



JILL DIEHL
Executive Vice President & General Manager
Tommy Bartlett, Inc.

Jill Diehl is the Executive Vice President and General Manager of Tommy Bartlett, Inc., which is comprised of the Tommy Bartlett Show and Tommy Bartlett Exploratory, longstanding staple attractions in Wisconsin Dells, Wis. Diehl's work with the Bartlett organization, and as a local business leader, has a long and rich history.

The roots of Jill's relationship with Wisconsin Dells and its vibrant tourism industry reach into her youth. Born in Ithaca, New York, she spent every summer of her childhood in the Dells until her family moved to the community permanently in 1975. With her father, Tom Diehl as president and co-owner of the Tommy Bartlett Show, Jill got into the family business early. She started working for Tommy Bartlett when she was 10 years old and did everything from performing in the Tahitian dancers' poi ball act to working in the snack bar, selling tickets and operating the Dancing Waters. Eventually, Jill moved up to manage the sales staff, which she did summers while attending college.

In the early part of her career, with hospitality and business degrees under her belt, Jill took on a full-time position as General Manager of Copa Cabana Resort Hotel & Suites in 1994. Through Jill's leadership over an 18-year span, Copa Cabana Resort developed into a premier full-service facility with deluxe accommodations, meeting and convention facilities and indoor and outdoor waterparks. The property was sold in 2011, allowing Jill to move into a full-time management role at Tommy Bartlett, Inc. Prior to this transition, Jill had been working on the company's marketing and finance since 2000. Jill is responsible for all facets of the management and oversight of the organization that employs over 110 seasonal staff members annually.

Jill's tourism leadership stretches into the community as well. As president of the Wisconsin Dells Visitor & Convention Bureau (WDVCB) since 2001, she oversees all board operations, including its \$13.9 million budget, and provides direction on matters regarding membership and the Bureau. Jill also served on the Wisconsin Governor's Council on Tourism from 2000 to 2002.

In addition to her extensive tourism-related experience, Jill is also involved in the local community. She served as president of the Wisconsin Dells Dolphins Swim Team from 2011 to 2016 and previously as its vice president. She also served as president of the Baraboo Area Makos Swim Team, a year-round USA swim club serving several local communities from 2014 to 2017. Jill has been a USA Certified Swim Coach with the Badger Aquatics Club since 2017 and enjoys teaching and training young swimmers.

Jill holds a Bachelor of Arts in Hospitality Management from Michigan State University and a Master of Business Administration from the University of Wisconsin – Madison. She is a mother of three children.

Jill has served in many leadership positions with a number of professional organizations, such as:

Wisconsin Dells Visitor & Convention Bureau

- President (2001 – present)
- Vice President (1999 – 2000)
- Director (1999 – present)
- Alternate Director (1996 – 1999)
- Marketing Committee (1997 – present)
- Chair, American Bus Association Task Force Committee (1997 – 1998)
- Chair, Group Tour Committee and Meeting & Convention Committee (1994 – 1999)
- Seasonal Employee Recruitment Committee (1995 – 2000)
- Strategic Marketing Committee (1999 – present)

- Executive Committee (1999 – present; chair since 2001)
- President, Festivals Board (2012 – present)
- Vice President, Festivals Board (2010 – 2012)
- Director, Festivals Board (2001 – present)
- Chair, Tourism Economic Development Committee (2016 – present)

Community & State Organizations

- Director, Wisconsin Governor's Council on Tourism (2000 – 2002)
- President, Baraboo Area Makos Swim Team (2014 – 2017)
- President, Wisconsin Dells Dolphins Swim Team (2011 – 2016)
- Vice President, Wisconsin Dells Dolphins Swim Team (2010)
- Member, Wisconsin Dells High School Ad Hoc Facilities Committee (2013)
- USA Certified Swim Coach, Badger Aquatics Club (2017 – present)