

## Prospective Board Member Questionnaire

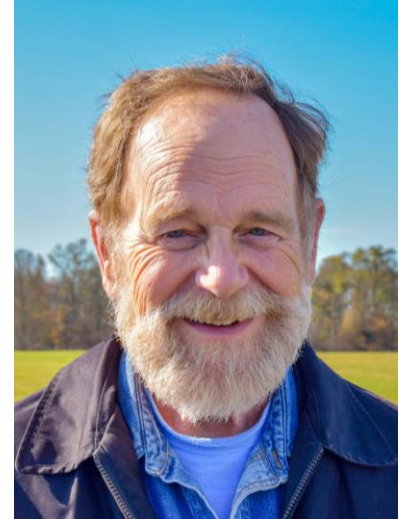
**Name:** John A. Latschar

**Business/Organization:** National Riding Stables Horse Rescue

**Title:** Owner

**Current/Previous Community and Destination Gettysburg Involvement:**

Destination Gettysburg member since 2015. Associated with and worked with Gettysburg Travel Council, Gettysburg Visitor and Convention Bureau, and Destination Gettysburg during my tenure as Superintendent of Gettysburg National Military Park from 1994 through 2009.



**Why are you interested in serving on the Board of Directors for Destination Gettysburg?**

I've always been impressed by the importance of Destination Gettysburg as a major player in the future of the greater Gettysburg/Adams County area. I hope I can contribute something to help Destination Gettysburg continue in that role.

**What specific skill set do you possess that would be an asset to Destination Gettysburg?**

I understand the tourist market/economy from both the macro and micro point of view, from my past experience as Superintendent of Gettysburg National Military Park, and my current experience as a small (very small) business owner dependent upon the tourist economy.

**What do you see – from the outside looking in - as the primary duties and responsibilities of a board member?**

Ensure continued relevancy and importance of Destination Gettysburg in helping shape and move the greater Gettysburg/Adams County area into the future. Provide thoughts and insights for the relative efficiency of current programs, and the potential benefit of new or additional programs.

**Is there something more you feel Destination Gettysburg could/should be doing for our partners and the business community? If so, what?**

At this point, I am not informed enough about what Destination Gettysburg is currently doing to have any potential recommendations.

**What do you think is the biggest challenge facing the tourism industry?**

The fascination of the American public with the Civil War era – sparked in the 1990s by Ken Burns' *Civil War* and the movie *Gettysburg* – seems to be waning, which may have considerable impact upon visitation to Gettysburg and Adams County. Destination Gettysburg needs to continue the work it has started to identify and publicize the diverse

attractions of the Gettysburg/Adams County area.