



Proclamation

- REAS: Lisa Lebedoff joined the Tourism Division of the Department of Economic Development on April 1, 1971; and
- REAS: in March 1973, Lisa was named Acting Director and in July, she was appointed State Director of Tourism, the first woman to hold that post; and
- REAS: Lisa was successful in obtaining federal funding, part of which was used for a toll-free telephone system in Minnesota and a nine-state area to provide travel information and gasoline availability during the shortage in 1973 and 1974; and
- REAS: Lisa revised the Minitours program which generated a record request of 150,000 inquiries and won the OLAF award from the Advertising Club of Minnesota as the best consumer campaign of the year; and
- REAS: Lisa developed the first Minnesota Package Tour Manual for distribution to travel agents throughout the United States; and
- REAS: since 1973, as another first, Lisa has sought to attract international travel, by promoting Minnesota abroad as a vacationland; and
- REAS: during the year 1975, a time of National recession, tourism nevertheless became a billion dollar industry in Minnesota for the first time in the state's history; and
- REAS: on December 10, 1975, Lisa became the bride of Fred Hollender henceforth to be known as Lisa Lebedoff Hollender; and
- REAS: at the Conference on Tourism on January 28, Lisa is making her farewell appearance as Minnesota's Director of Tourism;

THEREFORE, I, Wendell R. Anderson, Governor of the State of Minnesota, do hereby proclaim Tuesday, January 28, 1976 to be

LISA LEBEDOFF HOLLENDER DAY

Minnesota, and join her many friends and admirers in wishing her well in her new endeavors, and sending my personal thanks and appreciation for a job well done.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this twenty-eighth day of January in the year of our Lord one thousand nine hundred seventy-six and of the State the one hundred eighteenth.

STATE OF MINNESOTA
DEPARTMENT OF STATE
FILED
JAN 30 1976
J. Anderson
Secretary of State

Wendell R. Anderson
GOVERNOR

J. Anderson
SECRETARY OF STATE

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