

CenStates TTRA

CenStates TTRA 2002 Marketing Research Conference

CenStates TTRA will be hosting our 23rd Annual Travel Research Conference in 2002 in Des Moines, Iowa at the Historic Savery Hotel. We will be addressing many of the topics DMOs and travel organizations are concerned about - namely, how do we recover from the recession and the events of Sept 11, 2001. We will be meeting with the Iowa CVB Association and we would welcome your attendance at the meeting.

CenStates TTRA 2002 Conference
Strategizing for a Changing America
Hotel Savery, Des Moines, Iowa - Thurs & Fri Sept 12, 13, 2002
CenStates TTRA and Iowa Convention and Visitors Bureau Assn Conference

Thursday September 12, 2002

7:00AM - 5:00PM	Registration
7:00AM - 7:30AM	Continental Breakfast, networking
7:30AM - 8:30AM	CenStates Business Meeting
8:30AM - 8:45AM	Session 1 - Welcome Remarks by Nancy Landess, Iowa Travel Director
8:45AM - 9:45AM	Session 2 - Key Note Address , Michael Gartner, "Vision Iowa" CEO
9:45AM - 10:15AM	Break , networking
10:15AM - 11:15AM	Session 3 - D.K. Shifflit Co., Ed McWilliams, Facts on the Changing of America
11:15AM - 12:00Noon	Session 4 - Rick Cain, NFO Plog, Update on Tourism
12:00Noon - 1:15PM	Lunch. Presentation of Student and Professional Awards
1:15PM - 2:15PM	Session 5 1. Skip Hull, CIC. Economic Impact of Tourism, locally
	2. Jim Carr, President, Certec Inc. Economic Impact, Regionally
Concurrent	Session 6 - 1. Mary Gregoire and Renee Jedlicka Iowa State Univ. Linkages Between Universities and Communities to Conduct Research
2:30PM- 3:15PM	Session 7 -1. Katherine Henning, Dunbar Jones: Use of Research in building Business/Marketing Plan
	Session 8 - 2. Unstructured Discussion of Research needs and wants
Concurrent	Break , networking. Visit sponsors in Exhibit room
3:15PM - 3:30PM	Session 9 - Christine Morrison, RVIA The Growing RV Market
3:30PM- 4:15PM	Session 10 - Scott Hanson, Longwoods Research, New Branding Study
4:15PM - 5:00PM	Evening Social Event , Reception/networking, Meredith Gardens
6:00PM -	

Friday September 13, 2002

7:00AM - 8:00AM	Continental Breakfast, networking. Visit Exhibitors
8:00AM - 9:00AM	Session 11 - Kathy Letarte, CTD, Chairman of Board, NTA The Motor Coach Market and how it is changing
9:00AM - 10:00AM	Session 12 - Ruth Nadler, NYC CVB. Crisis Management
10:00AM - 10:15AM	Break, networking. Visit Sponsors
10:15AM - 11:30AM	Session 13 - 1. Jane Cook, VP, Business Strategies, Frank Magid Assoc. Branding and Communications
	2. Ann Coffey, Deputy Director, State of Kentucky, Kentucky's Successful Branding Program.
11:30AM - 12:30PM	Session 14 - Dennis Gann, Sioux City CVB, and Representative from Disney World, Orlando, Florida. Tourism through Sporting Events
12:30PM -	Luncheon - End of Conference

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Registration Form for 2002 CenStates TTRA Conference

Thursday Sept 12, 2002 and Friday Sept 13, 2002.
Historic Hotel Savery, 401 Locust, Des Moines, Iowa

1-800-798-2151, 515-244-2151, Fax: 515-244-1228

Name _____
Title _____
Business _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ Email _____

Registration Fees:

CenStates TTRA member	\$150	[]
Non-Member	\$165	[]
Iowa CVB Member	\$135	[]
CenStates Student member	\$50	[]
Non-member Student	\$65	[]
One Day Only-CenStates TTRA Member	\$85	[]
One Day Only - Non Member	\$95	[]
Spouse or Guest	\$85	[]

Amount Enclosed \$ _____

Please make check payable to: CenStates TTRA, and mail to:

Warren Wiethaupt, Executive Director
CenStates TTRA
483 S. Kirkwood Road, #252
Kirkwood, Missouri 63122