

Regional Visitors Bureau recognizes eleven recipients for outstanding achievements in tourism with “2013 Partner In Tourism Platinum Awards”

Annual awards ceremony & *Meet the Partners* reception hosted by the Hershey Harrisburg Regional Visitors Bureau at the Hollywood Casino at Penn National Race Course on April 3, 2014

(Photo Sheet Attached)

Harrisburg, PA – The Hershey Harrisburg Regional Visitors Bureau ([HHRVB](#)) held its annual **Meet the Partners & Tourism Awards Event** on Thursday, April 3, 2014 at the [Hollywood Casino](#) at Penn National Race Course. Approximately 70 Partners attended the annual event that celebrates the start of prime tourism season in Pennsylvania’s Hershey Harrisburg Region and provides members of the official destination marketing organization with an opportunity to meet new Partners and network with their peers and counterparts in the regional tourism industry.



2013 HHRVB Partner In Tourism Platinum Award Winners:

ABOVE (L-R) – Jonathan Snavelly, Premiere #1 Limousine (*Very Involved Partner*); Jason Reimer & Mike “Merlot” Wilson, Hershey Harrisburg Craft Beer Country (*Above & Beyond*); Diane McGraw, PA Office of Tourism & Film (*Bring It Home*); Lisa Leathery, The Elegance At Hershey (*Charitable Organization of the Year*); back row Patrick Grant, Spooky Nook Sports (*New Business of the Year*); Nancy Gates & Mark Lizewskie, Antique Automobile Club of America Museum (*Excellence In Programming*); Kyle Weaver, National Rifle Association & Great American Outdoor Show (*Best New Event*). **Not pictured above:** Kelly Lieblein, Highmark Blue Shield (*Bring It Home*); Paul Vigna, Patriot-News/Pennlive.com (*Friend of the Bureau*); Scott McCoy, Springhill Suites Hershey Near the Park (*Heart & Soul*); and Lisa Stokes, BRP Entertainment (*Heart & Soul*).



2013 HHRVB Heart & Soul Recipients:

(L-R) Lisa Stokes, BRP Entertainment (*Heart & Soul*); and Scott McCoy, Springhill Suites Hershey Near the Park (*Heart & Soul*).

"This was an evening to welcome our new Partners and kick-off the travel season ahead," said Justin Martsolf, HHRVB Director of [Partnership](#). "But we also use the night to recognize a select group of individuals, regional businesses, state and national organizations and tourism stakeholders for their outstanding efforts and noteworthy accomplishments from the previous year as our Partners in tourism."

The HHRVB presented eleven (11) awards to Partners for their dedication and commitment to their local tourism industry, active involvement with bureau promotions, services and programs, and the development of new events and business for the region. The bureau also acknowledged nine (9) Partner hotel properties with a "Keepin' It Fresh" certificate for newly built or recently renovated lodging properties in the region.

2013 Partner in Tourism Platinum Awards

"V.I.P - Very Involved Partner"

Jonathan Snively, Operations Manager

[Premiere #1 Limousine](#)

The "HHRVB Partner In Tourism - V.I.P Award." recognizes an individual Partner that is highly active and engaged in bureau initiatives, events, and programs. This award will recognize those within our region who participate regularly on the bureau's social media channels, attend (And host) Partner networking events and professional development seminars, invest in cooperative advertising campaigns, volunteer to work at bureau-sponsored booths or exhibits, comp visiting media and assist with sales familiarization tours and client visits.

"Best New Event"

2014 Great American Outdoor Show Planning & Execution

[The National Rifle Association/GAOS](#) – *Kyle Weaver, NRA Executive Director of General Operations*

The "HHRVB Partner In Tourism - Best New Event Award" recognizes an individual or an organization Partner who has been directly responsible for producing a new annual or one-time event within the region. This award will recognize those within our region who have produced or hosted a new or annual event with a significant economic impact for the region.

"Bring It Home"

2013 State Games of America Top Sponsors

1. **Highmark Blue Shield – Presenting Sponsorship** – *Kelly Lieblein, Regional VP of Sales;*

2. **PA Travel, Tourism & Film Office – Supporting Sponsorship** – *Diane McGraw, Executive Director*

The "HHRVB Partner In Tourism - Bring It Home" recognizes an individual or an organization (Partner or Non-Partner) who has been directly responsible for recruiting new business for the region in the Meetings, Conventions, Sports, Special Events, and Group Tours market segments. This award will recognize those within our region who have been responsible for securing a new annual or one-time meeting, convention, sporting event, special event, or group with a significant economic impact for the region.

"Excellence In Programming" – **New Category**

Antique Automobile Club of America Museum

Mark Lizewskie, Executive Director of [AACAM](#)

The "HHRVB Partner In Tourism – Excellence In Programming" category recognizes an individual or an organization within our region who has expanded an existing series of programs or created new events in a way that contributes to the success of the individual organization while also cross-promoting other regional products or companies; exemplifying the region's diversity and culture; or contributing significantly to the sustainability and growth of the region's tourism industry.

