

Linnea A. Iantria

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Fields of Interest

Tourism as Economic Development, Tourism Marketing, Tourism Policy Development, Sustainable Destination Management

Education

December, 2006 Master of Tourism Administration

The George Washington University School of Business – Washington, D.C.
Concentration: Sustainable Destination Management

August, 2004 Bachelor of Arts with Distinction

Purdue University – West Lafayette, Indiana
Majors: Creative Writing, Tourism Management

Teaching Experience

Purdue University – West Lafayette, Indiana

Lecturer, Department of Hospitality and Tourism Management – August 2007 to May, 2008

- Global Tourism Geography
- Hospitality and Tourism Sales and Service
- Introduction to Tourism

Moraine Valley Community College – Palos Hills, Illinois

Adjunct Faculty, Travel Business Management Department – March, 2007 to May, 2008

- Travel Management
- Travel Group Development

Work Experience

Columbian Park Zoo - Lafayette, Indiana

Executive Director, Friends of Columbian Park Zoo - October, 2001 to September, 2007

- Responsible for communication, operations and marketing for Zoo support organization including fund raising, development and special events.
- Responsible for coordination of first stage of portions of capital campaign for new Zoo (\$1M). Also involved in total \$8M Capital Campaign project including solicitation of major gifts.
- Developed and coordinated Juried Art Show, 5K Run/Walk and Black Tie Gala fund raising events.
- Experienced in development and fund raising

Cumberland County Department of Tourism - Bridgeton, New Jersey

Tourist Offices Supervisor - May, 2001 to August, 2001

- Opened, staffed, stocked and supervised two Visitor Centers.
- Identified visitor needs and evaluated tourism potential of Cumberland County's resources.

Arbuckle Mountain Area Tourism Association - Davis, Oklahoma

Organizational Executive Director - July, 2000 to January, 2001

- State Sanctioned Tourism Marketing Group
- Designed State Travel publication pages, solicited membership, and designed promotional materials.
- Represented organization at state and local tourism conferences and events.
- Seminar speaker on developing group, heritage and special interest travel at meetings, seminars, conferences

Arbuckle Wilderness Exotic Animal Park - Davis, Oklahoma
Director, Sales and Marketing - March, 2000 to January, 2001

- Handled group arrangements, special events, promotions and advertising.
- Developed group tour programs, seasonal events and marketing initiatives.

Athena Travel Services, Inc.- Michigan City, Indiana
Owner and General Manager - 1978 to 1999

- Full Service Travel Agency, 10 employees. International specialists with own group tour and cruise programs.
- Developed, designed and marketed escorted motorcoach tour series resulting in successful program for six years with 4-6 departures per year. Produced brochures and developed targeted mail list. Programs were 90% International, primarily Western Europe.
- Developed cruise seminar program for Athena Travel Service corporate client.
- Developed Big Band Cruise program in-house. Responsible for promotion, brochure design and marketing.
- Worked with local and national agencies to evaluate travel and tourism products in specific areas and present tourism solutions for profitable development.
- Inbound tour operator for complete, escorted programs for groups from Europe and South America including guides, itinerary, hotels and transportation. Worked with agencies in those countries to implement programs.

Eventions - Michigan City, Indiana
Owner and Event Project Manager - 1990 to 1999

- Event Management Firm that arranged fund raising events for non-profit and political organizations as well as many corporate events and conventions.
- Direct responsibility for all facets of varying events ranging from 50 to 1,000 persons in size and utilizing venues from the Art Institute of Chicago to the Burrell Collection Museum in Glasgow to the Shangri La Hotel in Bangkok. Involved menu, entertainment, program and decoration planning and implementation within stipulated budget constraints.
- Directly responsible for 100+ meetings and 14 Conventions for ranging in size from 10 to 500 in world wide venues, including 20+ Caribbean and Mexican Resort properties. Met all budget requirements.

The Odyssey Gallery – New Buffalo, Michigan
Owner - 1994 to 1996

- Two thousand square foot art gallery on main street of Chicago area weekend resort community.
- Displayed primarily African Art including original oils, watercolors and beaded jewelry purchased directly in Kenya, Senegal, South Africa and Zaire.
- Developed and Managed more than fifteen juried art shows.

Miscellaneous

- Proficient in Microsoft Word, Publisher, Excel, PowerPoint, and Outlook.
- Proficient in Quickbooks Accounting System.
- Familiar with GiftMaker Pro and Microsoft Front Page
- Familiar with Blackboard and WebCT as class instructor and designer
- Produced opera recitals, one-act operas and two full length operas including responsibilities for promotion, staging, singers, invitations, food/beverage and private reception. Attendance averaged 400 persons.
- Convention Chair of MAST trade organization annual conference for seven years. Fully responsible for all facets of educational and entertainment programs, site selection and operating budget.
- Vice President, Secretary and Member of the Board of Directors of MAST, a 390 member mid-west travel agency consortium. Annual Conference Chair for seven years.
- Member Board of Directors of Midwest Chapter of ASTA, a worldwide travel agency trade organization. Three time World Congress Reception Chair. Member 1998 World Congress Committee (7,000+ attendees)
- One of Six Travel Agency Owners chosen nationwide for Travel Weekly's 1996 Travel Agent's Issue.
- Recipient of the First Prize Kneale Essay Award, Purdue University Literary Competition, 2004
- Recipient of ASTA's Healy Scholarship, 2002
- Former member of the following volunteer boards: Lyric Opera of Chicago, La Porte County Abused Women's Shelter, La Porte County Youth Service Bureau, Taste of The Nation Feed the Hungry Event and Dunes Country Economic Development Commission.
- Member of 2006 Maryland Horse Industry (Racing, Breeding and Raising) Case Study Team