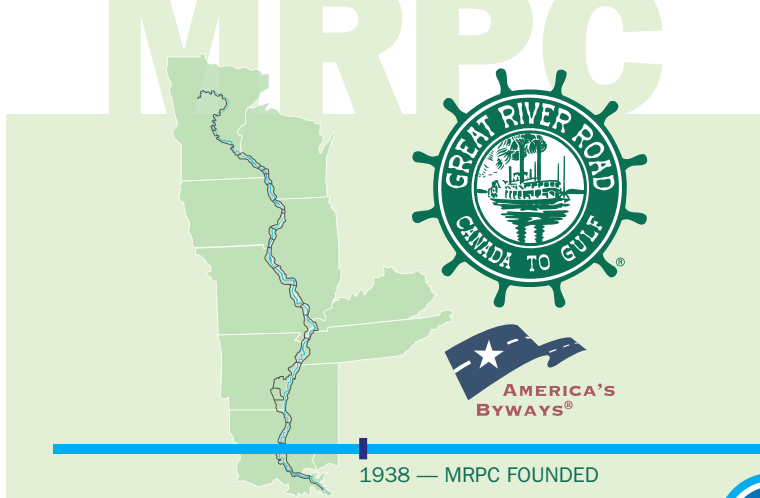


# MISSISSIPPI RIVER PARKWAY COMMISSION

# MISSISSIPPI RIVER COUNTRY



1938 — MRPC FOUNDED



1986 — MRC FOUNDED

## REPRESENTS THE ROAD

Our mission is to lead in preserving, promoting and enhancing the Great River Road National Scenic Byway along the Mississippi River benefiting communities and travelers.

## REPRESENTS THE STATES

Our mission is to promote travel to the 10 Mississippi River states and be an effective travel marketing organization for the region.

## MARKET



**Leisure Travelers**  
Domestic travel as directed by the Marketing Committee  
[experiencemississippiriver.com](http://experiencemississippiriver.com)

## MARKET



**International Travelers**  
Predominantly Japan  
[mrcusa.jp](http://mrcusa.jp)

## LEADERSHIP



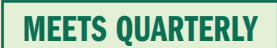
## STATE CHAIRS

MN	WI	IA	IL	MO	AR	KY	TN	AR	MS	LA
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## LEADERSHIP



## ORGANIZATION



**Board of Directors:**  
Pilot                      Pilot Pro Tem                      Secretary  
Treasurer                      Pilot Emeritus                      State chairs

**Appointed state commissioners**  
**Technical members**  
**Honorary members**

## COMMITTEES

**Communications/Marketing**  
**Culture & Heritage**  
**ERA (Environmental, Recreation & Agriculture)**  
**Transportation**

## ORGANIZATION



**Board of Directors:**  
10-state travel directors or their designees

## COMMITTEES

**Working Committee:**  
Department of Tourism representative (usually International Marketing Director or Marketing Manager) for each state

## MANAGING DIRECTORS

Lyn Pilch & Susanne Thiede-Barnet

National Office: 866-763-8310

## MRPC & MRC AS PARTNERS

The Mississippi River flows through the heart of America, traveling from the wild forests of Minnesota to the vast waters of the Gulf of Mexico. Two partner organizations—the **Mississippi River Parkway Commission** and **Mississippi River Country**—work to promote the river and its assets, including the Great River Road National Scenic Byway, river communities and the states that make up this cross-section of America.