"Above & Beyond"

Hershey Harrisburg Craft Beer Country Association

Jason Reimer, President of [HHCBC](#) Association

The "HHRVB Partner In Tourism - Above & Beyond Award" recognizes an individual or an organization Partner who has gone above and beyond the boundaries of his/her occupation or professional role in support of this region's tourism development. This award will recognize those persons or organizations within our region who have voluntarily contributed their personal time, money, or skills to develop, advance, or improve the local tourism product in a significant way.

"Friend of the Bureau"

Paul Vigna, Journalist & Wine Blogger

The Patriot-News & Pennlive.com ([The Wine Classroom](#) Blog)

The "HHRVB Partner In Tourism - Friend of the Bureau Award" recognizes an individual or an organization that is not a Partner but who continually contributes in a positive way to the bureau's mission and goals or participates in bureau programs or initiatives. This award will recognize those within our region who participate regularly on the bureau's social media channels, share bureau news and announcements with their established followers/friends/readers/viewers, promote and share bureau marketing messages to others on our behalf, generate new Partners or leads for the bureau, and provide general positive support within the region on behalf of the bureau and HHRVB initiatives.

“Charitable Organization of the Year” – New Category

The Elegance At Hershey

Lisa Leathery, Executive Director of [The Elegance At Hershey](#)

The The “HHRVB Partner In Tourism – Charitable Organization of the Year” category recognizes a business, organization, or event that demonstrate a philanthropic spirit through an annual or one-time contribution of money or contributed services to either a single charitable organization or to multiple beneficiaries.

“Business Development – New Business of the Year”

Spooky Nook Sports Complex

Patrick Grant, Business Development Director at [Spooky Nook](#)

The "HHRVB Partner In Tourism - Business Development Award" recognizes an individual or company that has started or opened a new business or has moved their business to the region. This is more a recognition and welcome acknowledging a new business that has a tourism connection and has potential to create a significant impact on the region's tourism business in the future.

“Heart & Soul”

1. **Scott McCoy, Assistant GM** – [Springhill Suites by Marriott Hershey Near the Park](#); and
2. **Lisa Stokes, Owner/CEO** – [BRP Entertainment](#)

The “HHRVB Partner In Tourism – Heart & Soul Award” was created in memory of a friend and associate of the HHRVB Julie Sullivan who lost a brief battle with cancer in 2012. This award is now given to an individual Partner who selflessly dedicates their heart and soul to his/her family, community, and peers, just as Julie did in her life. This award will recognize those within our region who generously volunteer their time, talent and energy, well beyond their occupation or profession, to serve community programs, charitable causes, or volunteer organizations. This person demonstrates a tireless enthusiasm for life through her work, charitable contributions, and volunteerism.

“Keepin’ It Fresh” Certificates of Recognition

[Candlewood Suites Harrisburg Hershey](#)

Daniel Alvalle – Director of Sales & Lee Lemelman - VP of Operations

[Fairfield Inn & Suites by Marriott Hershey Chocolate Avenue](#)

Stephanie Shelton, Corp. Director of Sales; Stephon Guyton, Area Director of Sales; Molly Troutman, GM

[Best Western Premier the Central Hotel Harrisburg/Hershey](#)

Anja Thompson – Director of Sales

[The Hotel Hershey](#)

Christine Stuart, National Sales Manager; Kathy Burrows, Public Relations Manager

[Hilton Harrisburg](#)

For their \$5.5 Million renovation project.

Barry Dively, Director of Sales; Blake Lynch, Corporate & Government Sales Manager

[Fairfield Inn by Marriott- Harrisburg/Hershey](#)

Corinne Flemming, Director of Sales; Barry Kid, VP

[Holiday Inn Express/ Comfort Inn Mechanicsburg](#)

Michael Bretz, Director of Sales

[Holiday Inn Harrisburg/Hershey](#)

Donna Centofanti, Director of Sales & Marketing

[SpringHill Suites by Marriott Hershey Near the Park](#)

