

# 2022 Tourism Summit Speakers

January 21, 2022

Holiday Inn Express, El Dorado Hills

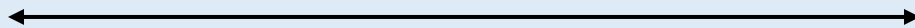
## Lynn Carpenter – Vice President of Marketing, Visit California



Lynn oversees all of Visit California's marketing to create desire for the California experience, including advertising, cooperative promotions, digital and interactive, and content strategy.

Lynn steers a marketing budget that has grown from \$6 million in 2006 to \$131 million today. Under her leadership, Visit California has marketed the state as a place of abundance and opportunity, inspiring millions of visitors each year.

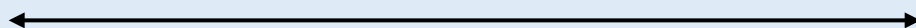
Lynn has more than 20 years of professional marketing experience and extensive knowledge of online technology promotions and brand development. She began her career in the technology industry, serving as Vice President of Marketing at Netscape Communications and AOL Time Warner. She crossed the threshold into the travel industry as Executive Director of Marketing and Sales for Mammoth Mountain Resort.



## Lena Ross — Director Of Product Development at AMERICA 4 YOU L.L.C.



Lena Ross began working for America 4 You, a Receptive Tour Operator, in 2006 and is the Director of Product Development. She previously has held positions in multiple facets of the Tourism Industry. Lena holds her Master's in Sustainable Destination Management from George Washington University (2010) and a Tour Directing Certificate from ITMI (2011). In her off time, she is incredibly involved with the Junior League of Orange County, a women's volunteer organization, and has held multiple leadership roles such as Finance Assistant, Web Manager, and Academy Manager and is current the Junior Leagues of California State Public Affairs Committee delegate for her league. She is currently serving as the Secretary on the board for IITA (International Inbound Travel Association).



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**Denise Páne** - Founder and CEO of Access Design Studio



## **Beyond Getting Sued: How Hospitality Businesses Can Increase Profits & Guest Loyalty with ADA Compliant, Accessible Websites.**

Denise Páne is the Founder and CEO of Access Design Studio, the leading expert in ADA compliant, accessible websites for the hospitality industry. A lifelong advocate of people with disabilities (starting with her own Special Olympian brother), Denise boasts over 20 years of hospitality-business design expertise, with a special focus on making websites compelling and inviting for people of all abilities. Denise is an Accredited Accessibility Expert and a member of the International Association of Accessibility Professionals and the World Wide Web Consortium.



**Jody Franklin** — El Dorado County Visitors Authority Executive Director



## **Visit El Dorado – What Have You Done For Me Lately?**

Jody has served as the Executive Director of Tourism for the El Dorado County Visitors Authority for 14 years. She is responsible for development and implementation of all marketing initiatives, including advertising, social media, website, Farm Trails & Visitors Guide and collaboration programs for the El Dorado County Visitors Authority. She manages the El Dorado Stay & Play Shuttle Program, public relations and community outreach. She has assumed leadership role on the rural marketing committee of Visit California and the Gold Country Visitors Association. She loves to travel and spending time in the great outdoors, blazing new trails on land and discovering the open waters by kayak.

