






# DIANE ANDERSON- MINSHALL

CERTIFIED TOUR DIRECTOR/GUIDE

## CONTACT

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 Salt Lake City, UT

 SLC



## CERTIFICATIONS

-Tour Director Certification- **TripSchool**  
2023

## PERSONAL INTERESTS

Snorkeling, Swimming, Cruising,  
Kayaking, Writing, Reading,  
International Cuisine, Pasta Making,  
Gardening, Homesteading, Media,  
and all things LGBTQ+

## ACADEMIC BACKGROUND

**New College of California**  
*B.A. in Communications / Humanities*

## IN A NUTSHELL

An entrepreneurial leader and passionate visionary with strong organizational skills and the ability to inspire, mentor and motivate staff to create and innovate, Diane has nearly two decades of senior level magazine industry experience. An expert at forging strategic partnerships, blending a financially sustainable business model with ethical journalistic practices, and developing a long-range, reader-friendly editorial vision in multiple key markets for several print and digital media properties, Diane has been responsible for all executive, strategic, programmatic, financial, and management functions at leading niche media companies. In addition to founding and/or running three major women's alternative magazines, Diane is a well-known author, journalist, and media personality in the U.S.

## DESTINATION KNOWLEDGE

Orange County, Hollywood, San Diego, Los Angeles, Palm Springs, Joshua Tree, and the San Francisco Bay Area, California  
Northwest / Rocky Mountain Region ; Oregon, Washington, Idaho, Montana, Wyoming, Utah, and Nevada  
Western and Southwestern National Parks  
International ; Mexico, Italy, Costa Rica, and The Caribbean Islands

## RELEVANT EXPERIENCE

### CEO and Chief Storyteller

*Retrograde Communications*

Cofounder of a modern editorial services and content curation agency, focused on healthcare industry as well as alternative, custom, and niche media. Our largest client is Here Media: we're contracted to produce all content for the print version of The Advocate magazine, as well all content for Plus magazine, HIVPlusMag.com, The T With Dr. D talk show, and the HIV Plus Treatment Guide Mobile app.

### CEO and Executive Editorial Director

*Pride Media Inc. | 2 years*

Oversaw all aspects of the business that owns leading LGBTQ media titles including OUT, THE ADVOCATE, PRIDE, OUT TRAVELER, PLUS, and CHILL