



**For Immediate Release**

Media Contact:  
Becca Barnhart  
marketing@willamettevalley.org  
541-231-4788

**Willamette Valley Visitors Association welcomes new President of the Board and welcomes back a tenured Vice President.**

**Salem, Ore. (September 1, 2023)** – The Willamette Valley Visitors Association (WVVA) is excited to welcome Stephen Hoshaw, Senior Director of Tourism Marketing at Travel Lane County as its newest Board President. Stephen has worked in the tourism industry for more than eight years, and in public and media relations for more than a decade. He currently oversees marketing and communications, as well as tourism industry research for Travel Lane County, branded as Eugene, Cascades & Coast. Stephen has been a Willamette Valley Visitors Association public relations committee member for over six years and is experienced in marketing and communications with focus in the hospitality and technology sectors.

WVVA also wants to recognize Irene Bernards, Chief Marketing Officer and Executive Vice President at Travel Salem, for over twenty combined years of service as WVVA's President, Vice President, Secretary and Treasurer. This year WVVA welcomed Bernards as a returning Vice President, serving closely with Hoshaw to enhance destination management and stewardship for the Willamette Valley region.

As Executive Director of the Willamette Valley Visitors Association, I am thrilled to welcome our incoming New Board Chair, Stephen Hoshaw, whose fresh perspectives and enthusiasm for collaboration are sure to invigorate our organization," says Dawnielle Tehama. "Additionally, I extend my gratitude to our incoming Vice Chair, Irene Bernards, whose impressive 20+ years of dedicated service offers invaluable continuity and expertise, ensuring the continuity of our strong community engagement and setting the stage for a promising future of growth and impact."

WVVA's Board of Directors oversees the nonprofit's mission to build awareness for the Willamette Valley as a premier year-round travel destination through marketing, sales and destination development, thereby contributing to economic development and local vitality. The entire Willamette Valley is represented through board membership: South Clackamas County (Clackamas County Tourism), Yamhill County Tourism Partnership, Marion and Polk Counties (Travel Salem), Linn County (Albany Visitors Association), Benton County (Visit Corvallis), and East Lane County (Travel Lane County).

###

### **About the Willamette Valley Visitors Association**

The Willamette Valley, defined as the area between the crest of the Cascade Mountains and the crest of the Coast Range, from Newberg south to Cottage Grove, is the largest river valley in the Pacific Northwest. Willamette Valley Visitors Association (WVVA) is a private, nonprofit organization that supports travel and tourism in the Willamette Valley, Oregon's Wine Country. Comprising six destination marketing organizations, WVVA works to maintain the Willamette Valley as Oregon's premier travel destination, while also highlighting the culture, heritage and natural resources of the region. For more information, visit <https://willamettevalley.org/>.