



Prospective Board Member Questionnaire

Name: Mary Lynn Martin

Business/Organization: Hickory Bridge Farm Restaurant, Bed & Breakfast

Title: Owner & Operator

Current/Previous Community and Destination Gettysburg Involvement:

Destination Gettysburg-board member-10 years
Gettysburg Hospital –board member-4 years



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

Since 1978 Destination Gettysburg has been a very important part of our business. This organization is very important for the visitors and the businesses of this community.

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

I grew up in the hospitality industry at the Fairfield Inn beginning in 1970. My parents sold the Inn and purchased Hickory Bridge Farm in 1977. I purchased Hickory Bridge in 1991. Over the years, I have developed a passion for hospitality and the love to operate a successful business.

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

A Board member is to represent the staff and the members of Destination Gettysburg. It is important that we all work together to provide a wonderful place for visitors to come back to time after time.

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

We need to encourage internal communication between members. Making recommendations from one business to another is very important. Everyone needs to work together to help the guest plan their visit with ease and hospitality.

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

What are the visitor's expectations and needs? How do we entertain our guests so they gain an "experience"? We need to include the importance of learning and respecting the history, stay for fun and relax!