



News & Notes – January 25, 2010

PRESIDENT'S MESSAGE – As the new President of Missouri Travel Council, I would first like to thank Mishell Hoover and the 2008 – 2009 Board for all of their hard work and dedication the past two years. My hope is to be able to continue the efforts put forth during Mishell's tenure and I look forward to all that we will accomplish together.

During the next two years we will face some challenges as well as opportunities. With this in mind the Board will have a Strategic Planning Meeting on February 2nd. Challenges for our industry include:

- A budget for tourism which is only about two thirds of what it should be
- A funding mechanism for tourism which is scheduled to expire in 2015
- A house and senate which will see over 100 new legislators coming into office due to term limits

Opportunities for our industry include:

- Creation of new sales programs and updating of our current ones (Missouri Bank Travel Exchange and Missouri Showcase)
- Increase membership through regional programs
- Development of new seminars or workshops
- Working with the Division of Tourism on educational sessions during the Governor's Conference

The Missouri Travel Council works as the "right arm" of the Missouri Division of Tourism. We welcome new Director Katie Steele-Danner, and look forward to working with her on issues that affect the entire tourism industry such as the new funding mechanism for tourism.

Our volunteer Board of Directors is here to serve you. Your Regional Directors are the face of MTC in your respective area, so please don't hesitate to contact them with questions, comments, or suggestions. In addition to the Board of Directors, several individuals are volunteering their time as Committee Chairs. The new list of Directors and Committee Chairs for 2010 is listed below, and all contact information is available on the MTC web site, www.missouritravel.com.

Last but not least, I would be remiss if I did not mention our Executive Director, Pat Amick, CMP. She is the glue that holds us together. Her valuable knowledge of the industry and guidance of the organization is what makes this transition smooth.

My inbox is always open, so please feel free to e-mail me anytime. I look forward to the year ahead, and thank all of you for your time and commitment to this organization.

Greg

Greg Maxon, CSEE
MTC President
gmaxon@historicstcharles.com

2010 MISSOURI TRAVEL COUNCIL OFFICERS & STAFF

President:
Greg Maxon, CSEE
Greater St. Charles CVB

President Elect:
Laura Tobey
Gateway Arch Riverfront

Treasurer:
Kelly Petre, CHA
Comfort Inn – Macon

Secretary:
Kay Schwinke, CTIS
Stone Hill Winery

Immediate Past President:
Mishell Hoover
Precious Moments

Executive Director:
Pat Amick, CMP
Missouri Travel Council

BOARD OF DIRECTORS

Chariton Valley Region

Debi Boughton – Kirksville Tourism Division / Kay Malins – The Marceline Project

Kansas City Region

Keith Winge – Elms Resort & Spa / Christina Roth – Holiday Inn KCI Airport

Lake Of The Ozarks Region

Beth Mead – Columbia CVB
Lagina Fitzpatrick, CMP, CHSC – CAMDEN at the Lake
Ramona Mormann – MO Hotel & Lodging Association

Mark Twain Region

Beau Hicks – Hannibal CVB / Linda Coleberd – Mark Twain Cave & Campground

Osage Lakes Region

Carolyn Crooker – Sedalia Area Chamber / CVB**
Linda Alcorn – MO Association of RV Parks & Campgrounds

Ozark Heritage Region

Aimee Campbell – Rolla Area Chamber of Commerce
Eleanor Maggard – Akers Ferry Canoe Rental

Ozark Mountain Region

Glenda Kerr, CTIS – RFD-TV The Theatre
Susan Wade – Springfield CVB
Vienna Bowling, CMP – Branson Lakes Area CVB

Pony Express Region

Mary Supple – St. Joseph CVB / Kim Thompson – Madden Media

River Heritage Region

Pete Poe – MO Association of Fairs & Festivals / Sarah Vickery – Cape Girardeau CVB

