

**INDUSTRIAL DEVELOPMENT CORPORATION**

August 11, 2011

Agenda Item 2

**Viesta Morris**

Viesta Morris, represented here today by her son Quinton Morris, has been the Assistant to the Managing Director in Seaport since 2003. Prior to joining the Port, Viesta held a number of positions in both Chicago and Seattle that focused on housing, job readiness, and at-risk youth – always focused on making her communities better and stronger.

Determined and dedicated, Viesta met a personal milestone last year when she completed her Associate of Arts degree at Seattle Central Community College. Now, she plans to pursue an undergraduate degree that will include coursework in marketing.

In her application, Viesta told us of her desire to learn more about market segmentation and how that knowledge can be used by her and the Port to identify potential foreign tourist markets to bring more consumers to the airport and to our region. She is particularly interested in how she can contribute to the newly formed Washington Tourism Alliance to advance the region's tourism goals.

In sum, Viesta wrote the following: "Being a recipient of the 2011 Economic and Trade Fellowship will assist me in not only meeting my goal, but also in helping me better contribute, incorporate, and respond to the Port's economic and trade needs."

The sponsoring committee is delighted to recommend her for one of the two fellowships.

**Rob Walgren**

Rob Walgren -- perhaps already known to many of you as a result of his outgoing presence and his can-do attitude -- has been with the Port for a decade. Currently a Communications Project Manager in Public Affairs, Rob's undergraduate degree from Northern Illinois University was in Journalism with a public relations emphasis. He has used his clear thinking, writing abilities, and interpersonal communication skills to ably represent the Port to visitors, international delegations, and business leaders from around the globe.

Rob will use his Fellowship award to boost the Port's tourism efforts. He will enroll in the Event and Tourism Destination Professional Certificate Program at George Washington University. One program course that focuses on environmentally and socially responsible tourism strategies should be an especially good fit with the Port's emphasis on sustainability and commitment to community.

We are delighted to endorse Rob's excitement and interest in adding new knowledge and tools to his considerable toolkit, and we look forward to his contributions to the tourism team.