



News & Notes – May 12, 2010

DEADLINE EXTENDED FOR MISSOURI SHOWCASE MARKETPLACE 2010 – AUGUST 23-24, 2010 – Did you miss the registration form for Missouri Showcase? It seems that our mailing service and/or the postal service had some problems this year as a number of our members have complained that they did not receive the Missouri Showcase registration. In order to correct this situation, we are extending the registration deadline until June 14. 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), Lake Ozark. The format for the event has changed somewhat and we hope you will agree is now even 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. Download a registration form from the MTC website or call the MTC office for more information. Go to: http://www.missouritravel.com/showcase_2010/showcase_supplier_invite.pdf

FAREWELL TO BOB SMITH – How long have you known Bob Smith? Did you meet him when he was first appointed to the Tourism Commission in 1989 or when he began with the MO Division of Tourism in 1999? Chances are your path has crossed with his on many occasions over the last 20 years. After a long and enviable career, Bob will soon be retiring from the Missouri Division of Tourism. A retirement reception has been planned for June 7 to coincide with the MACVB Conference. MTC is proud to be a sponsor of this fun activity planned for Howl at the Moon, located in the Power & Light District in Kansas City from 6:30-9:30 pm. All MTC members should have received a postcard about this event. There is a \$30 per person fee. If you are already registered for the MACVB conference, it is included in your registration. For more information or to register go to: <http://www.macvb.org>

IN ADDITION – A SECOND OPPORTUNITY ... At the last MTC board meeting, a number of our members indicated regret that they were unable to attend the 6/7 event. Others expressed a desire that something be held in the center of the state requiring less travel expense or time out of the office. Therefore, the MTC board is organizing a second opportunity for members of the hospitality industry to get together with Bob on:

Friday - June 18, 2010

11 a.m. to 2 p.m.

Bones Restaurant -- Banquet Room, 200 Commercial Ave.(in alley behind City Parking Garage and ½ block from Governor's Mansion), Jefferson City

Cost: \$12.00 per person

This is a dutch treat luncheon – a buffet lunch will be served at 11:30 am - send your check payable to MTC for \$12 with names of those attending to: MTC, 204 E. High St., Jefferson City, MO 65101 no later than June 15. Payment by check is preferred.

If you are unable to attend the event in Kansas City on June 7 – we hope that the June 18th luncheon will fit into your schedule.

SPONSORSHIP OPPORTUNITIES STILL AVAILABLE FOR MISSOURI SHOWCASE 2010! – This year's Marketplace has been revamped this year to be more cost effective to the supplier; in most cases, a supplier will only need to be out of the office for 1 day, with only 1 or 0 overnight stays necessary. Another change that has been made affects meals/networking opportunities with the planners. This year each supplier will ONLY have the opportunity to go to the meal function directly after their marketplace – this is YOUR opportunity to network with the planners.

If you would like MORE time to network and get your message out to the planners, there are still sponsorship opportunities available! Sponsoring a meal allows you to be at that valuable networking opportunity and gives you the chance to pass along your information to the planners. We will work with you to plan the meal event to focus on YOU. Attendees for each meal event will only include the Planners and the Marketplace Suppliers from that particular Marketplace. Total to be served is approximately 55 people. You will be responsible for the actual cost of the meal so you can set the theme and the menu and even the entertainment. You will have 20 minutes for your program. We're thinking you might want to make it a fun event – show off your organization/region/community – plan an interactive game or bring in some entertainment. Consider making this sponsorship a regional sponsorship opportunity.

You might want to think about taking the travel expense money saved for this event and put that money toward a sponsorship! Other sponsorships include Marketplace Break Sponsorships and FAM Bus Goodies. If you would like more information, please click on this link – http://www.missouritravel.com/showcase_2010/showcase_sponsorship.pdf

4th ANNUAL MISSOURI BANK TRAVEL EXCHANGE – ANOTHER SUCCESS! -- *"I cannot begin to thank you enough for inviting me to the conference. I feel so privileged to have received the invitation. I learned so much from the other bankers and the suppliers were so informative"* was the comment from one banker who attended the Missouri Bank Travel Exchange held April 27-28th at Harrah's St. Louis Hotel & Casino. The conference brought regional bank travel group travel planners together with tourism suppliers for one-on-one appointments, networking and educational sessions. Attending the conference were 33 bankers from 24 banks from Missouri, Kansas, Oklahoma, Arkansas and Illinois along with 86 tourism suppliers. Mr. Nick Calderazzo, RMP Travel in New York, was the featured luncheon speaker and also moderated a lively idea sharing question and answer Wednesday morning cracker barrel session.

Thank you to sponsors St. Louis CVC, Maryland Heights CVB, Stone Hill Winery, Grand Central USA and Branson/Lakes Area CVB. A very special thank you for a wonderful job well done goes to Larry Marrs, Michelle Good and the staff of Harrah's St. Louis Hotel & Casino.

The 2011 Exchange will be held April 5-6 at the Holiday Inn Waterpark Hotel in Kansas City. Registration materials will be sent later this summer. If you know of a bank travel planner that we may add to our invitation list, please email Donna (Cordle) Gray at MTCEXchange@msn.com

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 today. A Planner invite will be mailed out immediately – or refer the Planner to the MTC website – <http://www.missouritravel.com> – a planner invite is located under Important Dates/Events – August 23-24, 2010.

MTC DIRECTORIES HAVE BEEN MAILED! – You should be receiving your 2010-2011 MTC Membership Directory in the very near future. If any information for your organization needs updating, please let us know immediately. Email your changes to pat-amick@socket.net.

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 – <http://www.missouritravel.com>.

Event Calendar

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
<http://www.missouritravel.com>