



Prospective Board Member Questionnaire

Name: Matthew Sheads

Business/Organization: Hockley & O'Donnell Insurance Agency, LLC

Title: Commercial Sales Manager



Current/Previous Community and Destination Gettysburg Involvement:

I am an active board member of the Land Conservancy of Adams County as well as the Pennsylvania Interfaith Community Programs / Turning Point Interfaith Mission. Previously, I served on the board of the Gettysburg Adams Chamber of Commerce, the Builder's Association of Adams County, Gettysburg Area Dollars for Scholars, and Gettysburg Little League. Over the years, I have coached youth baseball and basketball. For the last twenty years, I have worked with Destination Gettysburg as their insurance broker and have attended various events.

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

Living in Adams County for my entire life, I have a great appreciation of what our community offers to the locals as well as tourists. Destination Gettysburg has been extremely influential in attracting tourists to our county. Destination Gettysburg does a great job of promoting local businesses as well. I would like to contribute my time and efforts because I admire what Destination Gettysburg is doing for tourism in Adams County.

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

My career as an insurance broker allows me to speak with various businesses in Adams County. That gives me the opportunity to stay connected with what is going on within the community. I would be able to give Destination Gettysburg's staff and the board insight on what I am hearing from businesses. I would be able to speak with the businesses about what Destination Gettysburg is doing as well.

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

A board member should always put the good of the organization first. There should never be a hidden agenda of a board member. Another primary duty would be to help guide the staff on decisions that would impact the organization. In order to be a responsible board member, attending all meetings is important. One cannot be an effective board member if you are not there to contribute your thoughts.

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

Destination Gettysburg has always been proactive in helping their members. While there isn't anything that would come to mind at this time, I would make sure to voice my thoughts, if I was elected to the board.

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

If I had to pick one challenge, it would be competition. Anytime that you open an application on your phone or log onto the internet, there are advertisements enticing you to travel somewhere. If you are not active with promotion, someone else will attract the tourists to visit their place. Destination Gettysburg has been ahead of the game with their efforts in promoting Adams County. The website has an abundance of information and the staff as well as volunteers work extremely hard to attract tourists to our community.