



News & Notes – December 18, 2007

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

MTC BOARD UPDATE – For the first MTC board member election by email, it went fairly smoothly and a big thank you to all who took the time to voice their support of the candidate(s) running for the board in your region.

Members elected include:

- Chariton Valley Region: KELLY PETRE – Comfort Inn, Macon and KAYE MALINS – Walt Disney Hometown Museum, Marceline
- Kansas City Region: KEITH WINGE – Elms Resort & Spa, Excelsior Springs and CHRISTINA ROTH – Holiday Inn Kansas City Northeast
- Lake of the Ozarks Region: LAGINA FITZPATRICK, CMP, CHSC – The Resort at Port Arrowhead, Lake Ozark
- Mark Twain Region: BEAU HICKS – Hannibal CVB, Hannibal and LINDA COLEBERD, Mark Twain Cave & Campground, Hannibal
- Osage Lakes Region: LINDA ALCORN – Missouri Assn. of RV Parks & Campgrounds, Sedalia
- Ozark Mountain Region: VIENNA BOWLING, CMP – Branson Lakes Area CVB, Branson
- River Heritage Region: PETE POE – Missouri Association of Fairs & Festivals, Cape Girardeau and SARAH VICKERY, Cape Girardeau CVB
- St. Louis Region: GINA SOKOLICH – City of Arnold, Arnold

The following individuals were appointed and welcomed to the board as positions became vacant due to directors moving off the board or moving to officer positions:

- Ozark Mountain Region: GLENDA KERR, CTIS, Sight and Sound Theatres, Branson
- Ozark Heritage Region: GAIL HUSTEAD, Rolla Visitor Center, Rolla
- St. Louis Region: CYNTHIA MOORE, Best Western Kirkwood Inn, St. Louis and LARRY MARRS, Harrahs St. Louis Casino & Hotel, St. Louis

Officers elected for 2008-2009 include:

President: MISHHELL HOOVER, Precious Moments, Carthage
President-Elect: GREG MAXON, Greater St. Charles CVB, St. Charles
Treasurer: LAURA TOBEY, Gateway Arch Riverfront, St. Louis
Secretary: WYLI BARNES, Table Rock Lake Area Chamber of Commerce, Kimberling City
Immediate Past President: GARY FIGGINS, Show Me Missouri Magazine, Kennett

Other board members continuing their terms include:

- Lake of the Ozarks Region: KAY SCHWINKE, Stone Hill Winery, Hermann and RAMONA MORMANN, Missouri Hotel & Lodging Assn., Jefferson City
- Osage Lakes Region: CAROLYN CROOKER, Sedalia Area Chamber/CVB, Sedalia
- Ozark Heritage Region: ELEANOR MAGGARD, Akers Ferry Canoe Rental, Salem
- Ozark Mountain Region: SUSAN WADE, Springfield CVB, Springfield

- Pony Express Region: MARY SUPPLE, St. Joseph CVB, St. Joseph and KATHY RENO, St. Joseph Museums, Inc., St. Joseph

Committee chairs serving on the board include:

- Meeting Planners Tradeshow – DIANE GILLESPIE, Springfield CVB
- Membership Committee – MICHELE BURROWS, Hotel DeVille, Jefferson City
- Educational Committee Co-Chair – TIM JACOBSEN, Lake of the Ozarks CVB, Osage Beach

Welcome to all and a tremendous thanks to those who have served this past year! We look forward to a productive 2008 and hope to see you at many of our events.

CAPITOL DAYS FOR TOURISM -- The date has been set and details are being finalized. Plan on joining your colleagues from across the state on February 27 and 28, 2008. Event details and registration will be mailed soon and also posted on the MTC website – www.missouritravel.com. The two-day event will be similar to past years but include some exciting enhancements. Watch your mail, make your hotel reservation with one of our fine lodging partners and plan to attend! And if you have a pull-up screen banner, give the MTC office a call – we'd like you to bring it for display.

