



We Make Things Happen!

DEBBY SPENCER

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EMPLOYMENT HISTORY

2005 - Present Tourism/Economic Development Specialist/President WMTH Corporation
Specializing in tourism research, creative marketing and grant writing

- Project Director for 7-county comprehensive plan for SWVirginia Spearhead Trails Initiative.
- Project Director for developing the Knott County Adventure Tourism Park System which includes establishing ATV, Horseback Riding, and Elk/Wildlife Viewing trails county wide.
- Project Director 8-county ARC Trail Development in both Tennessee and West Virginia.
- Project Director for developing a Corridor Management Plan for SC 46 in Bluffton SC.
- Tourism Development Specialist for a 240 acre recreational park in McLean County, KY.

2000-2004 - Adjunct professor at Western Kentucky University in Commercial Tourism/Recreation.

1996-2005 - Vice President for a 45 county economic development firm covering western KY.

- Multi-county projects such as developing the John Hunt Morgan Civil War trail involving 13 communities, the Louisville-Nashville Initiative involving 16 counties, and the Hwy 68-80 Heritage Corridor involving over 60 communities.
- Wrote and received over \$2 million in grants in the past few years.
- Created partnerships with communities, counties, state and federal agencies.
- Partnered with Western Kentucky University, Murray State University and the University of Kentucky on numerous projects to provide assistance for entrepreneurs, small businesses, and community initiatives.
- Heavily involved in research, marketing and promotions on initiatives statewide.
- Active in the Statewide Agritourism Initiative providing assistance in grant writing, marketing, research and communication between the 450 members, Agritourism Advisory Council and State.
- Research Liaison between consultants and communities in two 12-month Multi-County Tourism Studies, one involving 19 Kentucky counties and the other 23 counties in both Kentucky and Tennessee.

1992 - 1996 - Tourism Director for the Edmonson County Kentucky Tourist Commission.

EDUCATION

- Master of Education in Tourism Research/Marketing University of Arkansas, Fayetteville, 1990.
- Bachelor of Science – Double Major Southwest Missouri State University, Springfield, 1982,
Construction degree w/emphasis in Architectural Drafting & degree in Interior Design.



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JUDY ROSS

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EMPLOYMENT HISTORY

2005 - Present Project Development Director, WMTH Corporation

- Works with Tourism/Economic Development Specialist to develop maps, websites, and print media to benefit and market the client.
- Directs, establishes, maintains and plans overall policies and goals for projects/ initiatives developed by WMTH.
- Coordinates events and projects as identified by the team members of the Corporation.
- Works to implement development initiatives in tourism and business planning utilizing research, knowledge, media and any other resources appropriate for success of the client.
- Works with team members in facilitating client's needs to achieve goals as predetermined.
- Creates, maintains and develops the overall production of print media, website development and other types of communication information utilized by the Corporation.
- Facilitates the overall technical content and other related issues responsible for tracking of statistical information and provides such information in a usable format for client use.
- Plans and prepares for dissemination of information utilizing both web and print media.
- Writes, edits, proofreads and copy edits a variety of documents utilized by the Corporation.

2000-2005 Graphic Designer/Web Development for a 45 county economic development firm covering western KY.

- Worked with state agencies, national organizations and local representatives in research, design, layout and production of events, print media, press releases and websites.
- Designed and maintained two websites for WKC that totaled over 3,000 pages and received over 500,000 hits per month.
- Produced four Kentucky State Tourism Traverse Award winning brochures and two Kentucky State Tourism Traverse Awards for website development.
- Coordinated three statewide photo contests for Agriculture, Agritourism and Nature/Wildlife. These contests were done in conjunction with the Kentucky Department of Agriculture, Kentucky Farm Bureau, Kentucky Department of Fish and Wildlife, National Forest Service, National Park Service and Corp of Engineers.
- Developed new websites for counties not represented on the internet and worked with communities in development of county publications on quality of life issues.

EDUCATION

B.F.A. Graphic Design, graduated Magna Cum Laude
- Western Kentucky University, Bowling Green, Kentucky 1998

www.wmthcorp.com or www.trailsrus.com