



Leading Missouri in becoming one of America's most memorable tourist destinations.

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Missouri Tourism Delegates Honor Industry Leaders

Bennett Named to Hall of Fame

Missouri's tourism industry celebrated the efforts of its innovators, ambassadors and navigators during the 38th Annual Governor's Conference on Tourism.

The conference took place Sept. 18-20 at the new convention center in St. Charles. The event culminated with the annual awards banquet and the induction of **Marci Bennett**,

executive director of the St. Joseph Convention and Visitors Bureau, into the **Missouri Tourism Hall of Fame**.

The Hall of Fame recognizes individuals whose long-term contributions have had a positive effect on the tourism industry. Inductees have demonstrated their commitment to the industry beyond personal gain and have significantly and measurably contributed to the industry in Missouri. The persons inducted have left lasting impressions in the economy and welfare of the state.

Bennett has led the St. Joseph CVB since 1993 and has been involved in the tourism industry since 1979. In addition to her position at the CVB, Bennett is the executive director of the Missouri Association of Convention and Visitor Bureaus, a statewide organization that functions as an advocate for CVBs and the travel industry. She recently earned the Certified Destination Management Executive certification from the International Association of Convention and Visitors Bureaus. She is a previous recipient of the Missouri Division of Tourism Friend of Tourism Award.

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Other Awards

Grammy-award-winning Missourian **Sheryl Crow** received this year's **Spotlight Award**. The award recognizes an individual, business or organization not usually considered part of the tourism industry for noteworthy contributions in promoting or "spotlighting" Missouri as a destination. Crow's contributions to her hometown of Kennett have generated considerable publicity for that Bootheel community. She has donated the use of her name, voice and face to a number of special marketing promotions and campaigns for the Missouri Division of Tourism.

The Sen. Emory Melton Legislative Award pays tribute to legislators and individuals who work with legislators to promote the

Garrett Named to Tourism Commission



Sharon Garrett

Gov. Matt Blunt has appointed Sharon Garrett of Purdy to the Missouri Tourism Commission. Garrett replaces Raeanne Presley, whose term expired in January.

"As a businesswoman and local community activist, Garrett knows firsthand how important tourism is to our state and local economies," Blunt said. "I appreciate her interest in serving on this important commission particularly during this time of change."

Garrett, 60, is the owner of The Trunk Line Children's Clothing Store in Monett. She serves on the board of Purdy Bancshares, Inc., and is a member and past president of the Monett Chamber of Commerce. She has served on the Monett Festival of Light Committee, the Monett Downtown Betterment Group and the Precious Moments Advisory Board.

Pending confirmation by the Missouri State Senate, Garrett will serve a term ending Jan. 15, 2010.

CONTENTS

MDT Honors Leaders	1
New Commissioner	1
Snapshots	3
Welcome Center Affiliates	4
Calendar Dates	4
Coop Marketing Dates	5
Leads Available	5
MTC Awards	5



Continued on page 2



Bob Hain and Dale Amick



Mike McAfee of the Joplin CVB



Bob Hain and Terry Ramsey



Bob Hain and Anita Meinz



Bob Hain and Gary Figgins



Mark Twain



City of Washington's winning team

value of tourism to the state and work to ensure that the industry continues to flourish. This year's award recipient was **Dale Amick** of Jefferson City. Amick is the Missouri Travel Council's longtime lobbyist.

The **Joplin Convention and Visitors Bureau** received this year's **Marketing Campaign Award**, recognizing achievement in integrated marketing campaigns that led to increased visitation, expenditures and sales tax revenues. The Joplin CVB captured the award for its Boomer Digs Joplin campaign. Boomer the groundhog was created to give Joplin an icon that offered the community an identity as a fun destination. The town has embraced the Boomer character who

frequently is called on to make community appearances. Joplin's festival, previously known as the Festival of the Four States, will now be known at Boomtown Days.

Terry Ramsey of Nevada captured this year's **Pathfinder Award**. The Pathfinder recognizes trailblazing marketers who successfully reach out to

new markets and appeal to travelers with niche interests such as ethnic and cultural. Ramsey, director of the Bushwhacker Museum in Nevada, is credited with helping the museum increase its visitation by 161 percent since she joined it in 1988. Her knack for developing partnerships with other groups promoting similar interests has allowed Civil War tourism to flourish in Nevada.

