



News & Notes – September 30, 2006

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

MTC MEMBERS RECOGNIZED FOR INDUSTRY CONTRIBUTIONS -- Four Missouri Travel Council members were recognized for their contributions to the association during last week's Governor's Conference on Tourism. The awards were presented by MTC President Gary Figgins and President-Elect Mishell Hoover during the annual awards banquet which concluded the two-day conference.

The **Service Award** was presented to KELLI FREEMAN of the Kansas City Convention and Visitors Association. Kelli is a long-time member of MTC who has served as an unofficial mentor to many new MTC members. Kelli has served on a number of committees during her tenure on the MTC Board and currently serves on the association's Executive Committee.

LAURA TOBEY of the St. Louis Gateway Arch Riverfront received the **Rookie Award**. While Laura is not completely new to Missouri's tourism industry, she is a new member of MTC's leadership. Laura stepped up to chair Missouri Showcase this year, and in so doing, proved herself as an excellent mediator, problem-solver and ambassador for Missouri Travel Council and Missouri's tourism industry, as a whole.

AgriMissouri received the **Friend of MTC Award**, which is presented to an individual or organization that is not considered part of the traditional tourism industry. AgriMissouri has worked diligently the past few years teaching agricultural businesses of the possibilities and benefits of tapping into the tourism industry. Missouri Travel Council and AgriMissouri have offered a joint membership for the past two years, making it possible for more agri-tourism businesses to participate in educational and marketing opportunities offered by both associations. AgriMissouri Director Sarah Gehring received the award.

WYLI BARNES, Legislative Affairs director for the Branson Convention and Visitors Bureau, received this year's **President's Award**. A familiar face in the halls of the State Capitol, Wyli was a natural choice as co-chair of MTC's Legislative Committee. In that position, she represented MTC in industry efforts to pass a uniform school start date, which also made it possible for MTC's Legislative Consultant, Dale Amick, to focus more on efforts to increase state funding for tourism. Wyli also chaired the industry's annual Serving Up Tourism legislative pancake breakfast in February. Her introduction of a "Lobbying 101" workshop built an education element into the annual event, showing industry members the most effective ways to discuss issues with lawmakers. A role-playing exercise with two guest legislators emphasized that industry members should not be intimidated when talking to legislators.

Missouri Travel Council is grateful to each of these recipients and to the employers who allow them to dedicate time to industry events.

MTC RECOGNIZES FORMER TOURISM COMMISSION CHAIR -- Many tourism industry members were shocked to learn recently that former Tourism Commission Chair Raeanne Presley had not been reappointed to the Commission. As a member of the industry, Commissioner Presley served as a true voice for the industry during Commission discussions and deliberations. Commissioner Presley's personal experience as a tourism industry member offered the Commission much-needed insight into various issues. Her vested

interest in the tourism industry provided her with an incentive to participate in industry events, and because of that, she came to be one of the most recognized faces on the Tourism Commission.

Industry members will honor the former commissioner next week at a luncheon in Branson. Missouri Travel Council hopes that Raeanne Presley will continue to be an active industry player.

TOURISM COMMISSION MEETINGS -- As noted earlier this week, Missouri Travel Council will begin providing reports of all meetings of the Missouri Tourism Commission. The first of these reports was issued following last week's meeting of the Commission. As a member of Missouri Travel Council, you have a right to know what issues are being discussed by the Tourism Commission, and it is the association's responsibility to provide you with that information.

DIVISION OF TOURISM DIRECTOR -- A decision on the hiring of a new director for the Division of Tourism could be made at the Commission's next meeting, although the next meeting has not yet been scheduled. The Commission met in closed session for nearly 90 minutes to discuss the issue last week. Following the closed session, a printed news release was issued by Lt. Gov. Peter Kinder, announcing that no decision had been made.

NEW MTC BOARD MEMBERS

During the Regional Caucus Breakfast held during the Governor's Conference on Tourism last week, several regions elected new representation on the MTC board of directors. We are pleased to announce the following results: **St. Louis Region:** Director – Laura Tobey, Gateway Arch Riverfront and Alternate Director – Claudine Binz, Millenium Hotel; **Ozark Mountain Region:** Director - Wyli Barnes, Branson CVB, and Alternate Director – Susan Wade, Springfield CVB; **Lake of the Ozarks Region:** Director – Kay Schwinke, Stone Hill Winery, Hermann, and Alternate Director Ramona Mormann, Candlewood Suites, Jefferson City; **Ozark Heritage Region:** Director – Eleanor Maggard, Akers Ferry Canoe Rental, Salem and Alternate Director – Leslie Foley, St. James Winery, St. James; **Pony Express Region:** Director – Mary Supple, St. Joseph CVB and Alternate Director – Kathy Reno, St. Joseph Museums.

Special thanks to the following individuals who are leaving the board – Kathy Lunders – Saint Louis Zoo, Bonnie Felton – Ameristar Casino in St. Charles, Pat Hofherr, St. James Winery in St. James, Chris Myer - Myer Hotels in Branson, Nancy France - Ramada Inn in St. Joseph, and Renee Graham – Columbia CVB. Your many, many hours of service are greatly appreciated!

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 soon. 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!

TOURISM AUCTION – Thanks to all who participated in the Silent Auction at the Governor's Conference on Tourism in St. Charles – It was a great success!

DON'T FORGET THE BIG TICKET AUCTION! Bids are being accepted from September 20-October 20, 2006 on the MTC website – www.missouritravel.com -- We've got some fabulous items including exciting getaway weekends, theatre tickets, advertising opportunities and a meeting room package 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!

Event Calendar

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

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

Executive Director

Missouri Travel Council

204 E. High Street / Jefferson City, MO 65101-3287

573-636-2814 / pat-amick@socket.net / www.missouritravel.com

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