



## PRESS RELEASE

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### **MANISTEE COUNTY VISITORS BUREAU HIRES MARKETING COMMUNICATIONS PROFESSIONAL AND MANISTEE RESIDENT SAMMIE LUKASKIEWICZ AS EXECUTIVE DIRECTOR**

#### *Lukaskiewicz Brings Extensive Experience Promoting Tourism Destinations Crystal Mountain and NASCAR Speedways*

MANISTEE, Mich. – June 14, 2022 – The [Manistee County Visitors Bureau \(MCVB\)](#) today announced that Manistee resident and long-time marketing communications professional Sammie Lukaskiewicz will be its executive director. She will start July 5.

“Manistee is a special, year-round destination that goes beyond simply being a beautiful place to visit on the weekends and holidays,” she said. “Our region is rich in culture and history, and it has tremendous natural resources that welcome people from all over the world for fishing, golfing, boating, hiking, biking and magnificent views of the lakes and freighters. I’m thrilled to be part of this community that I chose to live in a number of years ago because it is the very best of what Pure Michigan has to offer.”

Lukaskiewicz has worked for Crystal Mountain in Thompsonville, Mich., as vice president of marketing and communications since December 2019, where she led strategic communications. Prior to that, she worked for the State of Michigan promoting talent and career opportunities as part of the Michigan Department of Talent and Economic Development under Gov. Rick Snyder and then the Department of Labor and Economic Opportunity under Gov. Gretchen Whitmer.

Lukaskiewicz is probably best known for her 16 years with NASCAR, where she was responsible for integrated communications, promotions, advertising and marketing to attract guests from across the globe to world-class venues Kansas Speedway in Kansas City, Kan., and later Michigan International Speedway in Brooklyn, Mich., where she was the vice president of marketing and communications. In her time at MIS, she was part of the team that hosted its then-two NASCAR races, an IndyCar race, Faster Horses country music festival, a wine and beer festival and the Michigan High School Athletic Association’s cross-country championships, to name a few.

“We are thrilled to welcome Sammie to lead our organization and continue the groundwork laid promoting Manistee County as a top visitor destination in Michigan,” said Tim Riley, board chair of the Manistee County Visitors Bureau. “She not only brings relevant experience promoting popular destinations like Crystal Mountain, but she also knows firsthand as a Manistee resident what uniquely sets Manistee County apart as a visitor experience. We look forward to working with her.”

Following the departure of the MCVB’s previous executive director, the MCVB Board of Directors took a step back to perform an internal organization review, engaging with a consulting firm to help develop a strategic roadmap for the organization. The MCVB then conducted a nationwide search with assistance from a firm specializing in executive placements in the travel, tourism and hospitality sectors, receiving applicants from across the country.

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“We couldn't be happier to have found Sammie who is already local and knows and understands everything Manistee County has to offer,” said Riley. “This is truly a new chapter for the Manistee County Visitors Bureau, and Sammie is the perfect candidate to lead us.”

A former newspaper reporter, Lukaskiewicz has a bachelor's degree in journalism from the University of Texas at El Paso in El Paso, Texas, and a master's degree in management and leadership from Webster University in St. Louis. She has lived in Manistee, Mich., full-time since 2019 and part-time since 2015. She serves as a board director for the Michigan Legacy Art Park in Thompsonville, Mich., treasurer for the Great Lakes Winter Trails Council and member of National Ski Patrol. In her spare time, Lukaskiewicz likes to ski, golf and run, including along the Manistee Riverwalk through downtown.

***About the Manistee County Visitors Bureau***

*Incorporated in 1997, the [Manistee County Visitors Bureau](#) (also known as Visit Manistee County) is the official destination marketing organization promoting Manistee County to grow the local travel economy. The visitors bureau is a member of the West Michigan Tourist Association, Michigan Association of Convention & Visitors Bureaus, Michigan Restaurant & Lodging Association, Tourism Industry Coalition of Michigan and the Manistee Area Chamber of Commerce. Learn more at [VisitManisteeCounty.com](#), [facebook.com/ManisteePureMichigan](#), [instagram.com/manisteepuremichigan](#) and [twitter.com/manisteePureMI](#).*

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