



**FOR IMMEDIATE RELEASE**

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## **Louisiana Travel Association Announces New Officers and Directors**

**Monroe, La.** (Feb. 20, 2025) – The Louisiana Travel Association (LTA) installed a group of tourism industry leaders as new officers for its executive committee and board of directors after the completion of the association’s Annual Meeting in Monroe, LA.

“LTA has served as one of the greatest advocates for Louisiana’s tourism industry for over 60 years,” said LTA president and CEO Chris Landry. “We are proud to introduce the leaders from around the state that our members have selected to aid in continuing our mission to advocate, educate, and promote to maintain an industry that generates employment opportunities and produces revenue.”

**2025 LTA Officers:**

- Chair: Donna O’Daniels, Visit The Northshore
- Vice-Chair: Nelson Gumm, AJR Media Group
- Treasurer: Carla Tate, Tangi Tourism
- Secretary: Adrienne Breaux, The Royal Sonesta
- Immediate Past Chair: Ralph Ney, Baton Rouge Marriott

**2025 LTA New Directors:**

- Joan Botts, Paragon Casino & Resort
- David Johnson, WATERMARK Baton Rouge
- Jill Silva, NOLA.com
- David Johnson, WATERMARK Baton Rouge
- Beth Smiley, American Rose Center
- Sally Stiel, LSU Alumni Association

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2025 Returning Directors:

- Jay Artigues, Southeastern Louisiana University Athletics
- Scott Ballard, Ballard Brands
- Ben Berthelot, Lafayette Travel
- Leslie Brewer, Destrehan Plantation & Houmas House
- Stacy Brown, Visit Shreveport-Bossier
- Ralph Calhoun, Biedenharn Museum & Gardens
- Alana Cooper, Discover Monroe-West Monroe
- Sondra Corbitt, Explore Houma
- Georgia Craven, Sabine Parish Tourist & Recreation Commission
- Aaron Dirks, Joieful
- Jay Ducote, JDD Consulting LLC
- Kyle Edmiston, Visit Lake Charles
- Cody Gray, Louisiana's Cajun Bayou
- John Grubb, Baton Rouge Area Chamber
- Greg Hennagin, Golden Nugget Lake Charles
- Stephen Hightower, University Club Baton Rouge
- Jill Kidder, Visit Baton Rouge
- Walt Leger, New Orleans & Company
- Morgan Moss, The Myrtles Plantation & Blue House Hospitality
- Vimal "Ricky" Patel, Divi Hospitality
- Violet Peters, Visit Jefferson Parish
- Kristen Preau, Jambalaya Girl
- Jady Regard, Cane River Pecan Company
- Jay Sharplin, SharpCo Hotels
- Justin Vincent, Tiger Athletic Foundation
- Vito Zuppardo, Miles Partnership
- Rebecca Blankenbaker, Cane River National Heritage Area, *Ex-Officio*
- Doug Bourgeois, Louisiana Office of Tourism, *Ex-Officio*

The executive board also includes representatives from each organization who join LTA as a Chairman's Circle member: Discover Monroe-West Monroe, Explore Houma, Lafayette Travel, New Orleans & Co., Tangi Tourism, Visit Baton Rouge, Visit Jefferson Parish, Visit Lake Charles, Visit Shreveport-Bossier, and Visit The Northshore.



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### **About the Louisiana Travel Association**

LTA is a trade association leading and strengthening Louisiana's vibrant tourism industry through advocacy, education, and promotion on behalf of our members. Tourism generated \$1.9 billion for Louisiana in 2023 and is the 4<sup>th</sup> highest employer in the state. For more information, visit [LouisianaTravelAssociation.org](https://LouisianaTravelAssociation.org).

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