St. Louis Region

Larry Marrs – Harrah's St. Louis Casino & Hotel
Wayne Dothage – Washington Area Chamber of Commerce
Renee Eichelberger – St. Louis CVC

COMMITTEES

Agri-Tourism Committee

Kay Schwinke, CTIS – Stone Hill Winery (Co-Chair)
Debi Boughton – Kirksville Tourism Division (Co-Chair)
Carolyn Crooker – Sedalia Area Chamber/CVB (Co-Chair)

Capitol Days for Tourism

Ramona Mormann – MO Hotel & Lodging Assn. (Co-Chair)
Steve Picker – Jefferson City CVB (Co-Chair)

Education Committee

Tim Jacobsen – Lake of the Ozarks CVB (Co-Chair)
Glenda Kerr – RFD-TV The Theatre (Co-Chair)

Legislative Committee

Gary Figgins – Show Me Missouri Magazine (Chair)**

Meeting Planners Tradeshow

Diane Gillespie – Springfield CVB (Co-Chair)
Michele Burrows – Resort At Port Arrowhead (Co-Chair)
Cori Day – Columbia CVB (Co-Chair)

Membership Committee

Kelly Petre, CHA – Comfort Inn-Macon (Co-Chair)
Wayne Dothage – Washington Area Chamber (Co-Chair)

Mentoring Committee

Renee Eichelberger – St. Louis CVC (Chair)

Missouri Bank Travel Exchange

Gary Figgins – Show Me Missouri Magazine (Chair)**

Missouri Showcase FAM & Marketplace

Megan Rapp – Hannibal CVB (Co-Chair)
Cyndi Morris-Sapp – Missouri Division of Tourism (Co-Chair)

Tourism Auction Committee

Pete Poe – MO Association of Fairs & Festivals (Chair)

WebSite Committee

Mishell Hoover – Precious Moments (Chair)

**Excom Member

MISSOURI BANK TRAVEL EXCHANGE 2010 – Hopefully you have made arrangements to participate in the 4th Annual Missouri Bank Travel Exchange being held April 27-28, 2010 at Harrah's St. Louis Casino Hotel. The conference brings regional bank travel planners together with tourism suppliers for two days of one-on-one appointments, networking and educational sessions.

One banker quotes, "*Missouri Travel Exchange is awesome. It gives bankers a great opportunity to meet with destination companies close to home and get some unique ideas of places to see and people to meet. Missouri Bank Travel Exchange gets better each year. Don't miss this chance to discover new travel destinations and itineraries.*"

There are currently 23 appointment taking bankers from 17 companies with new registrations coming in daily. While the official supplier deadline was January 6th, we will continue to accept registrations and clear suppliers for participation as banker registrations are received. This is in keeping with the 3:1 supplier to banker ratio maintained for the conference. Once official registration closes, suppliers will be notified as to which appointment exchange, Tuesday or Wednesday, they will be assigned.

Harrah's has a special \$109.00+ tax supplier rate. Suppliers may call (314) 770-8383 or email RSVP@harrahs.com and identify yourself as a Missouri Bank Travel Exchange supplier. Suppliers may also make reservations on line using the link noted on the registration form. Deadline for reservations is April 5th.

Questions? Please email Donna (Cordle) Gray at MTCEXchange@msn.com or call (816) 444-0991.

PLAN TO ATTEND THE MTC AWARDS BRUNCH – Immediately prior to the Capitol Days for Tourism event – March 3, 2010 – MTC will hold an Awards Brunch at 10 a.m. in the Capitol Plaza Hotel, Jefferson City. Please come and show your support as we take this opportunity to extend appreciation to some very special individuals who have been key to the success of our efforts over the past year. This is a great time to network and share successes and challenges with industry peers! Visit the MTC website to download the registration under the Important Events/Dates section.

