



## **News & Notes** – February 1, 2007

**NOTE:** A pdf version of this newsletter is available at: <http://www.missouritravel.com/news>

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**MESSAGE FROM THE PRESIDENT** – A promising year lies ahead from Missouri's travel industry, providing the industry with the most favorable growth outlook seen in nearly a decade. Gov. Blunt has proposed full funding of the Missouri Division of Tourism, proposing a budget of just under \$21 million for fiscal year 2008. The Tourism Commission has begun preliminary work on developing the budget in which these new monies will appear. The Division's new director, Blaine Luetkemeyer, along with Division staff and Missouri Travel Council lobbyist Dale Amick, have begun meeting with legislators to urge their support of the Governor's proposal.

Missouri Travel Council members will see a number of familiar faces in new positions as the association works to represent industry interests throughout the state. Wyli Barnes of the Branson CVB, the new chair of the Legislative Committee, is diligently working on this year's annual Capitol Days for Tourism, set for Feb. 21-22 at the State Capitol. She and Legislative Consultant Dale Amick are following the progress of a number of bills that affect the tourism industry. Look for the latest legislative update at the end of the week. Beau Hicks of the Hannibal CVB has taken over as chair of the Education Committee, and planning for two educational workshops is already underway. The Missouri Group Tour Summit will provide members with valuable information regarding ways to communicate with the group tour market. Particular attention will be given to making the most of marketing opportunities at various group tour conferences. Another workshop on working with the media will take place in the summer. Ramona Mormann of Candlewood Suites in Jefferson City has taken over as chair of the Membership Committee. She is currently working on some unique offerings that will help members get the most out of their membership dollars.

I invite you to learn more about the work of each of these committees, as well as those listed below.

It has been quite some time since Missouri Travel Council has reviewed its goals and functions. The MTC Board of Directors is YOUR voice in government, public and industry affairs, and it is important that the board always strive to provide additional value for its members. For that reason, the MTC Board will be participating in a long-term planning retreat in February. Guided by professional facilitator Phil Bruno, the board will look at ways to strengthen the organization, making it a stronger advocate for tourism growth.

In today's busy environment, it is easy to find ways to focus solely on our individual jobs. It is important to remember, though, that investing our time in industry events and activities provide us the chance to learn and the opportunity to teach, both of which make growth more possible.

— Gary Figgins, President

**MISSOURI'S ON THE MOVE** – There is still time for you to get involved in this effective and inexpensive marketing trip— so please contact MTC today! The 2007 Missouri's on the Move sales mission to Tulsa, Oklahoma City and the Dallas/Ft. Worth area is scheduled for April 22-27, 2007. The cost will be \$1,150 per person and includes your transportation, lodging and some meals. If you would like to attend, please call the MTC office immediately – 573-636-2814. Co-chairs Mishell Hoover (Precious Moments) and Greg Maxon (Greater St. Charles CVB) look forward to your involvement in this intensive yet affordable marketing trip. Download information and registration forms from the MTC website – [www.missouritravel.com](http://www.missouritravel.com)

If you are unable to send someone on this trip – you can still be a part of the event. Include your profile information in the materials that will be disseminated to tour planners, bank club leaders, group leaders, travel agencies, and media writers in all three areas. The cost is \$390. Make sure your community/company is represented!

**MISSOURI BANK TRAVEL EXCHANGE 2007** – Join your industry colleagues and be a part of the first-ever Missouri Bank Travel Exchange scheduled for May 9-10, 2007. The exchange will bring regional bank loyalty group travel planners and tourism representatives together for a networking, educational and business exchange conference. The bank travel market is a fast growing segment of the tourism industry so plan to participate so you can get your share of the business. The 1 ½ day event will culminate with an open Marketplace Exchange allowing tourism delegates to meet one-on-one with the bank planners of their choice. Registration for MTC members is \$230. Registration information is being mailed at this time – deadline for registering is March 16. Sponsorship opportunities are also available. Call the MTC office if you have questions – 573-636-2814. Sponsorship Opportunities: [http://www.missouritravel.com/pdf/bank\\_travel\\_exchange\\_sponsorships](http://www.missouritravel.com/pdf/bank_travel_exchange_sponsorships)

**NEXT MTC WORKSHOP – “MISSOURI GROUP TOUR SUMMIT”** – The MTC Education Committee is finalizing the agenda for a special workshop entitled, “Missouri Group Tour Summit” scheduled for March 21, 2007 at the Courtyard by Marriott Hotel in Columbia. Chair Beau Hicks is putting together a one-day workshop that will focus on itinerary development and hub and spoke marketing, making magical marketplace and tradeshow experiences, and much, much more. Whether you are a seasoned sales person or a newbie -- you won't want to miss this one! Come and get educated and energized for a fabulous 2007! Watch your mail for more details!

