

Deanna 684-9129

Facsimile

To: Deanna Lasovic, Office of the Governor of Nevada
Fax: 775 684 5698

From: Kirk Montero
Phone: 775 7671 6868

cel / 771-6868



Deanna,

As discussed with Diane Cornwall I have attached my application for Executive Director of the Nevada Commission on Tourism.

Should you not receive any portion of this 11 page (inc cover page) fax, please call me.

Thank you for assistance with this.

A handwritten signature in black ink, appearing to read "Kirk Montero".

Sep 12, 2008

Ms Diane Cornwall
State of Nevada

Dear Ms. Cornwall,

I am applying for the position of Director of the Nevada Commission on Tourism. I have a varied background in the travel industry, and the opportunity to work with a number of National Tourist Offices from various nations in the South Pacific, Asia, Australia and New Zealand as well as the RSCVA and the NCOT.

As President of a boutique Tour Company – Franginapi Tours I developed a number of marketing schemes that included non traditional marketing companies, several of the national tourist office to promote travel to the countries listed above. I came to develop a keen understanding of their goals and mission. In particular working with the Asian tourism organizations, we worked with HKTA (Honk Kong Tourism Authority) pre 1997 take over and TAT (Tourism Authority of Thailand) and Indonesia's Travel Commission. We packaged shopping, Rugby, golf and soft adventure travel throughout Asia.

While managing Reno Air's reservation center I came to see first hand the changes in the distribution system. Traditional Travel Agencies gave way to internet operators packaging Reno/Tahoe and many other destinations via the internet. The distribution network today is changing even more with airlines web sites and destinations competing for that vacation passenger or guest.

The managing of an airline station is a challenge in itself. While watching fuel prices climb and keeping costs down, I took the leadership role so that Reno became a revenue center, not a cost center. We grew passenger revenues by 12%. After 911, I obtained a number of ground handling contracts to supplement America West's revenue and keep Reno profitable.

Thank you for your time, I look forward to discussing the position with you.

Respectfully,



Kirk Montero

Kirk Montero
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Reno, NV 89502
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Objective: As the Director for Nevada Commission on Tourism, to position Nevada as the top destination for domestic and foreign travelers.

1999 to Present America West Airlines/US Airways – Station Manager Reno
Responsible for the leadership of the Reno Station. Compliance with company, airport and FAA required procedures. Staffing, developing and coaching the employees in my charge. Acting as the local representative to the EDawn, Reno Sparks Visitors and Convention Authority, Airport Authority and other local organizations.

1997 to 1999 Frontier Tours – Director of Operations for Grayline and Nevada Vacations. Responsible for development of seasonal tour programs, including ski, golf, air race and event shuttles. At Nevada Vacations we developed overnight packages and event packages to sell to Travel Agencies and consumer. Developed marketing and business plans for both entities.

1993 to 1997 Reno Air – Manager of Reservations. During my four years at Reno Air I was responsible for developing airline-catering operation, process planning, managing cities where contract employees performed all work (Colorado Springs, South Lake Tahoe and Laughlin). The last 2 ½ years were managing the Reservations Department. I was responsible for the Reno Reservations Center, an out source center (Teletch in Sherman Oaks).

1988 to 1993 President, Frangipani Tours. Frangipani Tours was a wholesale tour operator serving the south pacific market, including Australia, New Zealand and South Pacific Island. A boutique Tour operator my responsibilities were oversight of all departments, developing a marketing and business plan and direction of the company toward growth. Developed marketing plans with the Australian Commission on tourism, New Zealand Tourism and Publicity, Honk Kong Tourism Authority and other Asian and South Pacific island tourism offices. Co founder of the South Pacific Marketing Assoc.

1979 to 1988 Pacific Southwest Airlines – Station Manager San Jose. Responsible for the overall station operation of San Jose, California. I was involved in several projects, PSA East (purchase of Braniff Airlines) the development of operating a DFW hub, a quick turn project reducing ground times on MD 80 aircraft (in fewer than 30 minutes) and several others.

1971 to 1979 Air California – Station Manager South Lake Tahoe. Responsible for the overall station operation of south Lake Tahoe. I was responsible for sales service and community relations. South Lake Tahoe was a very politically charged environment. Our operation was Lockheed Electras' with 4 flight mid week and 12 on the weekend.