



**Stephen B. Richer, CTP  
Public Affairs Advocate  
National Tour Association**

For more than two decades, Stephen B. Richer, CTP, has been involved in the travel and tourism industry. As the current public affairs advocate for the National Tour Association, Richer works with former Congressman and NTA Legislative Counsel Jim Santini to build on the association's government relations priorities.

To the table for NTA, Richer brings his skills in public relations, as well as his extensive travel and tourism background and connections in the political arena.

Richer is recently retired from the Mississippi Gulf Coast Convention and Visitors Bureau, where he served as executive director and was deeply involved in both marketing and recovery from Hurricane Katrina. Most recently, Richer served on the NTA Board of Directors for four years and his term ended in 2007.

Previously, Richer served as New Jersey's first director of tourism, the first executive director of the Nevada Commission on Tourism, and president of the Atlantic City Convention and Visitors Bureau. Richer also was the mayor and councilman of Randolph Township in New Jersey, from 1974–80.

Additionally, he served in the Nevada Governor's Cabinet and has testified in Congress before the House and Senate, the board of directors of the National Council of State Travel Directors, the staff advisory council to the National Governors Association Committee on International Trade and Foreign Relations and its Tourism Subcommittee.

He has been recognized for outstanding tourism marketing through various awards, including NTA Destination Marketing Organization of the Year in 1986, the Top 100 Marketing Award from Advertising Age in 1999, the New Jersey Pinnacle Award for top marketer for the state, and the top career marketing award in Mississippi. Additionally, Richer is a member of the Mississippi Tourism Hall of Fame and in 2006 he received the Mississippi Gulf Coast Committee Leader Award.

The National Tour Association was established in 1951 as a unified voice to fight legislation in the newly formed packaged travel industry. Today, NTA's government relations activities include monitoring security issues, as well as state and federal legislation and regulatory issues affecting the travel and tourism industry. NTA maintains full-time representation in Washington, D.C., to serve as the association's voice on Capitol Hill. Additionally, NTA empowers its members to be advocates for the association on the local level, as well as to provide support for NTA's positions on national priority issues through its Grassroots Action Network.

