

# Tourism director retiring | News | The Press and Standard



## Donna Laird Miller

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**Tourism director retiring | News | The Press and Standard** By **GEORGE SALSBERY** [gsalsberry@lowcountry.com](mailto:gsalsberry@lowcountry.com) | **0 comments**

Donna Laird Miller is preparing to leave her post as Walterboro's tourism director, but don't expect her to spend a lot of time in the red rocker that was among the gifts presented to her during a retirement luncheon held last week.

"After long and thoughtful deliberation, I have decided to retire," she said. "It has been a pleasure working for the City of Walterboro and the Walterboro Tourism Commission."

Laird Miller said that she realizes she is leaving at a busy time for the city and has promised to help the city by doing some part-time work while the search for a new tourism director runs its course.

"Donna's been a great asset for the city and she has very graciously agreed to stay on in a part-time basis until we find a new person," said Walterboro City Manager Jeff Molinari.

Molinari said he expects to fill the position sometime in January.

"My time in Walterboro has been professionally and personally rewarding. I would like to think my creative marketing contributed to our business growth, along with the city's guidance and visionary leadership.

"I am confident that we have accomplished many of the Walterboro Tourism Commission's goals and look towards a bright future in Walterboro.

"We have positioned ourselves as 'the Front Porch of the Lowcountry' with the Red Rocker branding and Walterboro Rocks!"

She pointed out that Walterboro's Visitor Center has tracked large increases in visitors each year since it opened in May 2007.

But she does admit to having mixed emotions about her decision to retire. "Certainly, I will miss the everyday exchange of ideas and sharing in the joy of our marketing successes and events. The Walterboro Tourism Commission works together as a 'get it done' marketing team."

She adds that she will miss the time she spends with the welcome center staff: Joyce Breland, Ena Reed, Evelyn Crosby and Cecily Russell.

Laird Miller said while she will miss the relationships and marketing work, "my 65th birthday approaches and it is time to start checking off my personal bucket list."

"We all know how important spending time with family can be, and also our good health. I plan to create a solid routine of working out, staying in great shape to enjoy many healthy years to come with family, friends, plus the sweet companionship of my husband Jack.

"Since tourism is one of my passions, certainly travel is on my horizon. My husband and I enjoy not only the adventure of traveling to other countries to experience the cultures, we both love to ride bicycles and play golf."

The red rocking chair will be idle, she added, as she becomes more involved in signing up for the Seabrook Island Natural History Group trips, staying active on her homeowners association board of directors and volunteering for event committees.