**MISSOURI TOURISM AWARDS** – Each year the Missouri Division of Tourism strives to honor individuals, communities and organizations for their contributions to Missouri's tourism industry. Please help recognize those people or organizations that have significantly influenced the success of our industry. If you know of a community or person who has developed an outstanding marketing campaign, increased visitation to Missouri, or contributed to the tourism industry in other ways, show your appreciation by nominating them for one of these awards.

Whether you make one nomination, or a select few, **your nominations are essential**. Winners will be recognized during the annual awards banquet at the 39<sup>th</sup> annual Missouri Governor's Conference on Tourism scheduled for October 2-5, 2007 at Tan-Tar-A Resort in Osage Beach. The award categories, a list of previous winners and a nomination form can be downloaded from the Division's website at <http://www.visitmo.com/govConference.cfm>. Click on 2007 Award Nomination Information to print the forms. For more information call Mary Oberreither at 573-751-1908.

**MISSOURI VACATION PLANNER --** The Missouri Division of Tourism and Madden Preprint Media will soon begin work on the 2008 *Official Missouri Vacation Planner*. As in the past, the 2008 *Vacation Planner* will contain sections on Missouri's five geographic regions, with free attraction and accommodation listings in each section. This is an early alert for you to authorize a listing in the 2008 *Planner* for your business, via the Missouri Tourism web site extranet, [www.VisitMO.com/directory](http://www.VisitMO.com/directory).

- Submit your listing online between Jan. 15 and June 15, 2007. No listings will be automatically carried over from previous *Planner* editions. Call Mike Murray at 573-522-5501 if you run into difficulties online or do not have internet access.
- Please be good enough to inform other tourism entities in your area about the free listings and the listing submission process – especially new businesses and those that didn't appear in the 2007 *Planner*.

If you are interested in paid advertising in the 2008 *Official Missouri Vacation Planner*, you may contact one of the following representatives of Madden Preprint Media: Ronda Mertens at 800-284-0584, Kim Thompson at 866-323-0226 or Diana Buescher at 866-205-0445. The state Division of Tourism does not sell advertising.

The *2007 Official Missouri Vacation Planner* (available now at [www.VisitMO.com](http://www.VisitMO.com)) is a great resource for travelers, and we want the *2008 Planner* to be even better. Together, we can make that happen. Mike Murray, Editor, *Official Missouri Vacation Planner*

**JOINT MEETING PLANNERS TRADESHOW** – The date is set – July 17, 2007. The theme is “Summertime in the Show Me State”. This tradeshow sponsored by MTC, Missouri Society of Association Executives and Society of Government Meeting Professionals focuses on the meeting planner market. Registration fee is \$350 for the first booth and \$325 for additional booths. Exhibitor registration information should be available soon. Mark your calendars and plan to attend!

**DNR ENLISTS SERVICES OF GOVERNOR-APPOINTED OMBUDSMAN** – Recognizing the need for help in the communication process between small business and the administration, Gov. Matt Blunt named former State Senator Morris Westfall as the new small business ombudsman for the Department of Natural Resources. Drawing on his experience as a legislator, Westfall will focus on the concerns of small business operations and help to simplify communications between small businesses and the department so they will better understand regulations and procedures.

“Small businesses are often faced with the dilemma of complying with government regulations that they do not fully understand,” said Westfall. “Government acronyms, phrases and expressions are not something that most people have been trained to understand and it is my belief that this problem can be alleviated with better communication.”

