



Crystal Wanke, *Hospitality Training Manager*

Crystal Wanke is the Hospitality Training Manager at the Lee County Visitor & Convention Bureau (VCB). She leads initiatives to strengthen customer service and support the local hospitality workforce. She oversees the Guests First Customer Service Training Program and works with businesses, schools, and community organizations to share resources that support tourism's success.

With a background in social work and hospitality, Crystal brings energy and a people-first perspective to her presentations, helping audiences better understand the value of tourism and the positive impact it has on Lee County's economy and community.