



POCONO MOUNTAINS

VISITORS BUREAU

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New Year, New Board of Directors

Tourism/Hospitality Leaders Appointed to Guide Pocono Mountains Visitors Bureau



Bill Colavito



Genevieve Reese



Barbara Green

February 20, 2020 – [The Pocono Mountains Visitors Bureau](#) (PMVB) is pleased to welcome its new [2020 Board of Directors](#), which includes many well-respected members of the tourism and hospitality industry. The Board of Directors oversees the PMVB, helping the organization fulfill its [mission and objectives](#) while guiding strategic direction. The following three individuals make up PMVB's Executive Committee.

Bill Colavito, General Manager of [Great Wolf Lodge's Pocono location](#), was elected Board Chair. He has more than 30 years of experience in the hospitality field, successfully leading Great Wolf Lodge the last 11 years and recently overseeing a full \$15 million property renovation. Colavito presents a significant background that will help shape the work of the board over the next year.

Former Board Chair Genevieve Reese, President and General Manager of [The French Manor Inn & Spa](#), was appointed Vice Chair. Reese has owned her business for 25

Pocono Mountains visitor information is available online at PoconoMountains.com or by phone at [\(570\) 421-5791](tel:5704215791). Follow [@PoconoTourismPR](https://twitter.com/PoconoTourismPR) on Twitter to stay current with up-to-date information. Established in 1934, the Pocono Mountains Visitors Bureau is a private, non-profit membership organization. The PMVB is the official destination marketing organization for the four counties of Wayne, Pike, Monroe, and Carbon in Northeastern Pennsylvania.

years and has served on the PMVB Board of Directors for 14 years. Her longtime guidance and leadership, especially on the former Executive Committee, was visionary in ensuring a strong future for the PMVB.

Barbara Green, President of [Blue Mountain Resort](#), serves as Board Treasurer. She brings more than 30 years of business management experience and has doubled Blue Mountain's revenue since joining the resort in 2007. Green will be a fantastic asset to the PMVB.

"The Pocono Mountains welcomes nearly 30-million guests annually and is the fastest-growing tourism region in Pennsylvania" said Chris Barrett, President/CEO of the Pocono Mountains Visitors Bureau. "Our Board of Directors combined brings a wealth of knowledge and experience that will continue propelling the Poconos forward as a top destination with sound leadership that the region has come to depend on."

In 2019, the previous Executive Committee created a special committee to review the overall governance structure and bylaws of the Executive Committee and Board of Directors. This 8-month process led the committee to recommend that the board be fundamentally reorganized and governed by a new set of bylaws. The new Board of Directors held its first meeting on January 31, 2020. At this meeting, new board members were appointed and the new [bylaws](#) were approved.

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About the Pocono Mountains

With 2,400 square miles encompassing Pennsylvania's Wayne, Pike, Monroe, and Carbon counties, the Pocono Mountains region is home to rolling mountain terrain, breathtakingly beautiful waterfalls, thriving woodlands and 170 miles of winding rivers. Winters offer guests the opportunity to ski, snowboard, snow tube and even snowshoe their way through snowy wonderlands encompassing more than 163 ski trails, while summers also cater to the active traveler allowing exploration of 261 miles of hiking and biking trails, more than 30 golf courses, whitewater rafting, boating, fishing and open access to nine state and two national parks.