



For Immediate Release

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VISITORS BUREAU APPOINTS OFFICE ADMINISTRATOR

Bureau Expands Operations Team with Local Professional

January 17, 2024 – (Petoskey, Mich.) The Petoskey Area Visitors Bureau welcomes **Melinda Porter** as its new Office Administrator. Previously with Petoskey Plastics, Porter brings over 30 years of diverse experience and administrative skills to northern Michigan and the Petoskey area.

“We look forward to having Melinda on the team as she takes ownership of this important position for the bureau,” said Jim Powell, the Executive Director of the Petoskey Area Visitors Bureau. “She will take on a critical operational and administrative role as we expand the bureau team and provide support to our guests, members, and stakeholders in the community.”

Porter, a graduate of North Central Michigan College, has decades of experience in the Petoskey area, having most recently served as a Production Scheduler for Petoskey Plastics where she was responsible for scheduling the production of parts across seven divisions and 15 production lines. Her work background also includes 10 years with First Community Bank and various positions within the hospitality industry, including The Highlands and Best Western Harbor Springs.

“I have always had a passion for tourism and northern Michigan’s hospitality industry, being born and raised on Mackinac Island,” said Porter. “I am excited to join the Petoskey Area Visitors Bureau team and look forward to collaborating closely with the team, our members and the community.”

Porter will provide a variety of administrative support for the day-to-day operations of the Petoskey Area Visitors Bureau. This includes managing guest information requests, bureau board/member communications, accounts payable, expense tracking, various bookkeeping functions, administering bureau meetings/elections, and providing admin support to the bureau staff.

Melinda is an outdoor enthusiast and enjoys camping, kayaking and hiking local trails around the region. She can be reached at Melinda@PetoskeyArea.com or 231.348.2755.

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