

**ADVERTISING
ADVISORY COMMITTEE
2011-12 MEMBERS/REVISED 11/3/11**

Gary Brown, Chair (10 years)
Sun Viking Lodge
2411 S. Atlantic Ave.
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Larry Fornari, Vice Chair (10 years)
Fornari Consulting, Inc.
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Chad Brunton (1st year 6/11)
Courtyard & Residence Inn by Marriott
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Tim Corder (1st year 6/11)
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Lisa Mischle (1st year 8/11)
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Blaine Lansberry (10 years)
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Tony Welch (10 years)
Tony Welch Marketing
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Michael Kardos (1st year 10/11)
Daytona Beach Resort & Conference Center
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Susan Keaveney (1 year)
The Shores Resort & Spa
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Sean Belgrade (1 year)
Daytona International Speedway
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MISSION:

The Advertising Advisory Committee shall serve in an advisory capacity to the HAAA/CVB to develop and implement a cohesive and cooperative consumer media and promotions plan that benefits the greater Daytona Beach area as a whole.

PRIMARY FOCUS:

Consumer advertising, creative campaign, and direct mail program.