



Kathleen Seeberg, Executive Director, Walworth County Visitors Bureau



Kathleen Seeberg has been in her position as Executive Director of Walworth County Visitors Bureau since 2006. During her tenure, she has worked to increase the visibility of the Lake Geneva area and the entire county as a tourist Mecca. She has been a leader in various community and agrarian initiatives, including Barn Quilts of Walworth County, Country With Character, the Walworth County Farm Tour, and the "Anchors Away" county-wide public art project.

Kathleen has years of experience in the tourism industry. Prior to her present position, she was Manager of Communications and Visitor Services for Visit Beloit, the Convention and Visitors Bureau in Beloit, Wisconsin for six years. She is frequently called upon as an expert to give commentary, answer questions, and provide insight into the latest trends in tourism.

Kathleen graduated from Western Illinois University with a BS in Recreation, Park, & Tourism Administration, with an emphasis on tourism. She lives in the Lake Geneva area with her husband, James, who is a local police officer with the Town of Bloomfield and their two children. Kathleen is committed to her community and participates in both the Boy Scouts and Girl Scouts of America. She is also a member of the Geneva Lake Women's Association, Star Center Parent Teacher Organization and sits on the Town of Bloomfield Police Department's "Kid's Day Out" committee and the SMILES marketing committee.

WALWORTH COUNTY VISITORS BUREAU

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