NEXT "TALKING TOURISM" WORKSHOP – The MTC Education Committee has put together a fabulous and affordable workshop that plans to provide each MTC member with valuable information. The workshop is being planned for February 27 – immediately prior to the start of the Capitol Days for Tourism so members can plan to attend both events. The theme of the workshop is "Making the Media Work For You!". Christine Brennaman is our featured speaker. Christine will be teaching from experience. She has been a promotions manager for three TV stations and two radio stations. She has even been a performance manager for Midwest talent acts and hosted her own radio shows. She will take us through the basics of how to attract the media to our product or get them to pay attention to our property or event. In addition, a prestigious media panel will share their hints to how to get the media to your event – how to best leverage a small media budget and how to write a press release that can't be ignored. Panelists will include a producer/reporter from KOMU (NBC Affiliate for Mid-Missouri), a Program Director from KWWR (Missouri's Largest Radio Station), a Media Buyer with Bucket Media representing clients throughout Missouri and staff from Nations Ranch – Missouri's Tourism PR Team. We will conclude the workshop with a presentation at the MTC Awards lunch from Bob Priddy – a well-known Missouri Historian, MissouriNet Broadcaster and Capitol Reporter. Priddy is also the voice of "Across the Wide Missouri". This is one workshop that is a "MUST" for every MTC member company. The brochure will be posted on the website and mailed in the near future.

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.

MISSOURI BANK TRAVEL EXCHANGE – The 2nd Annual Missouri Bank Travel Exchange event is scheduled for May 13-14, 2008 at Capitol Plaza Hotel in Jefferson City. This is a "must-attend" event for any business working with bank travel groups. Our 2007 event was a fabulous success and Bank Planners have been quoted that they prefer to attend this Missouri Exchange rather than the National Bank Travel – that our event is more valuable as well as being time and cost-efficient! – WOW! That's quite a compliment! The invites will hit your desk in the next few days – we hope you will make plans to participate! In addition, if you are interested in being a sponsor or have questions, contact Donna Cordle – 816-444-0991.

MISSOURI SHOWCASE SCHEDULED – Marketplace dates for 2008 event are August 25-26, 2008 -- location is the Sheraton-Kansas City (formerly the Clarion Hotel Sports Complex) with the Kansas City CVA as our hosts. Tickler details were recently mailed to all MTC members with registration

information to be mailed in February. Registration info will also be posted on the MTC website with a deadline of May 1, 2008. You must have 2008 MTC dues paid to participate. There will be a cost savings to you if you register by March 1 - \$250. After that date the registration increases to \$275 – so plan accordingly.

As in the past, there are sponsorship opportunities available for the Marketplace – call the MTC office to discuss possibilities! Give your company that extra edge that it deserves with tour planners!

Members on the western and central areas of the state have been mailed a FAM Participation Form. This form will give the itinerary planning committee an idea of which communities, hotels and attractions are interested in hosting the FAM of tour planners next August. Deadline: January 10, 2008

The Showcase Committee is hard at work to make this the very best Marketplace and FAM ever! We hope you will plan to participate – it's truly a cost efficient marketing opportunity for group tour business!

MISSOURI SHOWCASE FAM ADMINISTRATION RFP – Two RFP's have been issued for services relating to the Missouri Showcase FAM. The first RFP is for FAM Itinerary Development and FAM Escort. The second RFP is for FAM Administration Services. If you are interested in receiving the RFP for either of these services, please contact the MTC office immediately – 573-636-2814. The deadline for responses to this RFP is 5 p.m. on January 10, 2008.

JOINT MEETING PLANNERS TRADESHOW – The Joint Meeting Planners Tradeshow date has been set – July 15, 2008. This event is sponsored by the Missouri Society of Association Executives, Society of Government Meeting Professionals and Missouri Travel Council and will be held at the Capitol Plaza Hotel in Jefferson City. The theme for the 2008 event is "Show Me What You've Got". Booth space is an affordable \$350 for the first booth and \$325 for each additional booth. Make plans to participate and watch for more information in early March.

WANT TO SAVE TIME – visit the MTC website – www.missouritravel.com and sign up for all 2008 events listed below and pay with one credit card payment or check.

Event Calendar:

TALKING TOURISM WORKSHOP – “Media Workshop” – February 27, 2008 – Capitol Plaza Hotel, Jefferson City

CAPITOL DAYS FOR TOURISM” – February 27-28, 2008 – Capitol Plaza Hotel & State Capitol Building, Jefferson City

MISSOURI GROUP TOUR SUMMIT – March 14, 2008 – Courtyard by Marriott Hotel, Columbia

MISSOURI BANK TRAVEL EXCHANGE – May 13-14, 2008 – Capitol Plaza Hotel, Jefferson City

JOINT MEETING PLANNERS TRADE SHOW – July 15, 2008 – Capitol Plaza Hotel, Jefferson City

MISSOURI SHOWCASE MARKETPLACE – August 25-26, 2008 – Sheraton-Kansas City (formerly Clarion Hotel Sports Complex)

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