



Prospective Board Member Questionnaire

Name: Rick Beamer

Business/Organization: Gettystown Inn at the Dobbin House

Title: General Manager



Current/Previous Community and Destination Gettysburg Involvement:

I have previously served on Destination Gettysburg Board holding the position of Chairman, Vice Chairman and Treasurer several times. I have served on the Marketing Committee, HR Committee, and many Ad Hoc committees over the years.

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

I and our 100+ employees depend on a robust Gettysburg/Adams County tourism industry. Destination Gettysburg plays a vital role in keeping Gettysburg on the radar of travelers. The Board of Directors plays a huge role in guiding and overseeing the organization. I feel I will be a great asset in this responsibility.

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

I have been involved in the Gettysburg/Adams County tourism industry for over 40 years. I have been very active in the motor coach market, attending shows like ABA, NTA, and SYTA since 1985. I manage a B&B, gift shop and restaurant and deal with budgets, marketing and HR concerns on a daily basis.

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

I feel the Board of Directors must represent the interests of the entire Gettysburg/Adams County tourism industry. The Board must continually reference the Strategic Plan and Marketing Plan with both eyes on the budget to ensure we are getting the biggest and most effective bang for our buck.

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

Overall I feel Destination Gettysburg does a great job but could always do better. Educational and networking opportunities are always important as well as low cost co op advertising options.

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

In Gettysburg I think it is important to keep Civil War history relevant and interesting to future

generations. Fewer and fewer schools are teaching civil war history and in particular the Battle of Gettysburg. We need to keep working to keep the story alive. Tourists have so many choices where to travel. Using all marketing avenues we need to educate tourists all that Gettysburg has to offer.