

MASSACHUSETTS 23rd ANNUAL

Governor's Conference
On Travel And Tourism

NEW THINKING.
NEW IDEAS.
NEW OPPORTUNITIES.



Jeffrey B. Mullan serves as Secretary and CEO of the Massachusetts Department of Transportation (MassDOT), launched on November 1, 2009. Appointed by Governor Deval Patrick, Jeff has held leadership positions at Massachusetts transportation agencies and authorities since 2007 and was a key architect of the reform plan to create the new streamlined transportation organization, MassDOT. Mullan oversees implementation of the most historic transportation reform law in decades.



Yil Surehan is Director, Airline Route Development at the Massachusetts Port Authority (Massport). Yil is responsible for the development and expansion of air service at Boston Logan International Airport, as well as at Hanscom Field and Worcester Airport. He joined Massport in August 2005 after a 15 year career in

the airline industry, in the areas of planning/scheduling/forecasting/market development.



Peter J. Pantuso is President and CEO of the American Bus Association, North America's largest motorcoach, tour and travel association representing more than 65% of all private buses on the highways, as well as private-travel related businesses, state and local government travel and tourism offices, state associations and other entities involved in promoting travel throughout North America. He is also president of the American Bus Association Foundation and the National Bus Traffic Association.



William J. Sutherland, a Travel industry veteran for twenty-seven years, now serves as vice president of Travel for AAA Southern New England. Bill oversees the Travel and Auto Travel departments for the organization which encompasses 41 branch locations in Massachusetts, Rhode Island and Connecticut. Bill serves on AAA National's Travel Advisory Committee which steers AAA's travel strategy and sets the direction in areas of marketing, supplier selection, staffing, business development, quality standard assurance and brand integrity.



David Lim, Chief Marketing Officer, National Railroad Passenger Corporation (Amtrak). David joined Amtrak in 2000 as Assistant Vice-President of the Acela Brand. He was promoted to his current position in 2001 where he provides strategic direction in the planning and execution of corporate marketing initiatives. His area of responsibility includes national advertising, brand management, loyalty

marketing and CRM, domestic and international travel agency sales, field marketing, travel industry relations and charter services.



Susan Shultz, a native of Louisville, Kentucky, has been working in the field of sales and marketing for over 20 years. For the past eleven years she has worked at American Cruise Lines, Inc. and is currently its director of sales. Susan became actively involved in the Niche Cruise Marketing Alliance having chaired the Marketing Committee and currently serving on its Executive Board.



Robert Guay is a partner and Director of Digital Marketing at Boston based agency, Connelly Partners. Robert has worked as a strategic marketing professional for 13 years at various advertising agencies and as an entrepreneur. Robert has specific expertise in building web-based marketing applications for consumers and has worked on digital programs for clients such as Red Bull Energy Drink, Delta Air Lines, Fidelity Investments, Liberty Mutual, NBC Television and the Massachusetts Office of Travel and Tourism.



Joselin Mane, is an Internet Marketing Consultant with 20 years of computer technology experience, 8 years of online marketing experience, and 10 years experience in business development. His focus is working with small/midsize businesses, organizations and entrepreneurs to leverage internet technologies to reach financial and/or growth goals. Joselin's accomplishments include developing and implementing a marketing plan for the largest professional Latino membership site in Massachusetts, co-founding BeSceneMarketing.com, which provides Social Media Strategies to the entertainment industry, and BostonTweetUp.com, a service that provides people with a central resource to learn about Tweetups.



Serge Gojkovich is Founder & President of Gay Consultants, Inc. (GCI). GCI is a marketing firm that understands the complexities and diversity within the vast LGBT market. As such, GCI is not only adept at pinpointing highly specific niche markets, but is also well versed at how to reach these consumers via online, print, events and social networking. He is a leading expert in LGBT marketing and PR, with over 14 years experience, he has established himself as a trusted advisor, skilled marketing director and deft project manager with an intuitive grasp of technology and creative solutions.



