

For Immediate Release
Monday, February 12, 2007

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Governor Doyle Names Kelli Trumble as Secretary of Tourism

Governor Jim Doyle today announced that he is appointing Kelli Trumble as Secretary of Tourism effective Monday, February 19, 2007. Trumble, of Wisconsin Dells, replaces Jim Holperin, who stepped down last month.

“I am pleased to appoint Kelli Trumble as Secretary of Tourism,” Governor Doyle said. “Kelli brings a rare combination of experience to the position having worked in tourism and as a business owner. Kelli has tremendous knowledge about the many great travel and tourism opportunities Wisconsin holds and understands how vital this industry is to Wisconsin’s economy.”

Tourism is Wisconsin’s third largest industry. The state’s tourism industry is the strongest it has been in several years with traveler spending in Wisconsin increasing in each of the past four years.

“I am thrilled and honored with this opportunity to serve Governor Doyle and work with him to move Wisconsin forward,” Kelli Trumble said. “I’m excited to lead with a big vision. I love everything that Wisconsin stands for – not only in the Midwest, but also nationally.”

Kelli Trumble brings 20 years of travel industry and tourism experience to the Department of Tourism. Trumble served as the Executive Director of the Wisconsin Dells Visitor and Convention Bureau for 10 years, overseeing long-range strategic planning, marketing, product and event development, and literature production. In 1991, she was appointed to the Governor’s Council on Tourism, where she served for nine years. Trumble has served on the board of the Wisconsin Tourism Federation, the Wisconsin Association of Convention and Visitors Bureaus, and the Wisconsin Festivals and Events Association. She also served as a delegate at the first-ever President’s White House Conference on Tourism in 1995.

In 1996, Trumble opened her own firm specializing in marketing, communications, and customer relations programs for the tourism industry. In 2003, she opened Sundara Inn and Spa, which was named the Number Three Favorite Spa Escape in America by ABC’s “Good Morning America.”