

**Lisa Goecke** is the Director of Tradeshows for the National Restaurant Association, the largest foodservice trade association by membership in the world. The National Restaurant Association Restaurant, Hotel-Motel Show® is the largest annual gathering of restaurant, foodservice, and lodging professionals in the world, attracting 62,000+ attendees and visitors from all 50 states and 100+ countries each May to Chicago. Lisa joined the Association in October 2008 as Show Manager of the International Wine, Spirits and Beer Event (now called BAR at NRA Show), a complimentary 2-day event to the NRA Show® focused on the role of beverage alcohol in foodservice. In addition overseeing the exhibit operations of NRA Show and BAR, Lisa also is the Show Director for the New England Food Show, a joint venture between the National Restaurant Association and the Massachusetts Restaurant Association, taking place annually in Boston, MA.

Prior to the National Restaurant Association, Lisa began her career at SmithBucklin Corporation in the Chicago office, primarily focused on tradeshows in the technology and business-trade sectors.

Lisa is currently Chairperson of the Midwestern Chapter of IAEE. She is also active in alumni associations of her secondary and collegiate institutions, as well as several charities in the Chicagoland area.