

## Application Form

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### Profile

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Colleen

First Name

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Stephens

Last Name

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colleen@stephenscruises.com

Email Address

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### Valdez Mailing Address (PO BOX # or HCI BOX #)

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PO Box 2542

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1104 Mineral Creek Dr.

Home Address

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Suite or Apt

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Valdez

City

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AK

State

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99686

Postal Code

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Home: (907) 831-7321

Primary Phone

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Business: (907) 835-4731

Alternate Phone

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Stan Stephens Cruises, Inc.

Employer

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President

Occupation

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### Which Boards would you like to apply for?

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Ports & Harbors Commission: Submitted

Question applies to multiple boards

**Required Time Commitment: All city board/committee members and commissioners are expected to (1) be present at most, if not all, board/committee or commission meetings and (2) review agenda materials prior to arriving for the meeting to be best prepared for discussion and decision making. Are you aware of the time commitment involved in serving on this particular board, committee, or commission? Are you willing and able to commit to regular meetings plus work sessions every month for your full term?**

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Yes

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### How did you learn about this vacancy? \*

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☒ I am a Current Board/Committee/Commission Member

Question applies to multiple boards

**This appointment term is for three years. Are you able to commit to serving for that full time period? \***

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☒ Yes

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## Interests & Experience

Why are you interested in serving on a City of Valdez board or commission?

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Valdez is my home and I am committed to make it a better place for businesses and residents to thrive.

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Please outline your education, work, and volunteer experience which will assist you in serving on a City of Valdez board/commission.

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See attached resume.

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[Resume\\_Sept\\_2020.pdf](#)

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Upload a Resume or Letter of Interest

## Objective

To positively influence the future of Valdez by participating in the Economic Diversification Commission (EDC). If appointed I would use my knowledge and understanding of the industry that I have grown up in to ensure that tourism remains a stable part of Valdez's economy.

## Experience

### Stan Stephens Glacier & Wildlife Cruises

1978 - Present

- Currently I am the President of the corporation and am responsible for the marketing, operations and employee training and management.
- Our current marketing plans include participation in the cooperative programs offered by the State of Alaska including; direct consumer leads, international missions, travel trade events, consumer trade shows, and cooperative magazine advertising.
- Through the years I have had the joy of working in all aspects of the business from vessel crew, reservations and management.
- At times I have served as the company representative to many organizations around our region including the Greater Whittier Chamber of Commerce, Cordova Chamber of Commerce, Greater Copper Valley Chamber of Commerce, Visit Anchorage, Explore Fairbanks as well as the Tok Chamber of Commerce.

### Ports and Harbors Commission, City of Valdez

2002 - Present

- Appointed by the City Council to advise on issues relative to the ports, harbors and transportation issues.

### Economic Diversification Commission, City of Valdez

2014 - 2019

- Appointed by the City Council to advise on areas relative to economic development and diversification.

### Comprehensive Planning Advisory Committee, City of Valdez

2018 - Present

- Appointed by the City Council to advise on the Comprehensive Plan for the City of Valdez. Currently serve as this committee's chairperson.

### Economic Recovery Taskforce, City of Valdez

2020 - Present

- Appointed by the City Council to advise the economic recovery of Valdez relative to the economic impacts of the COVID-19 pandemic.

### Valdez Fisheries Development Association

2017 - Present

- Elected to the Board of Directors in 2017.

### Alaska Travel Industry Association Board of Directors

2012 - Present

- Appointed by the Board in 2012 and elected by membership in 2013 to fill an At Large Seat representing and advocating for the concerns and needs of the Tourism Industry in Alaska.
- During my term as a Director I have served on the Tourism Policy & Planning Committee, Convention Committee, Membership Committee, Executive Committee, and am currently the Chairperson of the Alaska Travel Industry Association Board of Directors.

## Alaska Travel Industry Association Marketing Committee

2005 - Present

- In 2013/2014 I have served as the Chairperson for the ATIA Marketing Committee where I have worked with staff, sub committees, and the full committee to develop and express the industries recommendations to the State of Alaska on the statewide marketing program for tourism.
- While serving on the Marketing Committee I have also served as the chairperson for multiple sub committees including: Travel Trade, International, Web Site, & Public Relations.

## Passenger Vessel Association

2014 - Present

- Appointed to the Passenger Vessel Association, a national trade association for US Flagged passenger vessels in 2014.
- Appointed as the Association's Secretary/Treasurer in 2017, Vice President in 2018 and currently serve as the President.

## Valdez Convention & Visitors Bureau Board of Directors

1998 - 2015

- Elected by the membership in 1998 and have served on the Board of Directors since that time. During this 16-year period of time I have served as the Board President for 8 of the years.
- The Valdez Convention & Visitors Bureau is responsible for the promotion of Valdez as a business and leisure destination.

## Alaska Wilderness Recreation & Tourism Association Board of Directors

1999 - 2000

- Elected by membership to serve a two-year term.

## Education

### University of Idaho, BS Resource Recreation and Tourism 1997

A tourism management degree that focused on the creation and management of tourism assets that work in concert with local communities and the environment.