

MEDIA RELEASE

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LESNIAK TO CHAIR 2004-05 MCCVB BOARD OF DIRECTORS

Janet Lesniak, general manager of the Big Sur River Inn, will chair the Monterey County Convention & Visitors Bureau (MCCVB) Board of Directors for fiscal year 2004-05.

Lesniak has been an MCCVB board member since the organization was formed in 2000. Her hospitality experience includes 15 years at the Big Sur River Inn, which her family has owned for the past 16 years.

Despite reductions in the county's funding of the bureau, Lesniak sees great opportunity in the year ahead.

"In times of challenge, people get creative," she said. "This is an opportunity to use that creativity and energy to market the incredible diversity of Monterey County. We need to make sure all of the county is represented, and capitalize on all of our the assets."

MCCVB President and CEO John McMahon says Lesniak brings a fresh perspective and new style of leadership, as well as a strong countywide focus.

"Janet has very specific goals for the year, and she understands the importance of encouraging area cities and county businesses to unify and work together to increase tourism dollars," he said.

"Monterey County offers something for everyone, from families to couples to groups," said Lesniak, who takes her position from outgoing board chair Bob Devoe, of the Portola Plaza Hotel, on July 1. "With almost every setting you can imagine, and our great variety of attractions and lodging, we are an easy sell."

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Please note: A jpeg image of Janet Lesniak is included in this email message, or by contacting the Monterey County Convention & Visitors Bureau Communications Department at 831-657-6400.