure each group, large and small, had the best possible experience in Michigan's Capital Region.

## TOP ACCOMPLISHMENTS

- With development projects in the downtown Lansing corridor, the availability of accessible, visible parking options decreased this year for convention and event attendees at the Lansing Center. An increased emphasis was placed on ensuring downtown convention delegates had readily available parking information in advance of their travel to the region. Onsite directional assistance and guidance to parking locations was also provided to key events.
- The GLCVB initiated a new program to welcome event attendees to the community. Over 125 Welcome Signs were placed by member restaurants, attractions, hotels and other key locations to welcome individual groups to the community during their events.

### East Lansing Visitor Center

The GLCVB opened the Greater Lansing Visitor Center in East Lansing in November, 2012 and the staff have assisted nearly 6,000 people since opening day. The Center is located on Grand River Avenue directly across from the Eli & Edythe Broad Art Museum and serves as a point of visitor information for visitors to the Broad as well as the many MSU students and their families. The 400 square foot center is staffed by part-time employees and features information about GLCVB members and local events. In 2015, the Center offered special events during Be A Tourist in Your Own Town, East Lansing's Great Pumpkin Walk and East Lansing's Green Friday and Winter Glow. The Visitor Center was also a key point for information for participants of Odyssey of the Mind and National Order of the Arrow.

### Major Events Hosted in 2015

The GLCVB Visitor Services Department worked with 111 groups in 2015 to help execute successful events in the region.

- MI High School Football Coaches Assoc. – January
- Veterans of Foreign Wars – MI – January
- MI Nursery & Landscape Association – January
- MI Veterinary Medical Association - January
- MI Recreation & Park Association – February
- Pentecostal Churches of the Apostolic Faith – March
- MI Horse Council – March
- Shuto Con – April
- MI Speech, Language & Hearing Association – April
- MI Safety Conference – April
- MI Dental Association – April
- MI Funeral Directors Association – May
- Odyssey of the Mind – May
- ORGPRO/MI Society of Assoc. Executives – June
- National Order of the Arrow – July
- MI Association of CVBs – September
- SHAPE – November



# MEMBERSHIP

- Thirty-four new members were added in 2015 – 24 cancelled memberships (of which 13 of the members went out of business) for a membership total of 485.
- Membership Socials were held at the Quality Suites Hotel for St. Patty's Day and at the Eli & Edythe Broad Art Museum. The GLCVB's Annual Meeting was held over breakfast at the East Lansing Marriott and featured the director of Travel Michigan as the guest speaker to provide statewide perspectives to the CVB's membership. Attendance was strong at each event.
- Training sessions were held for members to maximize their GLCVB membership and promote their business through the Pure Michigan website.
- Visitor Guide ad sales are finalized at \$110,711 total billings for a total of 51 ads. The goal for 2015 was \$100,000.
- The Member Newsletter was relaunched with a new look and reinvigorated content.



# SPECIAL EVENTS

- The 21st Annual Be A Tourist in Your Own Town was held May 30.
- The GLCVB hosted the 9th annual Old US 27 Motor in downtown DeWitt. Approximately 150 cars from around the Midwest participated in the event.
- The GLCVB Tailgate Event was held on September 26 during the Central Michigan game. Attendance of clients and community partners was over 150 people.
- GLCVB's Holiday Showcase was held on December 1 at the Lansing Center. Sixty-seven member businesses exhibited for the nearly 200 clients and community partners that attended. This continues to be a successful event in bringing CVB members and clients together for business opportunities as well as a way for us to interact with our clients in a festive and positive setting. Member businesses and clients donated many items for Toys for Tots to show support for these local organizations.
- Local transportation providers were invited to an Open House at the GLCVB office to get further resources and area information to provide to their customers and guests.
- The GLCVB participated in Michigan State's Green and White Days hosted by the Office of Admissions. Bureau staff were able to connect with many prospective students and families about the opportunities within the community located off campus.



# FINANCE & ADMINISTRATION

Finance directs the day-to-day financial and accounting functions. Administration provides all other departments with the support services needed to operate efficiently.