Westfall will assist small businesses with matters related to the federal Clean Air Act and Missouri Air Conservation Law. His duties will include assisting and advising small businesses that are regulated by the air conservation Law; recommending to the Small Business Compliance Advisory Committee and the Missouri Air Conservation Commission appropriate changes in the rules which facilitate small business compliance with the Air Conservation Law and related rules; and receiving and reviewing complaints about administration of the air regulations as such administration affects small business. Small businesses that are experiencing difficulty in understanding and complying with government regulations are welcome to meet with Westfall on a one-on-one basis.

“Once I learn about a situation, I can then facilitate or mediate to help find solutions. I am hopeful that my background in small business and thirty years of government experience will be an asset to the position,” said Westfall. Westfall is also available for group meetings such as panels, roundtable discussions or as a guest speaker. “I consider myself fortunate to have been selected for this position,” said Westfall. “I hope that I can be of assistance to small business operations by listening.” By working together, Westfall is confident that he can assist in achieve a more productive relationship between the small business community and state government.

**MISSOURI SHOWCASE MARKETPLACE** – Registration information has been mailed and is also available on our website – [www.missouritravel.com](http://www.missouritravel.com) -- Showcase is scheduled for August 27-28, 2007 at the Holiday Inn Southwest Viking in St. Louis. Registration if paid by March 1 is \$250. After March 1 registration is \$275. Deadline is May 1. Register early and SAVE! If you are interested in gaining more group travel business, this is an event you won't want to miss!

## **JOB OPPORTUNITIES –**

**CARTHAGE CVB** – The Carthage Convention and Visitors Bureau is seeking a Tourism Director who will be responsible for creating and developing tourism interest in Carthage, Mo. The primary responsibilities will include marketing, promotions and identifying new means and methods of generating tourism activity for Carthage. Candidate should have aptitude in marketing, public relations and willingness to learn general accounting and grant writing skills. Salary range \$27,500 to \$32,500 based on experience. Send resume to [cvb@ecarthage.com](mailto:cvb@ecarthage.com) -- Resumes will be accepted through February 9, 2007.

**MARYLAND HEIGHTS CVB** – The Maryland Heights Convention and Visitors Bureau is seeking a Sales Professional who will be responsible for overseeing the leisure and amateur sports market sales efforts in promoting Maryland Heights as a tourism destination. Candidate should have experience in tourism sales, marketing and public relations, 1-2 years preferred. Bachelor degree in Public Relations, Business, Hotel Administration or related field preferred. Salary \$35,000-\$40,000 based on qualifications. Send resume and references to: Maryland Heights CVB, 542 Westport Plaza, St. Louis, MO, 63146 or email [Karen@mhcvb.com](mailto:Karen@mhcvb.com). No phone calls or visits please. Position will remain open until filled.

## **Event Calendar**

**CAPITOL DAYS FOR TOURISM** – February 21-22, 2007 – State Capitol Building, Jefferson City [Registration Form: [http://www.missouritravel.com/pdf/2007\\_capitol\\_days.pdf](http://www.missouritravel.com/pdf/2007_capitol_days.pdf) ]

**MISSOURI GROUP TOUR SUMMIT** – March 21, 2007 – Courtyard by Marriott, Columbia (details in mail soon)

**MISSOURI'S ON THE MOVE** – April 22-27, 2007 – Tulsa, Oklahoma City, Dallas/Ft Worth area (2 days) Contact Mishell Hoover (417-359-3011) or Greg Maxon (636-946-7776) if you wish to participate

**MISSOURI BANK TRAVEL EXCHANGE** – May 9-10, 2007 -- Capitol Plaza Hotel, Jefferson City [ Sponsorship Opportunities: [http://www.missouritravel.com/pdf/bank\\_travel\\_exchange\\_sponsorships](http://www.missouritravel.com/pdf/bank_travel_exchange_sponsorships) ]

**JOINT MEETING PLANNERS TRADESHOW** – July 17, 2007, Capitol Plaza Hotel, Jefferson City

**2007 MISSOURI SHOWCASE MARKETPLACE** – August 27-28, 2007, Holiday Inn Southwest Viking, St. Louis

**GOVERNOR'S CONFERENCE ON TOURISM** – October 2-5, 2007, Tan-Tar-A, Osage Beach

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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.

### **Pat Amick, CMP**

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*"Tough times never last. Tough people do." - Robert Schuller*