CyndiLou Foster, Director of Sales; Kathy King, GM

PHOTO SHEET



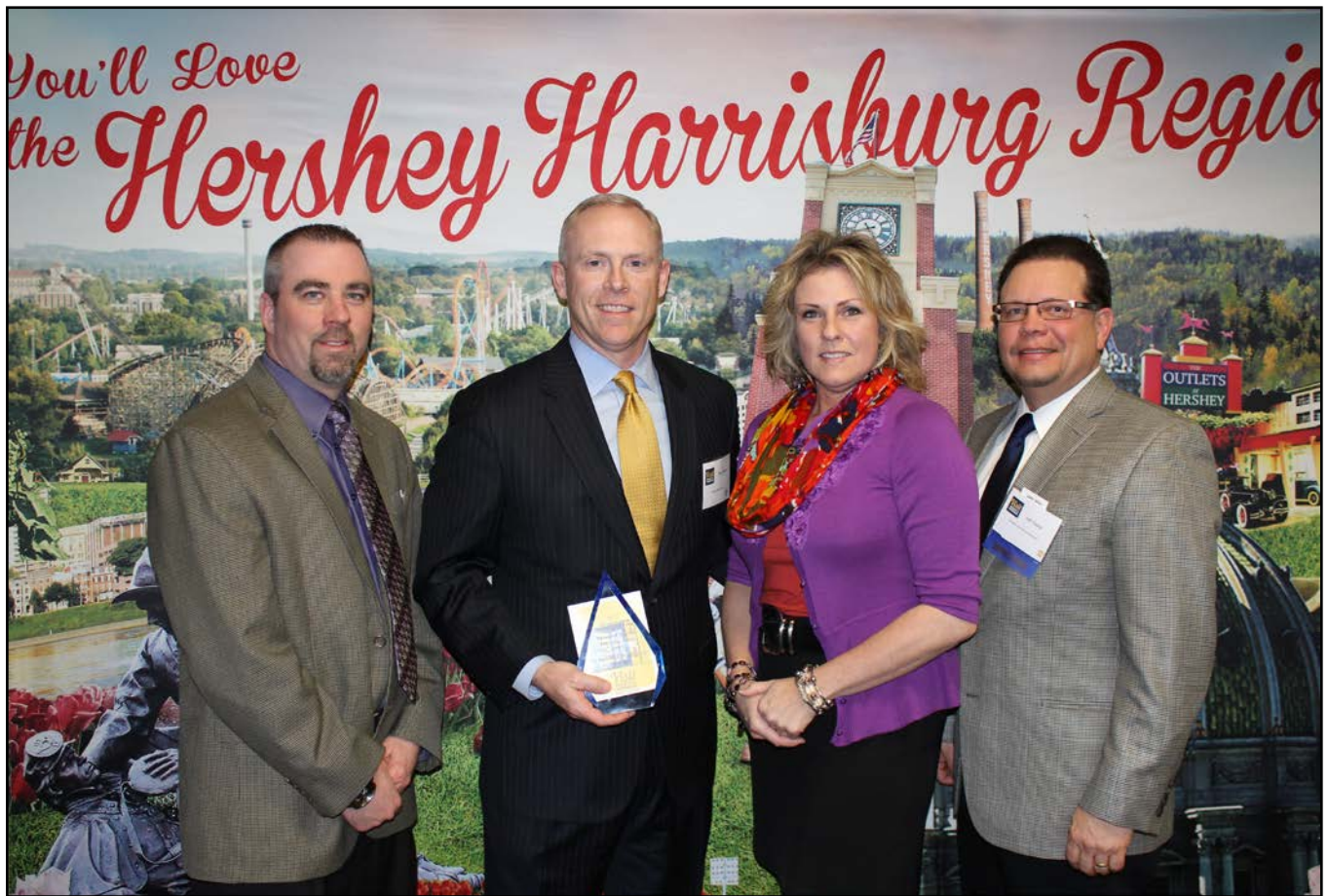
2013 HHRVB Partner In Tourism Platinum Awards.



Dauphin County Commissioner Jeff Haste presenting "Best New Event" to the National Rifle Association with HHRVB President Mary Smith.



HHRVB Director of Public Relations Rick Dunlap (right) presenting "Friend of the Bureau" award to journalist Paul Vigna in recognition of his news coverage of bureau-sports initiatives & events since 2009 including the 2013 State Games of America; 2011-2013 Keystone State Summer Games; and PA Senior Games; and his ongoing coverage of Hershey Harrisburg Wine Country partners on his Pennlive.com wine blog "The Wine Classroom."



The award for “Best New Event” was presented by Dauphin County Commissioner Chairman Jeff Haste (right) & HHRVB President Mary Smith to Kyle Weaver, National Rifle Association Director of General Operations (center) and Chris O’Hara, Show Manager (left) for the planning & execution of the successful 2014 Great American Outdoor Show at the PA Farm Show Complex & Expo Center.



Highmark Health Services Regional VP of Sales Kelly Lieblein (left) and Director of Community Affairs Jill Snyder received the “Bring It Home” award for their financial support and employee contributions as the top *Presenting Sponsor* of the 2013 State Games of America produced this past summer by the Hershey Harrisburg Regional Visitors Bureau.

About the Hershey Harrisburg Regional Visitors Bureau (HHRVB)

The Hershey Harrisburg Regional Visitors Bureau (HHRVB) is the official non-profit partnership-based Destination Marketing Organization (DMO) serving Pennsylvania’s Dauphin and Perry counties. This Destination Marketing Association International (DMAI) accredited organization is committed to actively marketing the region locally, domestically, and internationally to leisure and business travelers, event organizers, sporting event producers and group tour leaders in order to stimulate the local economy and support tourism-related jobs. For more info go to VisitHersheyHarrisburg.org, or call 877-727-8573. To access our online Media Lounge Resource Center, visit <http://media.visithersheyharrisburg.org>.