

Bruce J Hyde

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PROFESSIONAL EXPERIENCE

**State of Vermont, Vermont Department of Tourism and Marketing
Commissioner**

2003-2011

Montpelier, Vermont

Responsible for all aspects of the State of Vermont Department of Tourism and Marketing, with tourism being the largest employment sector in Vermont.

- Developed and implemented an annual budget of up to \$6 million for the Vermont Department of Tourism and Marketing while overseeing a staff of 30.
- Directed and supervised Vermont's nationally acclaimed tourism research projects.
- Strategize, implement and place all tourism advertising and media campaigns.
- Oversee all communications and media. Developed and implemented strategy for the re-launch of the official State of Vermont Tourism website, www.vermontvacation.com, including search engine optimization and geographically and demographically targeted web ads.
- Advocate in the Legislature for the Administration's and business owners' position on legislative issues related to travel, tourism and marketing.
- Oversee all aspects of *Vermont Life* magazine including all publishing and business practices. Oversee revenue generation including advertising sales, circulation, product development and magazine sales as well as website development, catalog product development and web sales. Successfully established strategic planning and budget formation of this formerly struggling state-owned 60-year-old, quarterly publication, transforming it into a stable, successful and viable publication (*Vermont Life* magazine operations are not supported by state tax revenues).
- Successfully developed public and private partnerships to increase state advertising and media opportunities, including raising approximately \$1 million annually of private sector dollars to greatly expand and enhance state media buys with the state of Vermont being the call to action.
- International responsibilities have included successful development of strategies to attract international visitors to the state. Successfully developed and organized sales and media missions to UK, Germany, Canada, France, Japan, China and other countries.

**Hyde Away Inn and Restaurant
Owner**

1987-Present

Waitsfield, Vermont

Renovated 10-room Inn, 50-seat restaurant and vibrant tavern. Developed a thriving, profitable family-oriented business with a year-round consistent hospitality business and catering company.

- Responsible for oversight of management of Inn, Restaurant and Tavern for more than 23 years.
- Developed a strong local as well as regional following.
- Highlighted in *The Bostonian*, *Boston Globe*, *The New York Times*, *Vermont Sports Today*, *Bicycle Magazine*, *Ski Magazine*, and *Skiing Magazine*.

**State of Vermont, State Legislature
State Representative**

1994-2000

Montpelier, Vermont

Elected representative advocating for constituents of four-town area on all state issues including environmental, educational, tourism and business.

- Served three terms as elected State Representative for the Mad River Valley
- Member of the Natural Resources and Energy Committee.

Northern Valley Regional High School 1975-1985
Honors Chemistry and Physics Teacher Old Tappan, NJ

- Educated high school students in one of the nation's best public school systems.
- Cross-country and track coach, numerous championships and multiple coach-of-the-year awards.

Valley Landscape Specialists, Inc. 1974-1986
Owner Westwood, NJ

- Landscape design, installations and maintenance company.
- Serving over 100 accounts per year.

BOARDS, COMMISSIONS AND AFFILIATIONS

National Council of State Tourism Directors 2003-2011
Board Member, 2006-Present, Executive Committee 2008-Present.
 Elected to the Executive Committee by the 50 state tourism directors.

US Travel Association (formerly Travel Industry of America, TIA) 2004-2011
Board member, 2004-Present, Policy Council Member, 2008-Present, Leisure Council Member, 2009-Present
 Help to develop agenda and implementation of policy for advocacy in U.S. Congress and federal government administration for the largest travel association in the United States.

Discover New England Board of Directors 2003-2011
Chair, 2004-2009
 Longest serving chair of the Board elected by New England State Tourism Directors. Primary focus is on expansion of visitors in the international market. As chair, hired new managing director and staff, relocated organization headquarters and increased productivity, efficiency, professionalism and stature.

Lake Champlain Quadricentennial Commission, Chair 2003-2011
 Led the Governor-appointed commission to organize and promote hundreds of events commemorating the 400th anniversary of Samuel de Champlain's explorations. Developed close relationships with the Native American community, the Province of Quebec and the state of New York.

Governor's Travel Recreation Commission 2003-2011
 Lead the commission that advises the Vermont Department of Tourism and Marketing.

Vermont Byways Committee, Lake Champlain Byway Committee, Connecticut River National Scenic Byway Commission 2003-2011
 As Commissioner, responsible for the expansion and increased promotion of the National Byways program. Worked closely with New Hampshire to have the Connecticut River Byway federally approved, the only byway in the United States that is the border connecting two states.

Vermont Agency of Transportation Federal Enhancement Committee 2003-2011

Appointed by the Governor to award more than \$3 million annually in federal funds to local projects.

Governor's Commission on the Future of State Parks 2007-2009

Appointed by the Governor to insure the viability of more than 25 state parks.

Vermont Morgan Horse Heritage Foundation 2007-2011

Responsible for helping to protect the official national museum of the Morgan Horse and ensure it remains in Vermont.

Fiddlehead Condominium Association 2007-Present

President, 2009-Present; Board Member, 2007-Present

Oversee condominium association budget and improvements.

Waitsfield Children Center 2008-Present

Chair, 2009-Present; Board of Directors, 2008-Present

Oversee finances and management of private, nonprofit, accredited preschool.

Mad River Valley Century Ride 1990-Present

Organizer and Host

This 100-mile, 500-participant bicycle ride has for 20 years been regarded as one of the best-run century rides in the country.

Sugarbush Chamber of Commerce 1991-Present

President, 1991-1994; Board of Directors Chair 1988-1994,

Assisted with and led the conversion a fledgling organization into a community supported professional business chamber of commerce.

Mad River Valley Senior Citizens Inc. 1993-2001

Board Member 1993-2001, President, 1996-2000.

Oversaw the transformation of the nearly 100-member organization from a lunch program twice a week in the fire station to the purchase and restoration of an Inn into Evergreen Place, a senior center and housing facility.

EDUCATION

Bucknell University, Bachelor of Science Degree in Biology. 1975

Lewisburg, Pennsylvania.

Received certification to teach K through 12 Science

Indoor and outdoor track, captain senior year, Conference Champion, All East, 13th in the New York City Marathon, 1972.

Farleigh Dickinson University, Montclair State and William Paterson State Colleges

- Graduate courses, variety of courses in Biology and Sciences