

Richard Peterson

U.S. Cultural & Heritage Marketing Council

President & CEO

- Twenty-five-year industry veteran, providing the unique perspectives connecting the critical global tourism intersections of culture, commerce, and communities.
- At the center of his collaborations is the balanced approach to communities and the diverse cultures they represent.
- Career achievements include leadership roles with the Los Angeles Tourism Board, Hilton Hotels, Santa Monica Travel & Tourism, and the California Academy of Sciences.
- Vice President for Smartvisit USA, overseeing key partner relations and industry initiatives.
- Complemented through his engagement with organizations such as the U.S. Conference of Mayors, Tourism Cares, The Travel Foundation, U.S. Travel Association (Board of Directors), California Travel Association (Board of Directors), Cultural Heritage Economic Alliance, Skai International, and the Americans for the Arts.



Jonathan Farrington

Yosemite Mariposa County Tourism Bureau

CEO/Executive Director

- 35-year career in hospitality, primarily in positions as General Manager in renowned luxury hotels and in various corporate leadership roles.
- A native of rural Carmel & Big Sur California, Jonathan has maintained a home in the Yosemite Region of California since 1997.
- Jonathan has managed properties including: Tenaya Lodge at Yosemite, the Inverness Hotel in Denver, The Stanford Park Hotel in Menlo Park, and the world-renowned Ventana Inn & Spa in Big Sur.
- Serves on many boards, including YARTS AAC, Visit California's Rural Tourism Committee and is currently the president of Yosemite Gateway Partners.



Thu Tran

New Orleans & Company

Senior Account Executive

- Thu Tran has over 20 years of experience in the tourism industry.
- Prior to joining New Orleans & Company, the destination marketing organization (DMO) for New Orleans in 2014, Thu held sales management positions for InterContinental Hotels Group and Wyndham Hotels Group.
- Thu loves to spend her free time with her husband and two sons, enjoying New Orleans' music and food scene and traveling.



Shelby Sim

Visit the Santa Ynez Valley

President & CEO

- Served in the U.S. Navy for 7 years traveling the world.
- Has worked in sales and project management across much of the country.
- Found his love for community and hospitality while working with the Goleta Chamber of Commerce, Bacara Resort and Spa, as well as leading wine tours throughout Santa Barbara Wine Country.
- Shelby accepted the position of executive director for Visit the Santa Ynez Valley, the destination marketing organization (DMO) for the region in August of 2014. He was promoted to President/CEO in January of 2018.
- Serves on several chamber boards throughout the Valley.
- Married, with three children and three grandchildren.



Lisa Catron

Memphis Tourism

Global Travel Trade Director

- 37 years of experience in the hospitality industry business.
- Oversee all incoming travel globally for groups tours, student groups, foreign independent travelers (FITs), receptive operators and has knowledge of conventions sales, revenue management and overseeing operations.
- She has traveled to over 17 countries selling Memphis as a destination for all travelers. She has made connections all over the world and developed new and exciting products that's attractive to Tour Operators and Buyers.
- Prior to becoming Global Travel Trade Director at Memphis Tourism, she served 23 years as Memphis Tourism Sales & Marketing Team. Prior to joining Memphis Tourism, Lisa worked at LaQuinta Inn & Suites, first as Director of Sales then as General Manager. Lisa also served as Director of Sales at Holiday Inn. Prior to that, she held several positions at Hyatt Regency, Omni, Adam's Mark, AmeriSuites, and Howard Johnson Plaza.



Tracy Vaughan

Greater Fort Lauderdale Convention and Visitors Bureau

Senior Vice President of Tourism and Travel Industry Sales

- Responsible for the strategic leadership of the bureau's global transient sales initiatives.
- Brings more than 30 years tourism-related experience to the position including destination marketing and tour operator experience.
- Ms. Vaughan established herself within the Florida tourism industry as she advanced through the ranks at VISIT FLORIDA in a career that spanned over 22 years.
- As director, international marketing, Ms. Vaughan led the design and implementation of multiple strategic, industry-supported and cooperative marketing ventures which generated more than \$3 million in revenue annually.
- Ms. Vaughan was also instrumental in the development and implementation of VISIT FLORIDA's air service development program designed to secure new international routes for the state.

