



October 10, 2017

CONTACT:

Teresa Stephenson

Destination Marketing Association of the West | DMA West

916-443-9012 | info@dmawest.org

FOR IMMEDIATE RELEASE

**Stephanie Nowack Receives Prestigious Leadership Award
from Destination Marketing Association of the West (DMA West)**

At its 2017 Education Summit in Las Vegas, the Destination Marketing Association of the West (DMA West) presented **Stephanie Nowack**, president & CEO of Tempe Tourism Office, with the association's "Brad Burlingame Spirit of Leadership Award."

The DMA West Board of Directors established the award to recognize individuals who have been exceptional contributors to the organization. The award celebrates above-and-beyond leadership by individuals who are willing to assist their industry colleagues and promote the profession of destination marketing.

Nowack, a past president of DMA West and a past president and trustee of the DMA West Education & Research Foundation, was honored for her remarkable leadership and enduring support of the association and foundation, as well as for her mentorship of others in the destination marketing profession. In addition, Nowack has served as a session presenter and facilitator at a number of DMA West education programs.

Nowack joined the Tempe Tourism Office, then known as the Tempe Convention & Visitors Bureau, in 1999. Her prior experience in both the for-profit and nonprofit worlds had given her the perfect skill set needed to lead the tourism office. Her previous job experience included strategic planning, marketing, advertising, public relations and event management at The Arizona Bank, Valley of the Sun United Way and Motorola.

Nowack prides herself in leading her team to become innovators. Her Board Chair recently noted her "inspirational leadership, her impact on the community and her passion to "make Tempe a better place." He went on to say that "the Tempe Tourism Office is well respected, well-funded and positioned for continued success."

Nowack has always been active in her community and is a current Board member of the Tempe Chamber, the ASU Tourism Advisory Council and the Arizona Lodging & Tourism Association.

Believing it is important to lead by example, Nowack has conveyed a spirit of community service to her Tempe Tourism team. Throughout the years, the Tempe Tourism staff has volunteered together at a variety of organizations including: St. Mary's Food Bank, Tempe Community Action Agency, Feed My Starving Children and the Salvation Army Christmas Angel Program.

In early 2012, Stephanie Nowack went 'above and beyond' to raise funds for the National Kidney Foundation of Arizona in honor of Jonathan and Diana Walker. Jonathan Walker had recently retired as president & CEO of the Metropolitan Tucson CVB. Nowack decided to support the Kidney Foundation by dancing her "heart out for a dear friend, mentor, and colleague—Jonathan Walker and his wife, Diana." Miracle of miracles...after receiving very sobering news about Diana's health and failing kidneys that were functioning at less than 20 percent, Jonathan was tested and found to be a match! He gave his kidney to Diana in February 2010.

Nowack participated in the National Kidney Foundation of Arizona's "Dancing with the Stars" competition featuring community superstars partnered with professional dance instructors for dazzling performances. Nowack, who was named first runner-up in the competition, raised \$35,000 for the National Kidney Foundation of Arizona.

Past recipients of the Spirit of Leadership award include:

2003 – Rick Davis

2008 – Jonathan Walker

2005 – Carol Lentz

2009 – Kari Westlund

2007 – Cami Mattson

2013 – Brad Burlingame

Note:

The award was renamed the **Brad Burlingame Spirit of Leadership Award** in 2016 in honor of Brad Burlingame, who led Visit West Hollywood for 18 years, and, very sadly, passed away in December 2015. Burlingame served as Board President of both the association and foundation and he was an enthusiastic advocate for DMA West, for the travel industry and for the creation of the Spirit of Leadership Award.

###

Digital image of Stephanie Nowack attached.

The Destination Marketing Association of the West (DMA West) is a regional professional association serving more than 150 destination marketing organizations (DMOs) in the West. Membership is open to DMOs in the western U.S. and western Canada.