

## **MEDIA CONTACT:**

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## **PRESQUE ISLE CHAMBER HIRES EXECUTIVE DIRECTOR**



**Presque Isle, WI** – The Board of the Presque Isle Chamber of Commerce is excited to announce Scott McPherson as its new Executive Director, with his first day Monday, September 11. Scott will be moving year round to Land O’ Lakes with his wife, Laura, after maintaining part-time residency there since 2007.

A lifelong Midwesterner, McPherson was born and raised in Northern Illinois. He is a graduate of St. Cloud State University in Minnesota, earning a Bachelor’s degree in political science and later a Master’s in communications from Northwestern University. He has 34 years of public affairs, government relations, strategic communications, and media relations experience, working as Consultant, President and in 2010, Founder of the McPherson Public

Affairs Group. He has provided strategic counsel and managed multi-state communication efforts for a variety of corporations and trade associations including U.S. Steel, United Airlines and The American Trucking Association. A skilled media spokesperson trained in crisis communications, McPherson formerly served as Acting Communications Director for the Regional Transportation Authority of Northeastern Illinois, the nation’s 2<sup>nd</sup> largest transit system. Prior to his public affairs career, McPherson served in a number of capacities as Consultant and Campaign Manager for the Republican National Committee supervising political activity in Illinois, Indiana, Iowa, Minnesota and Wisconsin.

The Chamber Board is confident Scott’s experience alongside his commitment and passion for the Northwoods and small-town community will lead to an effective and fun working relationship for Presque Isle businesses, residents and tourists. Chamber Board President Janine Slatinsky said the Board sees Scott as an "opportunity-seeker and an excellent communicator" -- two skills essential for the success of the position. McPherson views Presque Isle as a "diamond in the rough, and it is [his] goal to polish that diamond just a bit while maintaining the character and quality of life residents and visitors are accustomed to." He wants to "be the voice of Presque Isle’s businesses at the county, regional and state levels, ensuring businesses are getting everything they need to prosper."

McPherson is an avid hockey player and regularly fields a team in the Pond Hockey National Championship in Eagle River. He enjoys hiking, biking, camping, snowshoeing, canoeing and

golf. He is on a quest to visit all 59 U.S. National Parks and recently completed a trip to Great Basin National Park in Nevada for park #34 on his list.

For more information on Presque Isle, please visit the Presque Isle Chamber of Commerce at [PresqueIsle.com](http://PresqueIsle.com), email [info@PresqueIsle.com](mailto:info@PresqueIsle.com), call (715) 686-2910, or find them on Facebook. The Main Street office is open Monday-Friday 9am-2pm and on Saturdays 9am-12pm.

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