

Dept. of Tourism: Secretary-designee Meaney names Sayers, Trost to top Tourism posts

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MADISON, Wis. – Secretary-Designee Sara Meaney announced the appointments of two experienced professionals to top posts at the Department of Tourism.

In naming Anne Sayers as the Deputy Secretary, Secretary-Designee Meaney adds a strong advocate for outdoor recreation and an experienced organizational administrator. Sayers has led natural resource protection efforts in a variety of roles, including positions with Wisconsin League of Conservation Voters, International Crane Foundation, and The Nature Conservancy. Sayers currently serves as Deputy State Director of For Our Future – Wisconsin, a statewide nonprofit organization.

“I look forward to welcoming more visitors to our state by promoting all that makes Wisconsin so special, including our endless outdoor recreational opportunities,” said Sayers.

In addition to Sayers, Meaney also named Craig Trost to serve as Communications Director. Trost has led political and communication strategy throughout his career. Most recently, Trost served as Political Director for Congressman Mark Pocan (D-Town of Vermont) and previously spent more than a decade leading strategic communications and public policy efforts for Senator Lena Taylor and Representatives Chris Taylor and Mark Pocan. Trost currently serves as Deputy Director of the Evers Inaugural Committee.

“This is a dream come true to highlight Wisconsin’s tourism economy while working with such a tremendous team,” said Trost. “We’ve got a lot to be proud of here in

Wisconsin and it is an honor to be able to promote all that makes our state a fun-filled tourism destination.”

Sayers and Trost collectively bring more than three decades of combined experience advocating for a better Wisconsin.

“I am very excited to round out our team with two incredibly talented professionals,” said Meaney. “The experience and energy that Anne and Craig bring to the table will serve our state’s tourism industry well.”

Both Sayers and Trost have begun their positions.

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