

## 2013 Travel & Tourism Executive Committee Member Candidates



**Christina Heinze Johansson**  
**Manager Press & PR**  
**[www.visitdenmark.com](http://www.visitdenmark.com)**

As a representative of an international destination and as press manager for a national tourist board, I believe I can bring a different aspect to the table and help draw attention to the Section within the circle of international tourism representatives.

Coming from a background as a communications consultant at a European public relations firm (part of the Publicis Group) prior to joining VisitDenmark, I have gained experience from working with a broad range of industries and communications disciplines. As an account responsible for major international lifestyle brands, I am able to think communications and press work in a broad and international perspective.

I am hard working and extremely dedicated and it would be an honor to serve and contribute to the PRSA Tourism and Travel Section.



**Nathan Kam**  
**Vice President, Travel and Tourism**  
**McNeil Wilson Communications**

I've been immersed in Hawaii's travel and tourism industry for more than 13 years and currently manage the public relations programs for the Hawaii Visitors and Convention Bureau and Big Island Visitors Bureau accounts.

I've developed a deep understanding about tourism – Hawaii's No. 1 industry – working on the state's top destination marketing campaigns.

I've been an active member of the PRSA Hawaii Chapter since 1999, serving as president in 2010.

I bring a deep knowledge about the industry, leadership, strong industry contacts, network of national resources, and a desire to continue moving our profession forward through member education.



**Ali Lundberg**  
**Director of Publicity**  
**J Public Relations**

Ali recently served a one-year term on the PRSA Travel & Tourism Board, helping plan the successful conference in Columbus. Based in San Diego as JPR's Director of Publicity, she oversees the PR efforts for L'Auberge de Sedona and Tanque Verde Ranch in Arizona, Washington School House in Park City, and several California properties including Rancho Valencia, La Valencia, Westin Gaslamp, THE US GRANT and MetWest Terra's Bay Area Collection.

Ali has more than 10 years of experience in travel PR and marketing. Prior to JPR, she was the Director of Communications for Enchantment Group Resorts in Arizona and Virginia.



**Megan Mayo**  
**Communications and Tourism Manager**  
**Albuquerque CVB**

After graduating from college as one of the few people in our industry that intentionally went down the travel and tourism path, I have enjoyed working in this field for 10 years. I am currently the senior communications and tourism manager at the Albuquerque Convention and Visitors Bureau where I oversee PR, travel media relations, social media and travel trade marketing. I hope to be able to engage with the

broader industry as a leader of the PRSA Travel & Tourism Section and contribute to the programming the section provides, especially the annual conference, which I view as my most valuable professional development opportunity each year.



**Marty McDonald**  
**SVP, Tourism Practice Director**  
**Fahlgren Mortine Public Relations**

Marty has worked for Fahlgren Mortine, the nation's #16 travel PR Agency (O'Dwyers), for 12 years and is the leader of the firm's national tourism practice. She oversees clients including DMOs, hospitality and lodging properties, attractions, festivals/events and more. Under her leadership, client programs have received national awards from PRSA and Holmes Report, and a 2010 Mercury Award

from the U.S. Travel Association for best strategic media relations program in the country for the Ohio Office of Tourism.

Fahlgren Mortine is a full-service agency with 160 professionals in six states, and clients in 29 states from California to Connecticut. Clients include the National Park Service; Ohio Office of Tourism; Hilton Columbus Downtown; Gatlinburg CVB; Myrtle Beach CVB; and many others.

Marty is a frequent speaker on tourism trends and social media, and has been recognized with national awards including PRWEEK Magazine's "Outstanding Young PR Professional." She served on this year's PRSA/SATW national conference planning committee in Columbus, Ohio.

If elected, Marty will focus on enhancing member benefits year-round through webinars; and expanding the value of the annual conference through session topics including online reputation management, innovations in PR measurement, and translating top travel trends into campaigns that work.



**Scott Peacock**  
**Public Relations Manager**  
**Experience Columbus**

I've been a section member for five years and attended three conferences. However, as chair of the local organizing committee for this year's conference, I learned how our section board functions, their challenges and the direction they want to take the section in moving forward.

I enjoyed helping to develop relevant session topics, find speakers and create lively and meaningful networking events. If elected, I plan to draw from my experiences and increase volunteer engagement at a non-board level, broaden the session topics covered during the conference and offer more professional development opportunities outside of the conference.



**Denise Stokes**  
**PR/Communications Manager**  
**Frisco Convention and Visitors Bureau**

As a national radio personality on the air at one of the world's leading media and entertainment companies, owned by Disney, I gained the ability to communicate really big messages to really big external audiences - on simple terms. I've also engaged in a number of other professional ventures: planning a women's exposition at Dallas Market Hall; serving as a television news writer for KXAS NBC 5 TV, and working with a PR agency managing media relations. I now lead the public relations and communications travel and tourism strategies for one of the fastest growing cities in the U.S., Frisco, Texas.

Adding diversity to the board and executive committee would enhance the organization's responsiveness to an increasingly diverse membership, improve relations, increase the organization's ability to cope with change, and hopefully expand the creativity of the organization. Diversity is also much broader than race, gender and ethnicity. It also affects performance, motivation, success, and interactions with others.

I value writing, building relationships, shaping and framing messages, and storytelling that's relatable and effective. My background in radio and television news writing also helps me to "think like a journalist" on a regular basis. My MBA gives me a good deal of business acumen and I believe in proving return on investment. I'm also very professional and personable.