

Joel McKean Racker

Joel McKean Racker (pronounced "Raeker") is the President and Chief Executive Officer of the Utah Valley Convention & Visitors Bureau, Inc (UVCVB) in Provo, Utah. The UVCVB is a non-profit 501-C6 corporation operating under an agreement with Utah County, Utah. The Bureau's mission is to enhance the economic prosperity of Utah Valley by promoting, selling and marketing Utah Valley as a unique destination for meetings and events for business and leisure travelers. The Bureau's goal is to generate economic development for Utah Valley through tourism and by pro-actively attracting groups and events to Utah Valley in order to stimulate and increase the local economy. In addition, the Bureau also operates the Utah Valley Visitor's Information Center located in downtown Provo at 111 South University Avenue.

Prior to joining the UVCVB in March 2003, Mr. Racker was employed with Marriott International of Bethesda, Maryland for 17 years. Throughout his hospitality career he has held Sales & Marketing and General Management positions in Maryland, Arizona, Virginia and Nevada. He is currently an executive board member for the Utah Tourism Industry Coalition (UTIC) and Western Association of Convention & Visitor Bureaus (WACVB). He also serves on the Utah Valley (Provo/Orem) Chamber of Commerce Board.

Mr. Racker graduated from Brigham Young University in 1986 with a Bachelor's degree in Business Management/Marketing. He and his wife, Stacy Banderman, are the parents of three daughters and one son —

Kylie (17), Katelyn (15) and Annie (13) and Joshua (1). They reside in Highland, Utah.