



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

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Bob Hain

Hain Named Interim Director

The Missouri Tourism Commission has named Bob Hain interim director for the Division of Tourism to replace departing Director John Robinson. Commission Chair Raeanne Presley announced the appointment July 28.

"John Robinson will be leaving next week for other opportunities and we thank him for his leadership and wish him the very best as he pursues new ventures," Presley said. "At the request of the Tourism Commission, Bob Hain has graciously agreed to serve as interim Tourism director during the anticipated gap between John's departure and the placement of our new director."

Hain brings 30 years' experience in accounting, budgeting, tourism marketing research and government to the position of interim director. He has been with the divi-

sion for 19 years, working in budgeting, accounting and market research.

A 1971 graduate of Wayne State University in Nebraska, he earned a bachelor of science degree in accounting. He went on to earn an MBA in marketing management from the University of Arkansas in 1978.

Prior to joining MDT in 1987, Hain was budget director for the Nebraska Department of Aging, internal auditor for Packers National Bank in Lincoln, Neb., and grants manager for the City of Lincoln.

From 1995-96, he served as interim director at MDT, during a previous vacancy in the director's office. Since 1996, he has been deputy director at MDT. In this capacity, he has managed the overall planning, development and administration of the division's budget. Additionally, he

serves as a primary representative from MDT to the state legislative budget and appropriations committees.

Hain is a member of the Association of Government Accountants, the International Tour and Travel Research Association and a past board member and secretary of the CenStates Chapter of TTRA.

Robinson, Tourism's director for the past four years, announced several months ago his plans to resign.

Presley said the search process for a permanent director is proceeding.

"We received 112 resumes for the position and the commission has narrowed that group to eight highly qualified applicants," she noted. "The commission is planning face-to-face interviews in mid-to-late August and anticipates having our director hired and in place no later than Oct. 1."

Jan Farrenburg



Longtime New Madrid Supervisor Retiring

Kimes to Take Over Post

After working 27 years at the New Madrid Welcome Center, Jan Farrenburg will retire Aug. 1 from her position as supervisor at the center. Since 1979, Farrenburg has balanced the center's schedules, attended scores of tourism meetings, counted the center's traffic and traveled across the state, among her many duties.

Farrenburg's friendly nature and passion for tourism are well-known by center visitors and the industry alike.

Her success as a supervisor is attested by Reida Kimes, Farrenburg's right hand for the past 16 years. Kimes, who takes over as supervisor, said Farrenburg was tireless in her job.

"She was always ready at the drop of a hat," Kimes said.

Farrenburg was always particularly ready for the travel aspect of the job. Farrenburg said going on FAM tours across the state gave her knowledge about Missouri that she, in turn, used to

guide visitors to the best spots in the state.

"It helped so much when I had seen things first-hand around Missouri," she said.

Farrenburg said she encountered visitors from all walks of life while providing assistance to travelers at the welcome center.

"You learn a lot about human nature working in a welcome center," Farrenburg said, "you see it from one extreme to the other."

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Of Thee I Sing

by John Robinson

I was running down Main Street, when a fledgling robin fluttered in front of me, and hopped into the street. Every resident of every city will tell you, Main Street is busy. So to save the little creature from oncoming rubber, I stepped into the street to shoo the baby back into the vegetation. Mother and father robin converged on us, fluttering and squawking to divert my attention. They misunderstood that I was helping their young family, who had come from Central America to spend the summer in Missouri. Such misunderstandings can happen when you're dealing with bird brains.

I resumed my run.

Music wafted into my conscience from my left. Curious, I climbed the steep hill to investigate. There, on an exquisitely manicured lawn, was a benefit concert for Hurricane Katrina victims. And something else.

The hill offered the very best view of the Kansas City skyline. The grounds themselves reminded me of the mall in Washington DC. That is not a coincidence. On this hill, America built its national monument to the doughboys and the veterans who fought for freedom at Verdun and Chateau Thierry and the Maginot Line. Descendants of these brave soldiers know it as World War I.

It's unique in America that Congress commissioned this monument in 1926 for America's heartland, and not Washington DC. But it's fitting that the Liberty Memorial stands watch over its public sister, Union Station, where mil-

lions of American service men and women boarded trains, headed for war.

I saw the two sphinxes flanking the monument, both covering their eyes. The one called Memory shields its vision from the horrors of the War to End All Wars. The other, named Future, hides its eyes from the horrors of future conflict. Atop the monument stand four winged statues representing honor, courage, patriotism and sacrifice.

