
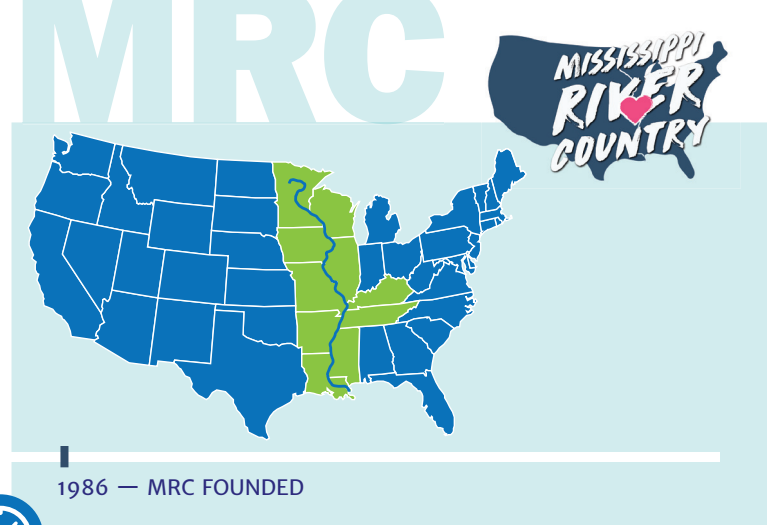


## MISSISSIPPI RIVER PARKWAY COMMISSION



1938 — MRPC FOUNDED

## MISSISSIPPI RIVER COUNTRY



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.

### MARKET



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

### LEADERSHIP



**PILOT**

**BOARD – OF – DIRECTORS**

### STATE CHAIRS

MN WI IA IL MO KY TN AR MS LA

### ORGANIZATION

**MEETS QUARTERLY**

#### 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



### 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



**International Travelers**  
Japan and Canada  
[mrcusa.jp](http://mrcusa.jp) | [mississippirivercountry.com](http://mississippirivercountry.com) | [f](#)

### LEADERSHIP



**CHAIR**



**VICE CHAIR**

**BOARD – OF – DIRECTORS**

### ORGANIZATION

**MEETS QUARTERLY**

#### Board of Directors:

10 state travel directors or their designees  
(only dues-paying states have voting rights)

### 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 (an All-American Road and National Scenic Byway), river communities and the states that make up this cross-section of America.