

Lorinda Cruikshank Statement of Interest for TTRA Board Membership

I have been preparing for well over 20 years to be a member of the TTRA international board. Not only have I been an extremely active member of the Central States (CenStates) chapter, serving on numerous committees and in several officer positions, but I have also already served the international board on two committees. I am currently part of the TTRA International Annual Conference planning committee as well as serving on the membership committee as a representative of CenStates. Additionally, I have not only addressed the Central States Chapter conference but was recently a speaker at the 2025 TTRA Marketing Outlook Forum (MOF). Furthermore, I have the full support of the Missouri Tourism Director to run for and serve on this board.

I have been a part of the Missouri Division of Tourism research team for more than 20 years. Prior to being promoted to Marketing Research Manager, I was the Senior Research Analyst for the team. As manager, I now oversee all the research that guides the Missouri tourism marketing team's decisions and work with multiple vendors across the U.S. Through analysis of numerous data sources, I equip the executive staff and marketing decision makers with the insights and marketing research intelligence necessary to make informed marketing decisions and grow tourism in Missouri. I earned a B.S. in Business Administration with a 4.0 GPA and hold an MBA from Columbia College.

I have been a member of the TTRA CenStates Chapter for over 20 years and served the board since 2007 as treasurer, Vice President, President (two years) and most recently as the Chair of the CenStates Board. I received the President's Award for Outstanding Contribution to the CenStates Chapter in 2018. During my many years of attending TTRA International and chapter conferences, I have deeply valued the tremendous educational opportunities that TTRA offers and have grown much by networking and collaborating with professionals in our industry from around the world. Serving as a chapter leader has been one of the most rewarding endeavors I have undertaken, and I am strongly committed to upholding TTRA's tradition of offering the best professional development opportunities in the world for tourism research.