



NYS Division of Tourism / I LOVE NY
CONTACT INFORMATION

(* = Primary point of contact)

I LOVE NY Advertising:			
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I LOVE NY Publications:			
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Program content for printed collateral	Sara Emmert	Sara.Emmert@esd.ny.gov	518-292-5105
Management of printed collateral inventory and fulfillment of printed collateral requests	Sheri VanCour	Sheri.VanCour@esd.ny.gov	518-292-5920
Digital & Iloveny.com:			
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Digital advertising (including social and search)	Anna Pakman	Anna.Pakman@esd.ny.gov	212-803-2243
Website editorial calendar & content	Erin Faherty	Erin.Faherty@esd.ny.gov	212-803-3697
Website & app database	Lisa Yarusso	Lisa.Yarusso@esd.ny.gov	518-292-5927
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Digital analytics & reporting	Anna Parkman	Anna.Pakman@esd.ny.gov	212-803-2243
ILNY email newsletter	Eric Scheffel	Eric.Scheffel@esd.ny.gov	518-292-5274
NYS Tourism Funding:			
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I LOVE NY Public Relations:			
General media relations including media nights	Lisa Soto* Eric Scheffel	Lisa.Soto@esd.ny.gov Eric.Scheffel@esd.ny.gov	212-803-3605 518-292-5274



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Fall foliage program	Eric Scheffel	Eric.Scheffel@esd.ny.gov	518-292-5274
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Path Through History	Sara Emmert* Lisa Soto	Sara.Emmert@esd.ny.gov Lisa.Soto@esd.ny.gov	518-292-5105 212-803-3605
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I LOVE NY LGBT	Sara Emmert* Ross Levi	Sara.Emmert@esd.ny.gov Ross.Levi@esd.ny.gov	518-292-5105 518-292-5259
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Tourism data and statistics	Bob Miron	Robert.Miron@esd.ny.gov	518-292-5305
Licensing of the I LOVE NY logo	Lisa Soto	Lisa.Soto@esd.ny.gov	212-803-3605
Partnerships	Kelly Garofalo Sara Emmert*	Kelly.Garofalo@esd.ny.gov Sara.Emmert@esd.ny.gov	212-803-2244 518-292-5105
Schedule for Ross Levi, Tourism Executive Director	Lynette Hughes	Lynette.Hughes@esd.ny.gov	518-292-5251
Management of industry database, including updates to TPA contact info	Lynette Hughes Kelly Garofalo*	Lynette.Hughes@esd.ny.gov Kelly.Garofalo@esd.ny.gov	518-292-5251 212-803-2244
Call Center	Sheri VanCour	Sheri.VanCour@esd.ny.gov	518-292-5920
Road signage – I LOVE NY and Path Through History	Sheri VanCour	Sheri.Vancour@esd.ny.gov	518-292-5920
Managing inventory, ordering and shipping of promotional material	Sheri VanCour* Erica Butler Bob Kirker	Sheri.VanCour@esd.ny.gov Erica.Butler@esd.ny.gov Robert.Kirker@esd.ny.gov	518-292-5920 518-292-5922
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