

Carol Schlegel

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Representative from the Nebraska Association of Convention and Visitors Bureaus – NACVB

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Carol Schlegel, Director

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Carol Schlegel has been the Tourism Director for McCook/Red Willow County for the past three years. However her tourism experience spans the past forty years due to growing up in her family's motel and restaurant operation. Beginning with the most entry level positions, dishwashing and housekeeping, Carol learned the business from the ground up, eventually taking on the duties of Convention Services, Sales, Restaurant Manager and Motel General Manager. During her time working in the family business, she served on the Red Willow County Visitors Committee as Chairman and a representative of the lodging community.

A passion for Nebraska—our way of life, our people, our historical heritage, our diversity and uniqueness—and the desire to share it all with those not fortunate enough to call Nebraska home...is what Carol brings to the Nebraska Tourism Commission.

Belief that cooperative efforts between counties and organizations is the basis for a stronger tourism industry, Carol has spearheaded the establishment of the Southwest Nebraska Tourism Coalition, encompassing seven counties. Also, under her leadership, and in conjunction with the Southwest Nebraska RC&D, Prairie Chicken Dance Tours, has been developed. A series of eight tours that introduces people to the whimsical, charming and elusive Greater Prairie Chickens performing their annual mating ritual. These tours have attracted visitors from as far away as Germany to Southwest Nebraska.

Carol has served as President of the Nebraska Travel Association, on the Executive Committee of Nebraska Association of Convention and Visitors Bureaus, President of South Platte United Chambers of Commerce and a member of the Tourism Advisory Committee.

Carol is alumni of McCook Community College and Kearney State College. She makes her home in rural Hitchcock County, near Culbertson, NE, where her husband, Mike, operates the family farm raising row crops and Shorthorn/Angus cattle.

