

**Debbie McCune, Director of Sales**

Brief Position Description: Responsible for all phases of promoting and selling Salem as a convention and event destination to organizations on a local, regional, and national level with an emphasis on generating overnight lodging.

**BIO – Debbie McCune**

Debbie McCune, Travel Salem's Director of Sales since 1998. With over 20 years in the hospitality industry, Debbie's well-rounded knowledge of all aspects of the visitor and meeting planner industries make her an affective sales representative for Salem meeting and event business.

An Oregon resident for over 40 years and a Salem area resident for 20 years, Debbie's love of the state and community are a definite asset when selling Salem. Her strong sales and customer services skills come from her previous employment in retail and outside advertising sales for 7 years. Debbie has always excelled in her previous positions quickly rising to management levels. Prior to working for Travel Salem Debbie was the Director of Sales and Marketing for the Red Lion Hotel and Convention Center (previously the Quality Inn) for 5 years. Debbie was an affective sales person always reaching or exceeding sales quotas for the hotel. While holding this position Debbie was awarded the Individual of the Year Award from Travel Salem in 1994 for her involvement with Travel Salem's Sales Team and other industry programs.

Debbie was hired by Travel Salem in 1998 as Director of Services, a position she held for six years. In May 2004 Debbie became Travel Salem Director of Sales. Her strong relationships in the industry, such as chairing the marketing committee for the Oregon Tour and Travel Tack Force (OTTTF) and chairing the Willamette Valley Visitors Association (WVVA) have proven Debbie's strong leadership abilities. Debbie's leadership with Team Salem, which consists of General Managers, Director of Sales and Sales Managers from Salem's lodging, meeting properties and attractions, is key to the success to the convention and event sales program.

Debbie is a member of many industry trade associations that help her build solid relationships needed to sell to meeting planners such as: Meeting Professionals International, Oregon Society of Association Managers, Society of Government Meeting Professionals, and the Religious Conference Management Association. She is also well established with her peers at other destination marketing organizations statewide. In addition she has served as the chair for the Salem-Keizer 24J Culinary/Hospitality, Tourism and Recreation Advisory Committee and is called on regularly by the educators in the community to speak to their classes about the industry. She is also called on for her expertise to speak to the Chamber of Commerce's Leadership Youth classes and other civic groups.