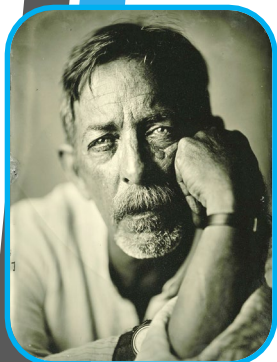


# MARKETING AWARDS

## MEET YOUR JUDGES



**Jake Huyett** A veteran of the advertising industry, marketing is what fuels Jake's passion: defining problems and providing creative solutions. Jake is one of the founding partners of Jones Huyett Partners, an advertising, marketing and brand strategy firm that successfully served the Midwest for three decades with a focus on tourism marketing. Jake now serves as Research Lead for Mammoth Creative Co. Using a rigorous analysis of brands, audiences and position in the marketplace, Jake helps clients discover unique opportunities to create messaging that is distinctive and relevant. Jake has managed brands on both the client and agency side of business.



**Vanessa Whiteside** Vanessa is a Wichita-based freelance travel writer, award-winning author, and owner of the blog One Delightful Life. She writes primarily about Midwest destinations, often focusing on cuisine and overnight stays. Her writing appears in the Kansas Travel Guide, Midwest Living, AAA Explorer, Kansas Living, Explore Lawrence's blog, Kansas County Living magazine, and Travel Kansas. Additionally, Vanessa writes for visitor bureaus' annual travel guides. Midwest Travel Network recognized her as the 2022 Blogger of the Year.



**Maila Yang** Maila is a tourism professional with over 20 years of tourism marketing and communications experience. She currently works as an Account Strategist at Madden Media where she helps clients strategize on destination marketing and manage projects. Previously, Maila was the Marketing and Communication Manager at CASA of Johnson & Wyandotte Counties and was the Marketing Communications Manager at Visit Kansas City Kansas for over two decades. She holds a BA in Organizational Leadership and has earned the Kansas Destination Specialist certification from the Travel Industry Association of Kansas.