



# VOTE HEATHER DUDICK FOR ATIA BOARD OF DIRECTORS!

- 20+ years of experience in Alaska tourism
- Board experience and expertise in transportation, sales, trade & international, and year-round marketing
- Deep love for, and commitment to, Alaska
- Commitment to growing and strengthening Alaska's tourism industry - along the Railbelt and beyond

*"Heather is a shining star for Alaska! She is tireless in her ability to joyfully and passionately promote the railroad and our amazing home state. She also has an open and generous spirit which encourages all who work alongside her to grow. I have been fortunate enough to travel with her on marketing missions and she is the perfect balance of professional and fun. I'd go anywhere with this lady!"*

- Serene Hutchinson, General Manager  
Juneau Tours & Whale Watch

*"Working with Heather on the Explore Fairbanks board and witnessing her dedication, knowledge and commitment to the Interior was impressive. Her diverse knowledge regarding year-round tourism is forward thinking and she is an asset to growing the Alaska visitor industry."*

- Kory Eberhardt, Proprietor  
A Taste of Alaska Lodge

*"Boundless energy, joyful disposition, happy outlook, contagious enthusiasm for Alaska - Heather has so much passion for our industry. Heather and I shared a Scandinavian sales mission a number of years ago. I was the rookie and Heather was professional, supportive and made me feel like a valued and deserving member of Team Alaska. The genuine love she feels for the state and her work creates a level of compassion and honesty that is especially needed today. She is completely smitten with sharing the state in a way that creates value for us all. Yes, Heather's expertise and shine would be of great benefit to Alaska Travel Industry Association's Board of Directors."*

- Trisha Costello, Lady of the House  
Talkeetna Roadhouse

*"Heather served as our Director of Marketing for many years. She has an unwavering passion for Alaska as a world-class destination, a wide and impressive range of experiences as a travel professional, and expresses a phenomenal amount of energy in her work and professional pursuits. Heather would be a strong advocate for a robust yet sustainable future for travel and tourism in Alaska. I wholeheartedly endorse her candidacy for a seat on the ATIA Board of Directors."*

- Kirk Hoessle, President and CEO (Chief Exploration Officer)  
Alaska Wildland Adventures

Greetings ATIA friends -

Twenty-five years ago, I came to Alaska and knew it was home. Nowhere I've lived compares to the beauty and grandeur of this beautiful, wild land - Alaska has my heart, and I'm so lucky to have found a career in sharing this incredible destination with the world.

In my roles at Alaska Wildland Adventures, the Alaska Travel Industry Association and the Alaska Railroad, I've had the opportunity to promote many of Alaska's diverse regions and travel experiences. My knowledge of the state, strong work ethic and broad experience serve as invaluable resources in my work promoting Alaska to travelers, advisors and operators around the globe.

Now I'm asking for your support as I seek a position on the ATIA Board of Directors. My motivation is simple: keep our industry strong and growing. ATIA's mission: Advocate. Promote. Inspire. Yes! Let's work together and do just that.

I look forward to exploring new opportunities to bring economic growth to the state, while protecting our wildlands and wildlife, rich cultural heritage and history, and our unique Alaska lifestyle. I love our industry and pledge to advance ATIA's mission for the benefit of all Alaska tourism.

Cheers to the future,

*Heather Dudick*

Senior Passenger Sales Account Executive  
Alaska Railroad

