

Carl Wilgus
Speaker Introduction
State Travel Director, Idaho

Following an undergraduate degree from the University of Washington in Seattle, Carl began his tourism promotional career as a ski instructor in 1973 on the slopes of world famous Sun Valley. After spending several years as the corporation's Winter Sales Manager and Director of Publicity, thirteen years later and still in Sun Valley, he worked himself to the position of Assistant Marketing Director.

Carl moved to the state tourism position in the spring of 1987 to oversee the state's now \$6.8 million tourism promotional budget, and staff of nine people.

Carl is a current Chairman of the Western States Tourism Policy Council, a consortium of the thirteen Western state tourism offices. He is also the past Chairman of the National Council of State Tourism Directors and was recently named State Tourism Director of the Year by that organization.

In November of 2005, Carl was promoted to Assistant Deputy Director of the Department of Commerce and Labor taking on the additional responsibility of overseeing the Department's marketing program and strategic planning efforts.

A native of Tacoma, Washington, Carl enjoys golf and snow skiing.