The **City of Washington** garnered the **2006 Innovator Award**, which pays tribute to a smaller tourism entity that saw great results and return on its budget. Washington's impressive statistics show that 75 percent of people who seek information about the destination convert their research into an actual trip to the Missouri River city.

The Navigator Media Award recognizes broadcast, print and electronic media that have supported and promoted tourism with stories and images that both inform and entice. Missouri's tourism industry awarded Show Me Missouri and its publisher **Gary Figgins** of Kennett this year's Navigator Award. The quarterly magazine has featured Missouri destinations and lesser-known attractions since it was first produced in 1998. In addition to producing the magazine, Figgins serves as president of the Missouri Travel Council.

The Ambassador Award honors an individual, business or organization that has supported the state's tourism promotion by cooperating with Division of Tourism projects, providing publicity for the state's attractions or other efforts that help travelers enjoy their Missouri experience. This year's winner was **Anita Meinz** of Cape Girardeau. Anita has been greeting visitors to the Cape CVB for 21 years. At 84, she has become the face of the Cape organization. She is a friendly, knowledgeable ambassador for the region and the entire state.

Snapshots

from the 2006 Governor's
Conference on Tourism



Bonnie Gill, AAA Magazines



Dennis Petroskey, TIA



Kelly McDonald, McDonald Marketing



Rural Missouri Magazine



Susan Sweeney, Connex Network, Inc.

MDT Expands Affiliate Welcome Center Program

Planning a great Missouri vacation just got easier with the latest expansion of the state's Affiliate Welcome Center program. The Missouri Tourism Commission has approved two new affiliate centers, one located at the Gen. John J. Pershing State Historic Site in Laclede, the other at 3315 E. Battlefield Road in Springfield. The two new centers bring to five the number of facilities approved as part of the program. The other three centers are located in Pineville, Platte County and Lebanon.

"We're pleased with the program," said Missouri Division of Tourism Deputy Director R.B. "Bob" Smith. "It's really starting to take off."

The Affiliate Welcome Center program has been in operation for two years. The centers complement the state's six Official Welcome Centers; however, they operate at no cost to the Missouri Division of Tourism. "They offer consistency for travelers in terms of what they can expect as an extension of the state-operated Welcome Centers," Smith added.

Only visitor information centers operated by convention and visitor bureaus, chambers of commerce and educational facilities are eligible for program consideration. The facilities are subject to annual inspection and must meet ADA and OSHA standards. The centers must carry statewide tourism brochures and must be located at least 25 miles away from any other state-approved tourism center. Once they receive the Tourism Commission's

sanction, the centers may purchase and post official Affiliate Welcome Centers signs from the Missouri Department of Transportation.

For more information about Affiliate Welcome Center program, contact Bob Smith at 573-751-2016.



Important Calendar Dates

October 10-11
National Conference for Attraction Professionals,
Boco Raton, Fla.

October 11-13
TIA Marketing Outlook Forum
Boco Raton, Fla.