## BED TAX AND MARKETING ASSESSMENT COLLECTION HISTORY 2015 TOTAL: \$5,465,881\*

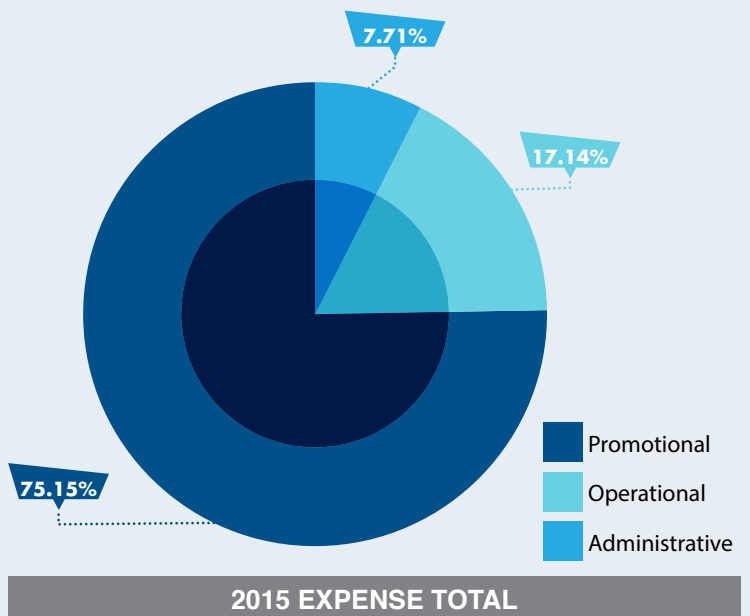
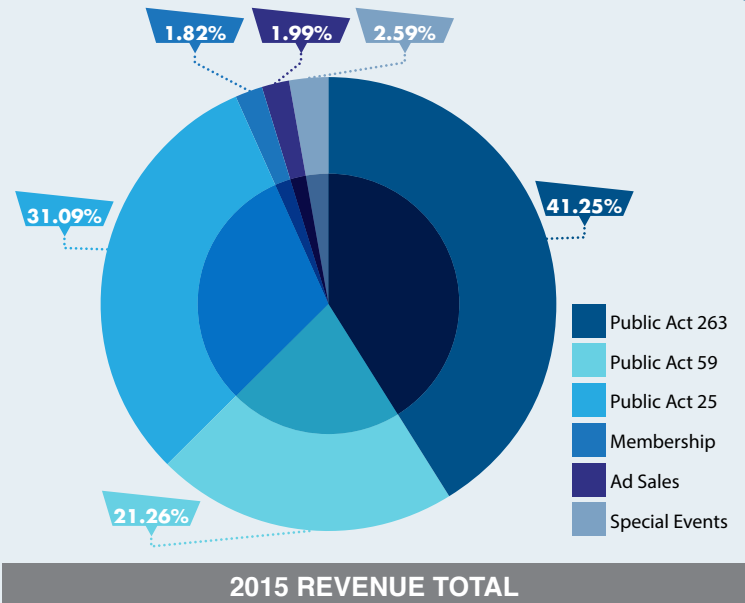
\*This number represents collections from all of the hotel properties in Ingham County and DeWitt, Delta and Windsor Townships. The Bureau receives 80% of the PA 263 tax collected by Ingham County properties and 100% of the PA 59 and PA 25 marketing assessments from DeWitt, Delta and Windsor Township properties.

## 2015 REVENUE TOTAL: \$5,259,860

A. <b>PA 263</b> <i>Ingham County</i>	41.25%
B. <b>PA 59</b> <i>Delta Township Dewitt Township Windsor Township</i>	21.26%
C. <b>PA 25</b> <i>Greater Lansing Area</i>	31.09%
D. <b>Membership Dues</b>	1.82%
E. <b>Advertising Sales</b>	1.99%
F. <b>Special Events/Misc.</b>	2.59%

## 2015 EXPENSE TOTAL: \$5,112,565

Administrative	7.71%
Operational	17.14%
Promotional	75.15%



# TEAM LANSING FOUNDATION

The Team Lansing Foundation's mission is to champion destination development through education, research, and participation with initiatives that enhance and elevate the value of the tourism assets within our community.

## 2015 FOUNDATION BOARD MEMBERS

**Thomas M. Collins**  
Traverse City Leasing, Inc.  
*Chair*

**John Rosendahl, CTA**  
Halo Branded Solutions  
*Vice-Chair*

**Bonnie Knutson, Ph.D., CTA**  
Michigan State University  
*The School of Hospitality Business  
Secretary/Treasurer*

**Paula Cunningham**  
Capitol National Bank

**Jack Schripsema, CTA**  
Greater Lansing Convention & Visitors Bureau

**Mayor Virg Bernero**  
City of Lansing

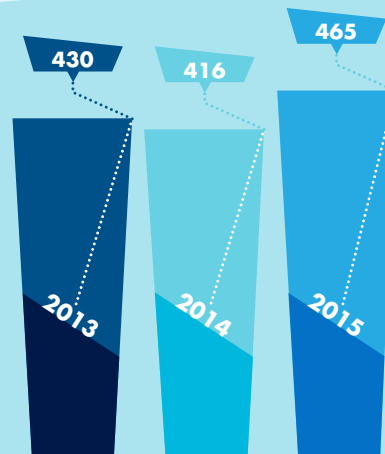
**Patrick Gillespie**  
Gillespie Group



## CTA Program

- A total of 1,052 people have gone through the Greater Lansing Certified Tourism Ambassador Program since the program began in fourth quarter 2010. At the end of 2015, there are 465 active CTAs and the renewal rate for 2015 was 78%. One hundred sixty-two CTAs were enrolled in 2015.
- In 2015, we celebrated the 5th anniversary of the program in the Lansing region. Eighty-five CTAs were recognized for having been a part of the program for all 5 years.
- In 2015, thirteen CTA classes were held throughout the year including classes for LCC's Hospitality Class fall and winter semesters.
- Networking events were held at Michigan Historical Museum, Lansing Lugnuts game, Eli & Edythe Broad Art Museum, and Williamston to provide CTAs opportunities to network with each other and become more familiar with local attractions.
- The TLF hosted a golf outing to raise funds for Destination Development within the region. Over \$6,000 was raised to support development grants within the community.

