



VANCOUVER COAST & MOUNTAINS

All things are possible!

Vancouver, Coast & Mountains Tourism Region

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CONTACT	RESPONSIBILITIES
<p>Kevan Ridgway President & CEO 604-638-3306 kevan@vcmbc.com</p>	<p>Kevan is the backbone and strength of Vancouver, Coast & Mountains...the company's fearless leader who seems to be everywhere at once! As the President and CEO of Vancouver, Coast & Mountains, Kevan continues to develop relationships with communities, Tourism BC and businesses, assisting them on an individual basis to enhance their marketing activities and draw more visitors to our region. He works closely with VCM's Board of Directors to ensure that the needs of the industry are reflected in the operations of VCM.</p>
<p>Jennifer Rhyne Director, Communications 604-637-9046 jennifer@vcmbc.com</p>	<p>Jennifer is the head of the team who put VCM's marketing and media strategies into action. She is responsible for the creation and implementation of VCM's marketing plan and annual travel guide, in addition to delegating projects and managing the team who take projects to completion. She also works with Laura to network and build the media relations database, attending media shows and events.</p>
<p>Jason Knibbs Sales Manager, Tour & Travel 604-484-5363 jason@vcmbc.com</p>	<p>Jason is responsible for developing relationships with tour operators, motor coach companies, travel agents, and assorted tourism industry organizations. He assists them in the development of travel itineraries to different areas of the Vancouver, Coast and Mountains region. He also acts as the link between travel trade and marketing and tourism partners. In addition, he attends industry trade shows, sales missions, and performs sales presentations to the travel trade community on behalf of VCM's partners.</p>
<p>Jane Stark (maiden name Kirkpatrick) Community Marketing Specialist 604-484-5364 jane@vcmbc.com</p>	<p>Jane is a new member of the VCM team, joining VCM in January 2008. An established marketing guru, her services are available to communities to contract for advice and to help communities who have completed the Tourism BC Community Tourism Foundations Program implement their marketing plans.</p>
<p>Rebecca Vossepoel Manager, Marketing Programs 604-484-5362 rebecca@vcmbc.com</p>	<p>Rebecca works with Liesbeth to manage and implement all of VCM's marketing programs that involve print advertising. Her time is also spent coordinating VCM publications such as the Great Getaways Guide, and the Outdoor Experiences Guide, and assisting with the VCM Travel Guide.</p>

<p>Liesbeth Dijkhuizen Manager, Research & Programs 604-638-6931 liesbeth@vcnbc.com</p>	<p>Liesbeth is also new to the VCM team as of February 2008. She works with Rebecca on managing and implementing all of VCM's print programs and is responsible for the marketing plan research. Liesbeth is also one of VCM's Rivermania liaisons and our staff person responsible for acquiring sponsorships for events when necessary.</p>
<p>Kelly Miller Coordinator, Partner Services 604-484-5366 kellym@vcmbc.com</p>	<p>Kelly is the first contact with potential VCM partners and provides them with knowledge of what VCM has to offer. She is also a specialist in eMarketing and the development of new online marketing initiatives, providing partners with an additional distribution outlet for their product. Kelly manages content on www.vcmbc.com.</p>
<p>Laura Woodbridge Manager, Media Relations 604-484-5361 laura@vcmbc.com</p>	<p>Laura is our media relations expert. Responding to media requests and sending out story ideas to journalists are some of the many things that keeps her busy. Laura also meets directly with the media at different events, attends media shows, and organizes press trips. She is on the BC Chapter board of TMAC (Travel Media Association of Canada).</p>
<p>Frances Ratcliffe Media Relations Assistant 604-638-6928 frances@vcmbc.com</p>	<p>Frances is another new addition to Vancouver, Coast and Mountains since January 2008. She is VCM's media relations assistant and works on researching journalist requests and collecting and compiling VCM's tracked articles into VCM's database.</p>
<p>Doleen Dean Coordinator, Visitor Services 604-638-6932 doleen@vcmbc.com</p>	<p>Doleen is our office administrator. She follows up on visitor inquiries and is responsible for shipping and receiving. Doleen also coordinates the ordering and shipping of materials for consumer shows. We like to call Doleen our Office Mom, as she keeps us organized and everything in order!</p>
<p>Joanna Zhang Accounting 604-638-6929 joanna@vcmbc.com</p>	<p>Joanna is Vancouver, Coast and Mountain's trusty accountant. From keeping track of financials, to reporting to Tourism BC, Joanna makes sure VCM is running smoothly. If you have any questions regarding accounting, Joanna is always happy to assist.</p>
<p>On maternity leave:</p>	
<p>Mary Ann Bell Director, Visual Media 604-638-6927 maryann@vcmbc.com</p>	
<p>Shawna Leung Director, Community Relations 604-484-5360 shawna@vcmbc.com</p>	