

**ANNE R. DRUCK, CDME**  
**President, York County Convention and Visitors Bureau**  
**717-852-9675                      adruck@yorkpa.org**

**WORK EXPERIENCE:**

**York County Convention and Visitors Bureau (YCCVB)**  
**Executive Director – March 1993 / President - April 1999 to present**

- Responsible for leadership and operation of the York County's Official Tourist Promotion Agency charged with maximizing the economic impact of tourism in York County.
- Earned Certified Destination Management Executive [CDME] designation from the Destination Marketing Association International [DMAI] in 2005 and re-certification in 2014.
- YCCVB Earned DMAI Destination Marketing Accreditation Program in 2008, re-accreditation in 2013.
- Developed successful UnCork York Wine Trail from 3 counties to Mason-Dixon Wine Trail including 5 counties over 2 states – March Tour de Tanks events increased winery sales on average over 100% for participants.
- Increased budget from \$243,000 in 1993 to \$2,000,000 in 2008.
- Increased State funding from \$89,000 in 1993 to \$234,000 in 2008. State tourism funding ended in 2011.
- Instituted motorcoach program, with 46 participating members, including York County group tour manuals and representing our community at NTA, ABA and PBA.
- Developed, launched and trademarked York County's first tourism brand – Factory Tour Capital of the World. Launch in 2001 generated editorial coverage for York County in over 30 newspapers nationwide.
- Developed county-wide brochure program that has distributed over 1 million brochures.
- Completed York County Tourism Strategic Plans with consultants LDR International/1998, Randall Travel Marketing/2003, 2009 and 2014.
- Worked with YCCVB Board of Directors to evolve YCCVB from a subsidiary of the York Chamber of Commerce to an independent organization – 1999.
- Launched Sport York – Pennsylvania's first sports specific branding campaign by a CVB.
- Developed Pennsylvania's first micro-brew trail Susquehanna Ale Trail covering 3 counties in 2012.

**Main Street York, Inc.**  
**Executive Director - August 1990 to March 1993**

**EDUCATION:**

Shippensburg University – BA

**CONTINUING EDUCATION & COMMUNITY INVOLVEMENT:**

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| Beautiful York Advisory Committee – since 2010                   | PACVB Board of Directors – 1999-09         |
| Rotary Club of York member– since 2000                           | PACVB Board President – 2005-07            |
| Rotary Club Program Committee – since 2009                       | Leadership York Graduate – 1993            |
| York County 250 <sup>th</sup> Anniversary Commission – 1999      | PTLA Board of Directors – 2003- 08         |
| Certified Destination Management Executive – 2005                | PEDYC board – since 2011                   |
| 4 <sup>th</sup> Congressional District Intern Board – since 2008 | YCEDC Board of Directors– 2006-11          |
| Rotary Club of York board of directors – 2011-13                 | Main Street Hanover Committee – since 2012 |
| Women's Business Center Organization Advisory Board since 2013   | York Federal Fellow – 2015                 |