

2020-2025 Visit Sebring Tourism Award Winners

Hotel Service Champions

Sergio Guareno – Inn on the Lakes (2025)
Sophie Holland – Inn on the Lakes (2024)
Kacey Mee - Residence Inn & Tru by Hilton Sebring (2023)
Erika Treadwell – Alice Consulting Services (2022)
David Bruns – Hotel Jacaranda (2021)
Yanique Blackellar – Inn on the Lakes (2020)

Attraction Service Champions

Capt. Jon Scott – Airboat Wildlife Adventures (2025)
Randee Baker – Wet Dogs Brewing (2024)
Kelly Dressel – Children’s Museum of the Highlands (2023)
Gilbert & Katie Randall – The Barn at Paso Fino (2022)
Lorrie Smith – SFSC Performing Arts (2021)
Mimzy (Mimi) Velour – Sugar Sand Distillery (2020)

Restaurant Service Champions

David Ailstock – Eighteen East Bar & Restaurant (2025)
Cindy Pollaro – The 301 & Sugar Sand Distillery (2024)
Vernon & Teresa Hinote – Cowpoke’s Watering Hole (2023)
Kelley Rewis – Avon Park BBQ Danielle Jackson – Hotel Jacaranda (2021)
Debra Overbeck – Chicane’s Restaurant (2020)

Sports Champions

Kim Largin – U.S. Fastpitch Association (2025)
Sebring Youth Baseball – Dixie Youth State Tournaments (2024)
Cherie Bortnick – Spartan (2023)
Andy Kesling – Citrus Golf Trail (2022)
Lidia & Uli Fluhme – GFNY (2021)

Rising Star Champions

Tina Barkey – The Bagel Bar (2025)
Chris & Robert Adams – Sebring Soap Co. (2024)
Dori Nicole Matthews – Sugar Sand Distillery (2023)
Ray Aguirre - LaQuinta by Wyndham (2022)
Yunii del Cueto – Sophie’s Café (2021)
Tonya Kahn & Stephanie Nelson – Organically Local (2020)

Innovation Champions

Sugar Express (2025)
Kristie Vazquez – Downtown Sebring CRA (2024)

Susan Roberts – The Red Easel (2023)
Alexa Murray – Secret Gardens Winery (2022)
Don Davies – Sugar Sand Distillery (2021)
Tiffany Cadzow & Devra Moore – Mon Cirque Wine Bar (2020)

Volunteer Champions

Nancy Fisk –Historical Society of Avon Park (2025)
Bob Hoffman – Alan Jay Wildstein Center for Performing Arts (2024)
Debbie Prescott – Children’s Museum of the Highlands (2023)
Jim Reed – Florida Fish & Wildlife Conservation Commission (FWC) (2022)
Ruth Fletcher – Sebring Area GeoTour (2021)
Natalee Kovens – Peter Powell Roberts Museum (2020)

Humanitarian Champions

Don Jose Mexican Restaurant (2025)
Kristen Smoyer – Lake June Pontoon (2024)
Colleen Paul-Hus – Culina at the PARC (2023)
Cruiser & Christy Crews, Crews Companies (2022)
Tonya Kahn & Stephanie Nelson– Organically Local (2021)
Phil & Christine Hatfield – Inn on the Lakes (2020)