
DEPARTMENT SECRETARY

STEPHANIE KLETT



Appointed by Governor Walker in January 2011, Stephanie Klett has the privilege of spearheading the state's \$18.5 billion tourism industry as the Secretary of the Wisconsin Department of Tourism. The mission of this cabinet level agency is to market the state as the Midwest's premier travel destination for fun.

Traveler spending in Wisconsin has increased \$3.7 billion since 2010, supporting 187,643 jobs and generating \$1.4 billion in revenue for state and local government.

Under her leadership the Department of Tourism has earned an unprecedented 71 marketing and public relations awards. Television ads featuring Bo Ryan, Kareem Abdul-Jabbar, Jordy Nelson, Henry Winkler and Tony Shalhoub have elevated Wisconsin's prominence on the national tourism scene, and earned media efforts have generated an all-time high of \$340 million.

Eight Travel Wisconsin Welcome Centers are open for business with a new public-private partnership model; an award-winning customer service program was created, serving more than 13,000 people statewide; a tourism assessment development program was initiated to help communities grow their local tourism economies; and The Travel Green Wisconsin Certification Program has been revamped with triple the participants from 2010.

Klett has been promoting Wisconsin more than two decades, logging in excess of one million miles criss-crossing the state during her 20-year career hosting the award-winning Discover Wisconsin Television & Radio series. She has received nine Emmy nominations from the Chicago/Midwest Chapter of the National Academy of Television Arts and Sciences, and an Emmy Award for "Individual Excellence for On-Camera Hosting" in 2010. Prior to Discover Wisconsin Klett represented our state as Miss Wisconsin.

Klett has been featured in numerous newspaper, television and radio broadcasts around the country, including the Chicago Tribune, The New York Times, Good Morning America, The Travel Channel, Peter Greenberg's Worldwide Radio Network and the Rudy Maxa Show.

Klett is a graduate of Beloit College, Wisconsin's oldest college of continuing education, where she majored in Philosophy and Theatre Arts/Communications. In 2014 Klett was the recipient of Beloit College's highest honor, the Distinguished Alumni Award.

Klett has been an AIDS activist for 25 years and served as the 2013 Honorary Chair for the state's largest HIV/AIDS fundraiser, AIDS Walk Wisconsin, which raised \$341,000. She is a past board member of Beloit Regional Hospice, where she served for 11 years including board president. Klett is a member of the Ice Age Trail Alliance, a Beloit Memorial High School Hall of Fame Inductee, a 2014 Rock County Woman of Distinction recipient, and is a lay minister for the River of Life United Methodist Church.

Her parents, Fred and Joanne Klett, have been married for 62 years and have 10 children: 9 sons, and daughter Stephanie.