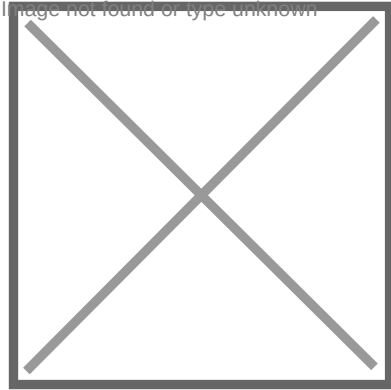




Susan Zachar is senior director, brand for Brand USA, the public-private partnership responsible for launching the United States' first-ever nationally coordinated tourism marketing effort.