



Tourism News

For Immediate Release, September 6, 2016
Contact: Nancy Lutz, 1-845-463-5446

Dutchess Tourism, Inc. Announces the Promotion of Melaine Rottkamp to Vice President of Agency

Dutchess Tourism, Inc. (DTI), President and CEO Mary Kay Vrba announced that **Melaine Cancellari Rottkamp** has been named vice president of DTI, effective immediately. Previously, she was the director of special events, outreach & administration and first joined the organization as a volunteer in 2011 before taking on an administrative role.

"I'm delighted Melaine will continue the very important work she's begun here. The competition for leisure dollars is challenging, and we're counting on her inventive ideas and ceaseless energy to help guide our tourism businesses to increased success," said Vrba. "She is creative, visualizing new initiatives, and is adept at bringing people together to achieve successful partnerships."

Rottkamp will continue some of the duties she previously managed such as developing, coordinating and administering the Walkway Marathon Health & Wellness Expo and her work attracting the NYS Winter Special Olympics Games to Dutchess. Vrba added, "She's successfully organized several major events for us, from the Dragon Boat Race and Festival to this fall's Fireball Run. There's no substitute for her combination of innovation and hard work."

Additionally, Rottkamp will focus on program development and run this fall's Farm Fresh tours in partnership with Metro-North and Amtrak. She will also organize DTI's winter Lunch & Learn seminars geared toward tourism related businesses and organizations as well as coordinate the popular brochure exchange during National Travel & Tourism Week in May.

Rottkamp earned a dual degree from Syracuse University in political science from the College of Arts & Sciences and public relations from the S.I. Newhouse School of Public Communications. She resides in Poughkeepsie with her husband, Chris Rottkamp, and their sons, Nicholas and Philip.

Tourism has a significant economic impact in Dutchess County, where more than 4.5 million people visit annually and spend an average of \$528 million on lodging, food, shopping, and area attractions. Tourism is New York's fourth largest industry.

The DTI Office is located at 3 Neptune Road in the Town of Poughkeepsie with 20 Tourism Information Centers located around Dutchess County. Their website is www.DutchessTourism.com and they can be reached at 845-463-4000.

Dutchess Tourism, Inc. was founded in 1984 under the umbrella of the Dutchess County Economic Development Corporation, and is funded by the County of Dutchess.