



## **News & Notes – August 30, 2006**

**MISSOURI'S ON THE MOVE –** Planning is underway for the 2007 Missouri's on the Move sales mission to Tulsa, Oklahoma City and the Dallas/Ft. Worth area – scheduled for April 22-27, 2007. The cost will be \$1,150 per person and includes your transportation, lodging and some meals. If you are strongly interested in attending, please RSVP to the MTC office immediately – 573-636-2814. A planning meeting will be held in September. 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. Make sure your community/company is represented!

**GOVERNOR'S CONFERENCE ON TOURISM --** Scheduled for September 18-20, 2006 at the Saint Charles Convention Center, St. Charles. There is still time to register! Contact Mary Oberreither at 573-751-1908. You won't want to miss out -- great educational sessions, awards banquet, silent auction, regional caucus meetings, informational exhibitors and much, much more!

**TOURISM AUCTION –** While at the Governor's Conference don't forget to check out the Silent Auction items displayed in the Exhibit Area! There is definitely something for everyone! **AND DON'T FORGET THE BIG TICKET AUCTION!** Big Ticket Items will be placed on the MTC website immediately after the Governor's Conference – Bids will be accepted from September 20-October 20, 2006. We've got some fabulous items including an exciting getaway weekend, advertising opportunities you won't want to miss and that's just the beginning! Once you enter your bid you will be informed if someone beats that bid so that you can revisit the site and enter another bid -- making sure you are the winner!

And it's not too late to get an item included in the 2006 Tourism Auction! If you've been busy and haven't had time to send in your donation – you can still do so. Just fax your entry form to the MTC office and bring your donation to the conference. Absolute deadline to be included in the auction flyer that will be distributed at the Governor's Conference is **FRIDAY, September 8**. This is a fun fundraiser that gives your company visibility! Contact Pat Amick for entry forms and more details.

**MISSOURI SHOWCASE --** What a fabulous event! Thirty tour planners from around the country and Canada toured our state and met with MTC members during the 2006 Marketplace at Excelsior Springs. The planners were amazed with Missouri hospitality and our "hidden treasures". **THANKS** to everyone who participated in making this year's event such a great success. Chair Laura Tobey (St. Louis Gateway Arch Riverfront) will give a complete report on the event at the MTC Annual Meeting scheduled for September 20<sup>th</sup> during Governor's Conference. On behalf of MTC and the Showcase Committee, Laura extends sincere appreciation to all restaurants, hotels, attractions and communities who generously hosted the FAM group, to all Marketplace Sponsors especially the Kansas City CVA for hosting the Icebreaker and to The Elms Resort & Spa for hosting the marketplace. Special thanks to Missouri Division of Tourism for their financial support of the FAM and assistance provided by Cynthia Morris-Sapp.

Mark your calendar -- Dates for the **2007 Marketplace are August 27 and 28, 2007** at the Holiday Inn Southwest Viking in St. Louis! Please note that this has been moved to a Monday-Tuesday format in response to your suggestions!

**MTC ANNUAL MEETING SCHEDULED --** 9-10:30 a.m. – September 20, 2006 – Saint Charles Convention Center in St. Charles – Grand Ballroom C – Join MTC for an informative review of marketing, educational and legislative programs designed to promote the growth of tourism in Missouri. Participate in discussions centering around recent legislative efforts, and find out ways you can help educate new legislators about

tourism's impact on Missouri's economy. Hear reports from representatives of the various segments of the state's travel industry and be among the first to learn about a new marketing opportunity coming in 2007!

We also hope you will plan to participate in the Regional Caucus Meetings held at the September 19<sup>th</sup> breakfast during the conference – this is a great opportunity to visit with individuals from your region about mutual opportunities, challenges, marketing co-ops, and other items of interest specific to you and your region. Also during this time, the following regions will be electing new Directors and Alternate Directors during their Caucus: Lake of the Ozarks Region, Ozark Heritage Region, Ozark Mountain Region, Pony Express Region, St. Louis Region.

For more information contact the MTC office – 573-636-2814 or email Executive Director Pat Amick, CMP – [pat-amick@socket.net](mailto:pat-amick@socket.net).

**AFFILIATE WELCOME CENTER NEEDS BROCHURES** – Don't miss out – send your brochures to the new affiliate welcome center in Lebanon. Send to: Missouri Affiliate Welcome Center of Lebanon, 915 S. Jefferson, Lebanon, MO 65536, Attn: Cathy Dame.

**CENTRAL STATES TTRA 27<sup>TH</sup> ANNUAL CONFERENCE** -- The Changing Face of Marketing  
September 27-29, 2006, Pheasant Run Resort & Spa, St. Charles, IL (near Chicago)  
*What is your biggest challenge? Marketer's need all the ammunition they can muster!*  
Enjoy two outstanding golf courses, sumptuous guest rooms, shopping, exceptional entertainment & cuisine and a renowned spa all at Pheasant Run Resort & Spa! Register now for two great days of travel information with great research & marketing topics from dynamic speakers, for agenda & registration form, visit [www.censtatestra.com](http://www.censtatestra.com).

**SHOW YOUR TEAM SUPPORT WITH MTC LOGO** -- Are you putting together a new brochure or tour directory? Why not include the Missouri Travel Council logo! We hope that you will consider proudly displaying the logo on your printed items and don't forget to display your MTC Membership Plaque in a conspicuous location for all to see! Contact the MTC office or visit the MTC website – [www.missouritravel.com](http://www.missouritravel.com).

## ***Event Calendar***

**MTC ANNUAL MEETING AND TOURISM AUCTION & GOVERNOR'S CONFERENCE ON TOURISM** –  
September 18-20, 2006 – Saint Charles Convention Center, St. Charles  
(Contact Mary Oberreither at MO Division of Tourism for more information – 573-751-1908)

**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.

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

**2007 MISSOURI SHOWCASE MARKETPLACE** – August 27-28, 2007 St. Louis

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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*