CAPITOL DAYS FOR TOURISM -- Plan on joining your colleagues from across the state on March 3-4, 2010. Download the event flyer from the MTC website – www.missouritravel.com. The two-day event will be similar to past years but include some exciting enhancements. If you have a pull-up screen banner, give the MTC office a call – we'd like you to bring it for display for the Pancake Breakfast in the Capitol Rotunda on the 4th.

Don't forget to make contact and encourage your legislators to attend the Pancake Flipping Breakfast on the 4th. Bring your camera to the Rotunda and we'll take a photo of you with your legislators!

This is a busy time in Jefferson City – you will need to make your hotel reservations today for this event!

MISSOURI SHOWCASE MARKETPLACE 2010 – AUGUST 23-24, 2010 – Mark your calendar Missouri Showcase Marketplace has been scheduled for August 23-24, 2010 at the Camden at the Lake Resort and Spa (formerly The Resort & Yacht Club). The format for the event has changed somewhat and we hope you will agree is more time efficient and economical to attend. There will not be an Icebreaker on the first evening – instead, we will be holding a meal event immediately after each marketplace with only the suppliers who attended the Marketplace along with the planners attending. This is an excellent opportunity for you to continue the dialogue started during the appointments or to meet informally with a planner that you didn't have an appointment with. There are great opportunities for sponsorships – a link will be placed on the website soon with details of opportunities still available. Special thanks to Megan Rapp (Hannibal CVB) and Cynthia Morris-Sapp (Missouri Division of Tourism) for stepping up to assume the leadership position of this event. Supplier Registration should be mailed out in March.

HAVE A TOUR PLANNER YOU WANT TO ATTEND MISSOURI SHOWCASE FAM?? – If you are working with a tour operator/planner and would like them invited to the 2010 Missouri Showcase FAM and Marketplace – please contact the MTC office immediately. The Planner Invites will be mailed soon.

MTC DUES RENEWALS -- Dues renewal information was mailed to all members in December due and payable January 1. If you have not processed your renewal, we encourage you to do so today. Remember to include your database update information form so we can make sure that the MTC website has your correct information. Should you need another copy of the dues invoice, please contact the MTC office – 573-636-2814. To be included in the printed Membership Directory, we must have your dues by March 15. One more thing – know someone that should be a member but

their info is not on the website? You can earn a Referral Bonus by getting them to join MTC. Call the MTC for details.

MAKE SURE YOUR COMPANY INFO IS LISTED CORRECTLY! -- Please take a moment and visit the MTC website – www.missouritravel.com -- if your company is a member of MTC, you will be listed. Please make sure all the info is listed correctly. If not, email the MTC office immediately – pat-amick@socket.net.

MTC SCHOLARSHIPS – Do you know of someone who is pursuing a degree in a hospitality related major? If they are attending an accredited college or university in the state of Missouri, and they are currently enrolled as a Sophomore, Junior or Senior with a grade point average of 3.0 or better they are eligible for one of MTC's two \$1,000.00 scholarships. The deadline for the Spring 2010 scholarship is March 2. Information is posted on the MTC website and can be downloaded easily – check out www.missouritravel.com – Scholarship Section.

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.

Event Calendar

INTERNET MARKETING WORKSHOP – February 17, 2010 – Country Club Hotel & Spa, Lake Ozark (only few spots still available)

MTC AWARDS BRUNCH – March 3, 2010 – Capitol Plaza Hotel

CAPITOL DAYS FOR TOURISM – March 3-4, 2010 – Capitol Plaza Hotel & State Capitol Building, Jefferson City

MISSOURI BANK TRAVEL EXCHANGE – April 27-28, 2010 -- Harrahs, St. Louis

JOINT MEETING PLANNERS TRADE SHOW – July 20, 2010 – Capitol Plaza Hotel, Jefferson City

MISSOURI SHOWCASE MARKETPLACE – August 23-24, 2010 – Camden at the Lake, Lake Ozark

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 St.
Jefferson City, MO 65101-3287
573-636-2814 – FAX 573-636-5783
pat-amick@socket.net
www.missouritravel.com