

Missouri Travel Council
News in Brief

News & Notes – March 17, 2005



Happy St. Patrick's Day!

DEADLINE FOR DIRECTORY EXTENDED – In an effort to include as many members as possible, we are extending the directory deadline until April 1 – so if you haven't already sent in your 2005 dues – do so today!

And don't forget to send in the database update form so that information included in the directory and the website is accurate and up to date. If you're not sure if you've done this, go to www.missouritravel.com and check out your membership info. Email to pat-amick@socket.net if changes need to be made – April 1 is the final deadline!

MTC EDUCATIONAL WORKSHOP -- Register today! The next MTC Educational Workshop will focus on **TOURISM TRENDS & MARKETING/PUBLIC RELATIONS ON A SHOESTRING BUDGET** and will be held **March 22, 2005** at the Country Club Hotel & Spa at Lake Ozark. The workshop registration info is in the mail and you can also visit the MTC website – www.missouritravel.com to register and pay by credit card.

Here's a preview on the workshop -What's New? What's Hot? What should you be doing that you are not? Whether you are a seasoned veteran or a newbie; a large destination or a small rural town; everyone will take away an array of ideas and strategies you can return home and implement to positively impact your bottom line for tourism. The workshop will begin at 10 a.m. and conclude by 3:30 p.m. Sessions include: **TOURISM TRENDS** – Keynote Speaker – Greg Gilstrap, President of Madden Publishing and Preprint Publishing; a panel discussion on AGRI-TOURISM; a working lunch session on **NICHE MARKETING**; a panel discussion on **MARKETING AND PUBLIC RELATIONS ON A SHOESTRING BUDGET**; and a wrap-up session on **TRENDING TOWARD THE POSITIVE**.

A room block has been reserved at the Country Club Hotel for \$79.00 single/double. Call 800-964-6698 to make your lodging reservations.

The registration for the Workshop is \$45.00 for MTC members and \$60 for non-members. If you have questions, please give the MTC office a call – 573-636-2814. Registration deadline is **TODAY** - March 17.

MESSAGE FROM MTC SECRETARY – Changes...They occur every day. Sometimes we notice, sometimes we don't. What's the difference? It seems to boil down to how "personal" we take the change.

Missouri Travel Council can make many positive changes for you and your organization, but the weight of the change lies on your shoulders. You have to reach out to find it. You have to plant the seeds. After tedious nurturing, you will reap the benefits, most beyond your wildest expectations. As with most things, you get back what you put into it.

Missouri Travel Council produces the food that allows Missouri's travel industry to survive. Its members are the roots that provide nourishment to the body of the plant. Its committees are the leaves that capture and release energy that allows the growth to take place.

It's a labor of love that allows the organization to serve both as the ears and the voice of the industry. Seek out your Regional Director and/or Alternate Director and let them know what's new in your area. Directors and Alternates will gladly share the information at the Board Meetings. I know that I take any "new" happenings and tailor them to requests that Group Planners make of me. You'd be surprised how excited the planner is when I share with them the latest scoop, but I can't share the information if I don't know the information. Where else can you receive such valuable public relations help free of charge?

Legislative assistance is bountiful within the ranks of MTC. The ever-changing political environment continually impacts our industry. Legislative issues can be overwhelming, especially for those who are not familiar with politics. The resources provided by MTC make those issues much less intimidating.

Remember what John Kennedy said in his inaugural address, "Ask not what your country can do for you, but what you can do for your country." Then, let's see what you can do with this organization. Make a change, take MTC and make it personal. You will reap the bountiful fruits of your labor.

"Happy Harvesting" in 2005,

A handwritten signature in black ink that reads "Mishell" with a circled "H" at the end.

Mishell (Meyer) Hoover
Secretary - Missouri Travel Council

Precious Moments

..... **Event Calendar**

MTC EDUCATIONAL WORKSHOP – March 22, 2005 – Country Club Hotel & Spa, Lake Ozark

MTC / COLUMBIA CVB EDUCATIONAL WORKSHOP “Media Relations Boot Camp”– June 27-28, 2005 – Columbia

JOINT MEETING PLANNERS TRADESHOW – July 12, 2005 – Capitol Plaza Hotel, Jefferson City

2005 MISSOURI SHOWCASE MARKETPLACE – August 21-22, 2005 – Quality Inn & Suites, Hannibal.

This email **NEWS IN BRIEF** is being sent to you to keep you informed. If you have additional individuals in your company who would also like to receive this information, please let us know.

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