

***Lisa G. Burns, CTIS, CTP***

***Professional Bio***

Lisa Burns is a notable group-tour, marketing and PR professional who has held steadfast to her core values of social consciousness, integrity and a strong work ethic. Her skill in being an effective communicator and diligent collaborator has rounded out an over forty-year career in many facets of an industry that she loved from the very beginning.

After graduating from the Massachusetts College of Liberal Arts (BA Philosophy) she realized a love for travel should lead her in a direction that afforded both a professional career and the ability to see and experience the world and all its many cultures. She graduated from the Fugazy International Travel School in Hartford, CT and immediately landed a job with American Airlines based in Hartford. As a Reservation Customer Relations Agent, she was able to spread her wings and travel domestically and internationally which lead to a career shift as a domestic travel agent. Within that role, Lisa learned a great deal about packaging for large groups of travelers yet again leveraged her knowledge to move into the group motorcoach industry.

As Director of Charter Services for Empire Trailways/Alexander Tour & Travel she was able to embrace opportunities for advanced education in the travel and tourism arenas. She graduated from both the Indiana University | Purdue University | American Bus Association Certified Travel Industry Specialist Course (CTIS) and The Travel Institute | National Tour Association Certified Travel Professional Course (CTP). When approached to become a domestic and international Group Tour Planner and Director by Koning Tours of Rochester, NY Lisa jumped at the opportunity to travel world-wide and embrace unique cultures. When a great, next-step opportunity came to create the Group Tour and Travel Department as the Vice-President for a domestic motorcoach company she agreed to the challenge and built a hugely successful group tour division where she both created and executed hundreds of domestic and international group excursions.

In an interesting turn of events the next chapter of Lisa's professional career led her to becoming Vice-President for Tourism at the Livingston County Area Chamber of Commerce in Geneseo, NY. This role gave her the great opportunity to use her skills as a successful group tour marketer and bring her knowledge of that arm of the tourism industry to her destination now educating tour operators on the virtues of her region as a tourism destination. While in this role Lisa worked closely with New York State's ILOVENY marketing division and various professional marketing organizations in New York and in the U.S. In this role, Lisa originated the concept of the Finger Lakes Regional Tourism Council and became one of its founding members. Lisa served as their first Vice-chairperson of the Board of Directors then transitioned to becoming the Executive Director of the organization.

Throughout Lisa's career she has served on a multiple of committees and organizations including the New York Governor's Finger Lakes Regional Economic Development Council and currently on the Board of Directors for the non-profit Livingston County Cares, Inc., whose mission is dedicated to assisting communities and individuals locally, regionally, nationwide, and globally in humanitarian projects, particularly focusing on disaster relief and recovery efforts. Lisa is now extremely proud to be appointed on the Board of Directors for the International Peace Garden Foundation, Inc. The foundation created by Paula Savage has inspired Lisa beyond measure for its integrity and steadfast work in building spaces with the simple message of PEACE throughout the world.

Lisa currently resides in Geneseo, New York.