November 3-7
National Tour Association Convention,
Salt Lake City, Utah

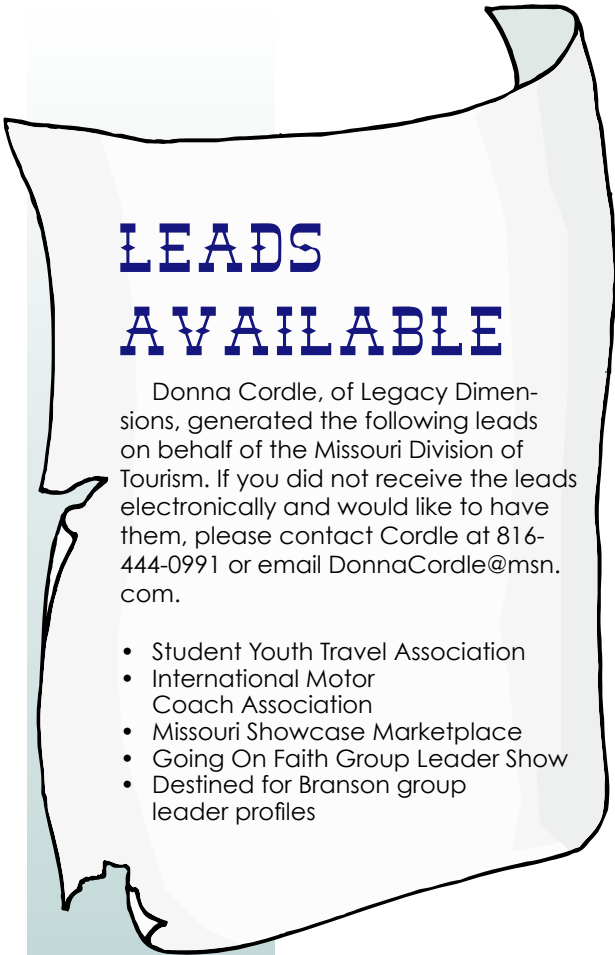
January 27 - February 1, 2007
American Bus Marketplace,
Grapevine, Texas

April 21-25, 2007
TIA International Pow Wow 200
Anaheim, California

July 17, 2007
Missouri Travel Council, Joint Meeting Planners Tradeshow, Capitol Plaza Hotel
Jefferson City, Missouri

August 27-28, 2007
Missouri Travel Council, Missouri Showcase Marketplace, Holiday Inn Southwest Viking
St. Louis, Missouri

(Marketplace is being held on Monday and Tuesday - a new schedule)



Missouri Travel Council Recognizes Industry Contributions

Four Missouri Travel Council members were recognized for their contributions to the association during the Governor's Conference on Tourism. The awards were presented by MTC President Gary Figgins and President-Elect Mishell Hoover.

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, Barnes was a natural choice as co-chair of MTC's Legislative Committee. Her "Lobbying 101" showed industry members the most effective ways to discuss issues with lawmakers, emphasizing there is no reason to be intimidated when talking with legislators.

The **Service Award** was presented to **Kelli Freeman** of the Kansas City Conven-

tion and Visitors Association. Freeman is a long-time member of MTC who has served as an unofficial mentor to many new members.

Laura Tobey of the St. Louis Gateway Arch Riverfront received the **Rookie Award**. While Tobey is not completely new to Missouri's tourism industry, she is a new member of MTC's leadership. Laura chaired this year's Missouri Showcase.

The **Friend of MTC Award**, presented to an individual or organization that is not considered part of the traditional tourism industry, went to **AgriMissouri**. Director Sarah Gehring accepted the award for the organization. AgriMissouri has worked diligently educating agricultural businesses on the possibilities and benefits of tapping into the tourism industry.

Important Cooperative Marketing Dates

FY06 Projects

Dec. 1, 2006 Project Summary Report postmark deadline.

FY07 Projects

Now through 5 p.m., April 15, 2007 FY07 Brochure applications accepted at MDT.

Nov. 30, 2006 First Quarterly Project Update/Reimbursement Request postmark deadline.

MARK YOUR CALENDARS and PLAN TO ATTEND:

FY07 Quarterly Reporting and Reimbursement Workshop Schedule - Informational and education workshops are scheduled for:

Oct. 3, 2006 and Oct. 12, 2006 Harry S Truman Bldg., Room 493, 301 W. High St., Jefferson City

Workshops will be presented from 1:30 to 3:30 p.m. to assist participants with the first and second quarter reporting and reimbursement process.

FY08 Application Seminars

Oct. 3, 2006 and Oct. 12, 2006 Harry S Truman Bldg., Room 493, 301 W. High St., Jefferson City

Seminars will be presented from 9 a.m.–noon. They will provide important information for program veterans as well as interested newcomers on program basics, what's new for the upcoming program year, the application process, program certification and outcome measurement.

REGISTER ONLINE NOW! Go to **www.VisitMO.com** – click "Industry Info" – click "Cooperative Marketing" – click "Workshop & Seminar Information."

Questions? Contact Becky Heeren 573-751-3246 or Kathryn Capps 573-526-1551