Throughout the museum, priceless art and stunning artifacts bring you face-to-face with the sphinxes' fears.

In the Hall of Flags, I talked to visitors from Colorado, Texas, Michigan and California, who came to see this national treasure, pay their respects, and teach their children lessons their parents and grandparents offered them, about the War to End All Wars.

Late this autumn, America will focus again on this monument, in a national rededication. Kansas City will welcome thousands of people from all over North America, and the world, to see a stunning makeover of this museum, performed by Holocaust Museum designer Ralph Applebaum. It is appropriate that Missouri stands in support of this rededication of a national monument of such world significance. Patriots and historians and visitors from throughout the United States will flock to see the grand presentation. And although the robin family will have returned to Central America, the sphinxes will be listening, hoping that you're paying attention to the message.

Supervisor Retiring

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One extreme moment of unease came when Farrenburg spied some scruffy men poking around the cars in the welcome center's parking lot. She was preparing to call the sheriff when she learned that the men were undercover treasury agents following a drug dealer from Mobile, Ala. to Chicago.

Farrenburg also said that lovers' spats occasionally prompt spouses, boyfriends and girlfriends to leave their significant others at the center. Especially in the summer, Farrenburg noted, tempers flare as temperatures soar, and people drive off and leave their friends. She has been there to console the person left behind and help them make arrangements to get home.

More typical services Farrenburg provided included giving directions, helping with automobile problems or recommending a good sight to see.

Kimes is prepared to take over the reins at the center with more than a decade and a half of experience under her belt.

"I'm looking forward to the challenges of being a supervisor; decision-making will be a challenge," Kimes said. She derives excitement from "being able to know I can take full responsibility working for something as great as the Division of Tourism."

Though Kimes has no plans to shake up the way the center runs – she said every necessary change was made by Farrenburg over the years – she hopes that traffic through the center will continue to increase.

With Farrenburg retired, the center will employ two full-time staffers instead of three. Kimes sees that as a challenge, along with trying to fill Farrenburg's shoes.

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Supervisor Retiring

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Laura Holmes, who will serve as Kimes' assistant and has worked for the welcome center for 11 years, said going to work for Farrenburg was always a pleasure. All three women described the staff at the center as "a big, happy family."

"You know how some people have a job and they dread coming to work?" Holmes said. "It wasn't like that with Jan."

Holmes said Farrenburg was more than a supervisor; she was a good friend.

"It will be different, but it will be good," Holmes says of the transition. "No one can fill Jan's shoes, but she's [Reida Kimes] going to do really well."

Kimes, too, is confident the transition at the center will be a smooth one. Farrenburg's transition to increased leisure time may prove more difficult. Being a woman who likes to keep herself occupied with a project, Farrenburg already has a list of plans for herself. She plans to trace her family's genealogy by

scanning through records at courthouses and cemeteries. She also intends to play more golf, tend the garden, and give her house a thorough cleaning. She's still open to volunteer positions around New Madrid, but any job she takes on will be part-time.

What is the next order of business for Farrenburg now that her long tenure at work has come to an end?

"The first thing I'm going to do is throw away that alarm clock."

Important Cooperative Marketing Dates

FY06 Program

Aug. 31, 2006	Final Quarterly Project Update/Reimbursement Request postmark deadline.
Dec. 1, 2006	Deadline for Project Summary.

FY07 Program

July 1, 2006 through April 15, 2007	FY07 Brochure application due 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 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 - FY08 Program materials will be made available online Aug. 1, 2006. Informational and education seminars 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

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.

REGISTER NOW!

On the Web: www.VisitMO.com, Click "Industry Info," click "Cooperative Marketing" "Workshop & Seminar Information."

Questions? Please contact Becky Heeren, (573) 751-3246, or Kathryn Capps, (573) 526-1551

Register Now for 2006 Governor's Conference

Check your mailbox for the 2006 Missouri Governor's Conference on Tourism registration materials – forms will be mailed the week of July 31. If you don't

receive your registration packet soon, it will be available online in upcoming weeks at www.VisitMO.com; look under Industry Info.