Corissa St. Laurent is a PR and marketing expert with more than 10 years experience creating powerful marketing and brand campaigns. Successfully launching two small businesses, including a PR and event marketing firm and a holistic body care and wellness service, Corissa has a proven track record of entrepreneurial success. As the Regional Director Constant of Contact in New England, she helps small businesses, non profits and associations learn how to build lasting relationships through email marketing, online surveys and event marketing.



Cliff Calderwood is a successful online publisher of the "New England Vacations Guide" web site and "Complete New England" blog. In addition to his web site material he has published over 30 articles and written two ebook guides covering destinations and attractions in the New England region. Cliff also operates Storyboard Marketing that helps local businesses use local search marketing.



Katie Johnston Chase writes about travel and tourism for the Boston Globe's Business section. She has been a writer and editor at the Globe since 2002. After graduating with a journalism degree from the University of Colorado at Boulder, she covered courts, kids, and human interest issues for the Itemizer-Observer in Dallas, Ore., and wrote concert reviews and entertainment features for The Gazette in Colorado Springs. She loves to travel but mostly lives vicariously through her sources.



Andrew Mersmann is Editor in Chief of *Passport Magazine*, America's only gay/lesbian travel publication, and is the author of *Frommer's 500 Places Where You Can Make a Difference* (November 2009), a global guide to volunteer vacations. Mersmann blogs about volunteerism and service travel at: www.changebydoing.com He has been a featured speaker, interview guest, teacher, or moderator for several travel talks/classes/events, from the *New York Times Travel Show* to *Oprah and Friends* on satellite radio and the Smithsonian Institution.



Suzanne Rowan Kelleher is the co-founder and editor-in-chief of the award-winning family travel site WeJustGotBack.com. Called "an authoritative voice on family trip planning" by The New York Times, WeJustGotBack.com is a one-stop resource for parents who travel with kids, featuring reviews of kid-friendly resorts and hotels, family vacation deals, travel tips and recommendations, and strategies for traveling with kids. As a go-to family travel expert, Suzanne contributes to MSNBC.com, ABCNews.com and Frommers.com.



Stephen Sperandio is the Sales Operations Manager for the North of Boston Convention & Visitors Bureau in Peabody, Massachusetts. In his role, he works directly with the CVB Sales Team to promote the region domestically and internationally. While in college, Stephen was nationally selected among 200 Colleges and Universities to participate in the Disney College Program as an Attraction Operations Intern at EPCOT®.



Michelle Pino is the Co-Owner and Vice President of Northeast Unlimited Tours based in Bourne, MA. With over 25 years in the tourism industry, Michelle's expertise in sales, marketing and product development enables her to successfully cultivate strong long-lasting client relationships by providing unparalleled customer service and creating unique memorable tour packages. Her entrepreneurial drive and leadership has helped guide Northeast Unlimited Tours to become one of the Northeast's most reputable receptive tour operators!



David Ritchie, Area Director of Sales & Marketing for Omni Hotels & Resorts has 20+ years experience within the Lodging Industry. He has held leadership positions as Director of Sales & Director of Marketing at Hotels and Resorts in Massachusetts and served on Tourism Advisory committees for Mass Lodging Assoc., Mass Office of Travel & Tourism & GBCVB. He is a member of Hospitality Sales & Marketing Association International (HSMIAI).

Jonathan H. Paris is the Executive Director for Massachusetts Sports Partnership. He joined the Massachusetts Sports & Entertainment Commission (MSEC) in May of 1999. Mr. Paris is currently the Executive Director of the sports division of the MSEC, the Massachusetts Sports Partnership, overseeing the day-to-day operation of the MSP, including the research and preparation of event bids; event support for upcoming confirmed events and meetings and marketing and business development initiatives in the sports industry for the Commonwealth of Massachusetts.