

Sue Nichols, Community Development Director

Brief Position Description: Responsible for marketing, sales and retention services for all business development initiatives that include membership, sponsorship, marketing services, special events, etc.

BIO – Sue Nichols

Sue Nichols joined Travel Salem in February 2008 as the Association's Community Development Director. Sue was previously the Executive Director of the Stayton-Sublimity Chamber of Commerce for 14 years. While with the Chamber Sue increased membership by 100 percent. She successfully coordinated the Chambers events, promotions and publicity which required the recruitment of sponsors and funding partners. As the leader of a small Chamber Sue was a "jack of all trades." Her range of experience and skills include organization administration, financial oversight, program reporting, and the recruitment and training of staff and volunteers.

Travel Salem worked with Sue for her entire tenure at the Chamber on regional tourism issues and promotions that affected the north Santiam area. She was an instrumental member of the Visitor Industry Strategic Action committee (VISA) in the early 90s and has always been extremely supportive of tourism and the role it plays in driving economic diversity and prosperity. Her strong relationships throughout Marion and Polk counties is invaluable and assists with Travel Salem's regional scope.

Sue has been an independent business woman owning her own clothing boutique in the mid-eighties. She then went on to work for Nordstrom for many years where she was responsible for annual sales of \$4 million and the coordination of all sales promotions. Sue's customer service, leadership, regional ties and sales skills make her the perfect fit as Travel Salem's Community Development Director.