

2010 Utah Tourism Hall of Fame Recipients



RAELENE DAVIS

Raelene Davis has been the director of marketing of the Utah Ski and Snowboard Association, Ski Utah for the past 25 years. Davis was one of the creators of the Ski Utah *Winter Vacation Planner*, which is the main cooperative marketing piece for Utah's winter tourism industry. When the Internet was born, she was eager to immediately create a Web site. SkiUtah.com is now receiving over 400,000 page views per month in the winter season. Davis was instrumental in creating the fourth, fifth and sixth grade ski programs, which gave children numerous opportunities to "learn to ski" and "ski for free." Additionally she is credited with convincing the National Ski and Snowboard Association to proclaim January the "official" learn a snow sport month. This past year, the governor proclaimed January as "Learn a Snow Sport" month.



KATHY HANNA-SMITH

Kathy Hanna-Smith has spent over 20 combined years with the Carbon County Chamber of Commerce and the Carbon County Travel Bureau. Hanna-Smith has

served as a board member, past-president, director, and member-at-large with the Chamber. She is currently the Director of the Carbon County Travel Bureau where she is an active member of the Utah Tourism Industry Coalition and the Utah Association of Destination Marketing Organizations (UADMO), formerly the Utah Travel Regions, as well as past president of UADMO, emphasizing her concern for Utah and its communities.

Hanna-Smith is in her second term as a member of the Price City Council. She also has served as a member of the Utah State Scenic Byway Committee, Zion's Bank Regional Board, Downtown Alive Committee, and Carbon County Fair Board, in addition to numerous local boards and committees.



RED OELERICH

Red Oelerich has been involved in the Utah Tourism industry for over 20 years. In the early 1990s, Oelerich took over the publication of Bicycle Utah. Since that time, the magazine has grown from a 24-page magazine promoting cycling to an 88-page and larger publication promoting all aspects of warm-weather outdoor recreation in Utah. The magazine has since been renamed the Outdoor Utah Adventure Guide to reflect the diversity and opportunity of recreation possibilities. The magazine has grown from 30,000 in circulation at its inception to over 250,000 today.

Oelerich also maintains contact with national manufacturers at the semi-annual Outdoor Retailer trade show in Salt Lake City, as well as other national media outlets to promote Utah to a national audience.