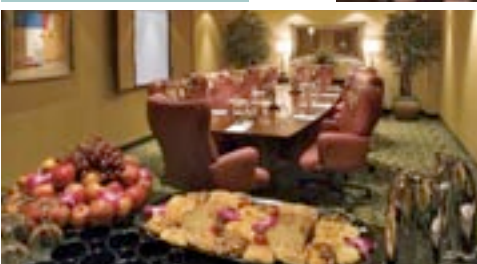
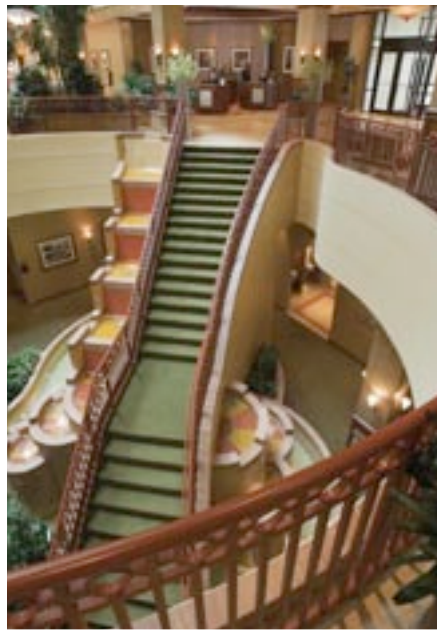
38th Annual Governor's Conference on Tourism

The 38th Annual Governor's Conference on Tourism will take place **Sept. 18-20** in St. Charles. An exciting array of speakers and educational sessions await those who attend. Marketing strategies, public relations and Civil War tourism are just a few of the topics from which to choose.

Don't miss the opportunity to network with your peers during social functions at the beautiful, newly

constructed St. Charles Convention Center. Lodging will be at the adjoining Embassy Suites Hotel. Rooms may be reserved by calling 636-946-5544.

For information, contact Jeff Wohlt at (573) 526-8027 or e-mail him at jeff.wohlt@ded.mo.gov



How is Tourism Faring this Year?

2006 First and Second Quarter Report

The following information is compiled from several different sources in an effort to answer the question "How are we doing so far this calendar year?" No one source provides a complete picture, but the combination of all of these resources provides a way to monitor the tourism statewide picture.

Please contact Dee Ann McKinney at (573) 526-1553 with any questions.

Indicator	2005 (Jan-June)	2006 (Jan-June)	% of Change	Data Source
Lodging-Occupancy	53.0%	53.5%	.9%	Smith Travel Research
Lodging Rev Par (Revenue per Available Room)	\$37.65	\$39.12	3.9%	Smith Travel Research
Lodging-Revenue	7.8% increase over 2004	6.6% over 2005	Not applicable	Smith Travel Research
Inquiries (Call Center, mail, contest entries, Web requests for Vacation Planner)	351,787	245,620	-30.2% *	Ruf Strategic Solutions/USA 800
Web Visits	1,239,517	1,210,063	-2.4% *	Webtrends
Missouri State Welcome Centers	233,743	195,773	-16.2% **	Missouri State Welcome Center Records

* Upon analysis of this versus last year's spring campaigns, there are several differences worth noting. First of all, last year's campaign featured an automobile give-a-way. Secondly, there was a 5 percent media budget reduction in 2006 compared to the first six months of 2005. Further, the in-state media budget was 29 percent less than in 2006. All of these factors are considered to have contributed to fewer travel information inquiries.

** The visitor traffic in the state Welcome Centers was impacted by sporadic closings of the Joplin and New Madrid Welcome Centers due to sewer challenges.

Share the Fair Spots Still Available



There are still several days available to "Share the Fair" with the Missouri Division of Tourism. As in years past, the Missouri Division of Tourism is offering to "Share the Fair" with Missouri communities, chambers of commerce and CVBs. The division will spon-

sor a booth in the air-conditioned Agriculture Building during the 10 days of the Missouri State Fair, which runs from Aug. 10-20 in Sedalia. While MDT staff distribute *Missouri Vacation Planners* and promote the Fall Getaway promotion, our tourism partners are invited to promote their individual communities.

Chamber, CVBs and other city representatives may share the booth at no charge for a day. Each participating community will be allowed a portion of the exhibit space to promote their own area and special events.

For more information or to reserve a day at the fair, call Jeff Wohlt at (573) 526-8027 or e-mail him at jeff.wohlt@ded.mo.gov.

Important Calendar Dates

August 19-22

ESTO,
St. Paul, Minn.

August 20-21

Missouri Showcase
Marketplace,
Excelsior Springs

August 22-25

Travel Media
Showcase,
Fayetteville, N.C.

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 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 3-9

National Tour Associa-
tion Convention,
Salt Lake City, Utah