The CTA Star Awards were held in December at The View in Cooley Law School Stadium and Malinda Barr, Director of Sales at the Staybridge Suites-Okemos was selected as the Greater Lansing CTA of the Year. The Quality Suites Hotel was selected as the Employer of the Year. Other award winners were: Queens of Renewal Points Awards to Donna Roy, LEPPA for the most renewal points entered in the system; CTA Pride Award to Kathryn Erwin, docent at the Michigan Historical Museum for continued support and promotion of the CTA program.



ACTIVE GREATER LANSING CTAs



# 2015 COMMITTEES/BOARD

## Finance Committee

Mark Alley, CTA, Chair.....	Emergent BioSolutions
Barry Freed, CTA.....	Art Craft Display, Inc.
Kenric Hall.....	Radisson Hotel Lansing
Dorothy E. Maxwell, MPA, CTA.....	Max Weingar Group
Brian McGrain.....	Ingham County Commissioner

## Lodging Advisory Board

Cindy Bowen, CTA, Chair.....	Crowne Plaza Lansing West
Will Cantrell, CTA.....	Candlewood Suites
Elaine Hardy, CTA.....	Hannah Community Center
Lora Helou, CTA.....	Michigan State University Museum
Erik Larson, CTA.....	Impression 5 Science Center
Mike Rice, CTA.....	Quality Suites Hotel
Rebecca Selesky.....	Kellogg Hotel & Conference Center
Eric Sudol, CTA.....	East Lansing Marriott at University Place

## Strategic Development Committee

Robert Selig, AAE, CTA.....	Capital Regional International Airport	Camron Gnass.....	Traction
Rick Galardi.....	DeWitt Township	Tina Houghton.....	Lansing City Council
Tim Dempsey, CTA.....	City of East Lansing, EDC	Tim Daman.....	Lansing Regional Chamber of Commerce
George Lahanas.....	City of East Lansing	Pat Gillespie.....	Gillespie Group
Bob Trezise.....	Leap, Inc.	Mindy Biladeau, CTA.....	Downtown Lansing, Inc.
Erik Larson, CTA.....	Impression 5 Science Center	Steve Hayward.....	Lansing Township
Brian McGrain.....	Ingham County Board of Commissioners	Doug Klein, CTA.....	Mason Area Chamber of Commerce
Scott Keith, CTA.....	LEPFA/Lansing Center	Sue Pigg.....	Tri-County Regional Planning Commission
Chris Swope.....	City of Lansing - Clerk	Debbie Mikula, CTA.....	Arts Council of Greater Lansing
Sandy Draggoo.....	CATA		
Ken Fletcher.....	Delta Township		

# GLCVB STAFF

## Administration

Jack Schripsema, CTA .....	President & CEO
Erik Decker, CTA .....	Vice President, Finance & Administration
Deb Bough, CTA.....	Computer & Information Systems Manager
Karen Sanders, CTA .....	Administrative Assistant

## Visitor Services

Julie Pingston, CMP, CTA.....	Senior Vice President & COO
Jennifer Hagen, CMP, CTA.....	Events Manager
Kristina Kauffman, CTA .....	Visitor Services & CTA Coordinator
Jan Pfeiffer, CTA.....	Membership Manager
Brandie Putnam, CMP, CTA .....	Convention Services Manager

## Destination Sales

David Buckenberger, CMP, CMS, CTA.....	Vice President, Business Development
Gus Pine, CTA.....	Vice President, Convention Center Sales & Event Services
Amanda Toy, CMP, CGMP, GMS, CTA.....	Associate Director of Sales
Mary Chris Hotchkiss, CMP, CTA .....	Sales Manager
Heather Cooper Kim, CMP, CTA .....	Sales Manager
Amy Moon, CTA.....	Sales Manager
Beth Hoschner, CTA .....	Sales Coordinator

## Greater Lansing Sports Authority

Mike Price, CSEE, CTA .....	Executive Director
Meghan Ziehmer, CSEE, CTA.....	Sports Events Manager
Miranda Coleman, CTA .....	Sports Services Manager
Tom Kinder, CTA.....	Sports Development Manager

## Marketing Communications

Tracy Padot, CTA.....	Vice President, Marketing Communications
Katie Chubb, CTA.....	Manager, Multimedia & Graphic Design
Brendan Dwyer, CTA.....	Manager, Marketing Communications
Lori Lanspeary, CTA .....	Leisure Marketing Manager
Matt Mohundro, CTA.....	Manager, Digital Strategies
Emily Miller, CTA.....	Marketing Communications Coordinator

## Greater Lansing Visitor Center - East Lansing

Barb Doyal, CMP, CTA .....	Visitor Information Specialist
Dawn Keeler, CTA .....	Visitor Information Specialist
Anne Lavender, CTA.....	Visitor Information Specialist
Siri Rainone, CTA .....	Visitor Information Specialist
Chris Tarpoff, CTA.....	Visitor Information Specialist
Robin Soergel, CTA.....	Visitor Information Specialist





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