



HEIDI KRAFT

CERTIFIED TOUR DIRECTOR/GUIDE

CONTACT

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📍 Canandaigua, NY

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CERTIFICATIONS

TripSchool Tour Director Certification

CPR & AED - September 2023

Washington, D.C. license - January 2024

VOLUNTEER

Diverbo English Immersion Program
LaAlberca, Spain - 2016

This was an experience of a lifetime; helping others improve their English-speaking skills via intensive 1:1 interaction and activities. Effective communication and active listening were keys to success, and I have an open invitation to return which I am grateful for.

PERSONAL INTERESTS

In addition to travel, I love to dance; it is the elixir for life to me! I also enjoy antiques and roller coasters.

DESTINATION KNOWLEDGE

Formally trained in Washington, D.C.

Student tour experience in D.C., NYC, and BOS - 14 tours 2024-2025

Extremely familiar with VT. Gaining experience in ME and NH

Many road trip points of interest stops in KY, TN, and southwestern FL

TOUR DIRECTOR TRAINING

TripSchool Certified Tour Director - Washington, D.C. 2023

EF Explore America Orientation - Washington, D.C. 2024

Bus America Group Tours - tour planning and execution, 2024

TripSchool Fall Foliage Training - VT, NH, ME, and BOS - July 2025

RELEVANT EXPERIENCE

High School Performance Groups - Ireland, NYC, D.C.

Bishop Kearney Marching Kings - piccolo player, '82, '83, '84

Event Planner and Committee Member

Serenity Retreat Weekend - 18 years

I function as the primary Event Planner, which includes the roles of Registrar and Treasurer. I also strategize and modify the itinerary as needed. Pre-Covid, we had 90-100 attendees. Post-Covid, 55-60. Maintaining a welcoming atmosphere, timely schedule, and high customer service lends itself to the ongoing success of this event.

DanceKraft

Personal Business, Dance Instructor - 9 years

I teach group and individual classes from my home. Weekly lesson plans are created and communicated to varying learning styles. It is wonderful to see students come to life on the dance floor.

Supply Planning

Canandaigua Brands, Kraft Foods, Mobil Chemical - 25 years

High attention to detail for scheduling, inventory control, and product forecasting is necessary for effectiveness in the consumer-packaged goods industry. Successful logistics planning is essential in this field.

Residential and Vocational Education Counselor

Finger Lakes Area Counseling and Recovery Agency - 4 years

Worked directly with clients 1:1 and in group settings. Content needed to be stimulating, thought provoking, and effective so that successful attainment of recovery goals was possible.

Housekeeper

University of Rochester / Thompson Health - 1.5 years

This was the most personally satisfying position I have ever held!

I began this role at the Independent and Assisted Living facilities at the onset of COVID. It was there that I learned that I love working for the elder population. I was not just a housekeeper, I was their visitor, and it was my mission to keep them safe, socialized, and entertained.

ACADEMIC BACKGROUND

St. John Fisher College, Pittsford, NY

BA Economics, 1989

OTHER

Communication: Toastmasters 2012-2017, Dale Carnegie 2015-2016

Bowling: PWBA member 2001-2002, CBA Hall of Fame Inductee 2019