



Missouri Division of Tourism Captures Mercury Award

Missouri Well Represented at TMS



The National Council of State Tourism Directors (NCSTD) has named the Missouri Division of Tourism the winner of its 2006 Mercury Award for Broadcast Advertising - Radio. The Division of Tourism received the honor for the 2005 "The Missouri Escape" campaign radio spots, featuring family fun and a romantic weekend getaway.

The Mercury Awards honor the best in state tourism office marketing and promotion programs each year. Twelve states were honored with 13 separate Mercury

Awards. Entries ranged from print and broadcast advertising to niche marketing. NCSTD is an industry council of the Travel Industry Association of America. The awards were presented during the Aug. 22 closing ceremony of TIA's annual Educational Seminar for Tourism Organizations (ESTO) in Minneapolis, Minn.

"This year's Mercury Awards competition produced a number of standout entries," said Todd Davidson, CEO of Travel Oregon and NCSTD chairman. "The winning entries reflect the depth of innovative and effective programs now being carried out by our industry."

Created in 1985, the Mercury Awards recognize state and territory tourism offices for excellence and creative accomplishment in travel marketing and promotion. The winning programs serve as models to foster imagination and innovation in the development of future destination programs.

The Missouri Division of Tourism shared Missouri travel story ideas with several dozen journalists during Travel Media Showcase Aug. 22-24 in Fayetteville, N.C. Travel Media Showcase is a marketplace that brings together writers and broadcasters with representatives from destinations and attractions. It is held in a different location each year.

MDT partnered with the Missouri Wine and Grape Board to share booth space and hold joint appointments with travel journalists who requested meetings. The state was well-represented at the event. In addition to the two statewide agencies, there were delegates present from Columbia, Kansas City, Lake of the Ozarks, St. Louis and Springfield.

In 2007, Travel Media Showcase will be held in November in Palm Springs, Calif.



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Urban Conservation and Agriculture Day at the Missouri State Fair

More than 600 St. Louis, Kansas City, and mid-Missouri students 5 to 17 years old experienced Urban Conservation and Agriculture Day at the Missouri State Fair, thanks to the efforts of local state agencies and several sponsors.

The Missouri Division of Tourism, the Missouri Department of Agriculture and the Missouri Department of Conservation joined forces to sponsor the Aug. 15, 2006, outing to the fair. Additional sponsors included the Pulaski County Ambulance District. The children were selected from programs such as the Human Development Corporation and Carr Square T.O.O.L.S. Program (St. Louis), Southeast Community Center and Kansas City Public Schools (Kansas City), and the Boys and Girls Club of the Capital City (Jefferson City).

Additionally, other groups participating and performing included the Kansas City Marching Sizzlers and the world-renowned Kansas City Marching Cobras. The Cobras, led by founder, director and 37-year-veteran

Willie Arthur Smith and his assistant Don Daughtry, have performed for audiences throughout the United States, at the Cotton, Fiesta and Sun bowls, at presidential inaugurations and internationally in Nice, France.

Conservation stops included the Missouri Department of Conservation Mobile Aquarium presentation, Ralph Duren's Animal Calls presentation, Lewis and Clark presentation and tours of the fish, reptile and other animal displays in the Conservation Building. The youth visited the Children's Barnyard, cattle, sheep and swine barns, and the Agriculture and FFA buildings. FFA members from several chapters led the tours to share their passion about agriculture and conservation. Students were made aware of the diversity of Missouri's conservation and agriculture resources and how they impact students' daily lives.

Students were given a pre-test before leaving home to assess their knowledge in the areas of conservation, agriculture and natural resources,

and the tour provided all the answers to the test. Once home, the children will be re-tested to see what they learned.

Sen. Maida Coleman, Minority Floor Leader (D-St. Louis), a member of the Missouri Tourism Commission, the Senate's Joint Committee on Education, Conservation, Parks and Natural Resources Committee says: "It is imperative that urban youth are exposed to the agricultural aspects of Missouri, because, for many of these young people, it will be their only exposure to a rural environment. Their future requires preparation today."

Rep. Craig Bland (D-Kansas City), who participated in the project as well, says: "This project is one of the most comprehensive programs that I have had the opportunity to participate in. It was enlightening to witness firsthand the interest, excitement and enthusiasm of the children. It is a must that our children from urban areas be well rounded in their educational experiences."



The world-renowned Kansas City Marching Cobras highlighted Urban Conservation and Agriculture Day at the Missouri State Fair in Sedalia.



Mark Your Calendar!

Join fellow destination marketing organizations for the 27th Annual CenStates Travel and Tourism Research Association Conference, 'The Changing Face of Marketing', at Pheasant Run Resort and Spa in St. Charles, Ill., Sept. 27-29, 2006. Seminars include great marketing topics and research aimed at presenting approaches and tools to more effectively reach visitors through technology and research.

Registration information may be found at www.censtatesfra.com.

Important Cooperative Marketing Dates

FY06 Projects

Dec. 1, 2006 Deadline for Project Summary.

FY07 Projects

July 1, 2006 through April 15, 2007 FY07 Brochure applications accepted at MDT.

Sept. 1, 2006 FY07 Small Project winter/spring marketing applications due at MDT by 5 p.m.

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:

Sept. 7, 2006	St. Louis Convention and Visitors Commission
Sept. 12, 2006	Sikeston-Miner Convention and Visitors Bureau
Sept. 13, 2006	Springfield Convention and Visitors Bureau
Sept. 27, 2006	Truman Presidential Museum and Library, Independence
Oct. 3, 2006	Harry S Truman Bldg., Room 493, 301 W. High St., Jefferson City
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 - Seminars will be presented from 9 a.m.-noon to 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. Pick from the following sessions and **REGISTER ON-LINE NOW!**

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Visit www.VisitMO.com, Click "Industry Info", click "Cooperative Marketing", then "Workshop and Seminar Information."

Questions? Please contact Becky Heeren at 573-751-3246 or Kathryn Capps at 573-526-1551.

Last Chance!!

38th Annual

Governor's Conference on Tourism



September 18-20



Important Calendar Dates

September 8-12
Student Youth Travel
Association Confer-
ence,
Boston, Mass.

September 10-12
American Society of
Travel Agents,
Orlando, Fla.

September 18-20
Missouri Governor's
Conference on Tourism,
St. Charles

September 21
Missouri Tourism Com-
mission Meeting,
St. Charles

September 28-29
Censtates TTRA
Marketing / Research
Conference,
St. Charles, Ill.

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

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

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

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