



TOURISM FEDERATION OF WISCONSIN

"Wisconsin Tourism's Legislative Voice"

Members

January 5, 2011

Association of
Wisconsin Tourism
Attractions (AWTA)
Chet Gerlach

Tourism Federation of Wisconsin Commends Governor Walker's Department of Tourism Secretary Appointment

Wisconsin Association
Of Convention & Visitors
Bureaus (WACVB)
Julia Hertel

The Tourism Federation of Wisconsin (TFW) applauds Governor Scott Walker on his appointment of Stephanie Klett as the new Secretary of the Wisconsin Department of Tourism.

Wisconsin Dells Visitor
& Convention Bureau
Romy Snyder

"Stephanie Klett is an excellent choice to lead the Department," said Ed Lump, TFW Chair and president of the Wisconsin Restaurant Association. "Her many years as host of the Discover Wisconsin Television and Radio Series and managing director of the Discover Wisconsin Media Network gives her a strong understanding of Wisconsin's tourism industry and the importance of marketing. We look forward to working with her and the Walker administration to build a stronger tourism economy in the state."

Wisconsin Hotel
& Lodging Association
Trisha Pugal

Wisconsin Restaurant
Association (WRA)
Ed Lump

Lump said TFW, a coalition of organizations actively involved in Wisconsin's tourism industry, welcomed Governor Walker's plan to "reestablish tourism as a key component of economic development." Gov. Walker introduced his plan for improving Wisconsin tourism during his campaign.

Associate Members

American Automobile
Association (AAA)
Roy Hinz

In October, TFW called on state leaders to increase the tourism promotional budget to \$15 million annually, up from the current \$13 million, in an effort to jumpstart the state's economy. "Our state currently has a multi-billion dollar revenue gap and high unemployment. Those interested in sparking growth and opportunity should look at the economic power of tourism," Lump said.

Arts Wisconsin
Anne Katz

Golf Course Owners
Of Wisconsin
Steve Stumbras

The Tourism Federation of Wisconsin serves as the Wisconsin tourism industry's unified voice in government relations, cooperatively seeking to improve Wisconsin's \$12 billion tourism industry through supportive legislation and policies. TFW's members include businesses involved in statewide recreation, resorts, campgrounds, bed and breakfasts, restaurants, hotel and convention centers, convention and visitors bureaus, golf and statewide tourist attractions.

National Federation of
Independent Business -
Wisconsin
Bill Smith

Outdoor Advertising
Association of Wisconsin
Kathi Kilgore

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Wisconsin Association
Of Campground Owners
(WACO)
Kathi Kilgore

Wisconsin Bed and
Breakfast Association
Kris Ullmer

Wisconsin Petroleum
Marketers & Convenience
Store Association
Pam Christenson