

Registration Form

CenStates TTRA Registration Fees

CenStates Member	\$150
Non-member	\$165#
Student member	\$50
Student non-member	\$65
Non-member spouse or guest	\$85
One-day registration (member)	\$85
One-day registration (non-member)	\$95

#Special membership offers:

Conference registration plus membership in TTRA and CenStates TTRA \$250

Amount enclosed: _____

TTRA Premier membership \$445

Make check payable to: CenStates TTRA

Mail to:

CenStates TTRA
483 S. Kirkwood Rd. #252
Kirkwood MO 63122
Phone: 636-225-6339
Fax: 636-825-0124
e-mail: samsw@aol.com

Name _____
Title _____
Organization _____
Address _____
City _____ Zip _____
State _____
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We wish to thank our generous sponsors for making this conference possible:

Certec Inc.

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Iowa Tourism Office
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Des Moines, Iowa is conveniently located at the intersection of Interstates 35 and 80. It is also served by major airlines. The Hotel Savery is located in downtown Des Moines, and airport shuttle service is available.

The Hotel Savery
410 Locust St.

Des Moines, IA 50309

Reservations: 1-800-798-2151

or 515-244-2151

Fax: 515-244-1228



**Strategies
For A
Changing
America**
A travel industry
conference
designed to
provide ideas and
solutions to
current marketing

September 12-13, 2002
The Hotel Savery
Des Moines, Iowa

Presented by CenStates TTRA
and the Iowa Convention & Visitors
Bureau Association



Purpose of conference

The recent recession and the events of September 11, 2001 have severely damaged America's travel industry. This conference will provide valuable information on what some states, cities and DMOs have done to restore travel to their areas. In addition, we will discuss new, innovative and proven methods of attracting tourists, gaining competitive advantage, and evaluating the results.

Conference schedule

Wednesday, September 11

Noon-5 p.m. CenStates board meeting
2 – 5 p.m. Registration
Evening: Delegates on your own

Thursday, September 12

7 a.m. – 5 p.m. Registration
7 – 7:30 a.m. Continental breakfast

7:30 – 8:30 a.m.

CenStates Annual Business Meeting

- Student award presentation
- Election of directors and officers
- Update on research certificate
- Other business

8:30 – 8:45 a.m. **Welcome:** Nancy Landess, Iowa Tourism Office; Greg Edwards, Des Moines Convention and Visitors Bureau; and The Des Moines Children's Chorus.

8:45 – 9:45 a.m.

Vision Iowa - Financial Incentives for

Tourism Development: Michael Gartner

9:45 – 10:15 a.m. Networking break

10:15 – 11:15 a.m.

The Changing of America: Ed McWilliams, D.K. Shiffrit

11:15 a.m. – noon

Update on Tourism: Rick Cain, NFO Plog

Noon – 1:15 p.m.

Luncheon and presentation of student and professional awards.

1:15 – 2:15 p.m. Concurrent sessions

1) **Economic Impact of Tourism Locally:**

Skip Hull, CIC Research; **Economic Impact of Tourism Regionally:** Jim Carr, Certec, Inc.

2) **Linking Universities and Research:**

Mary Gregoire, Iowa State University; Renee Jedlicka, Iowa Lakes Community College.

2:15 – 3:15 p.m. Concurrent sessions

1) **Business and Marketing Plans:**

Katherine Henning, Dunbar Jones.

2) **You Have Questions? We Have**

Answers! Colleen May, Ohio Tourism.

3:15 – 3:30 p.m. Networking break

3:30 – 4:15 p.m. **Tapping Into the Expanding RV Market: A Lucrative Tourism Opportunity:** Christine Morrison, RVIA.

4:15 – 5:00 p.m. **“Destination Brand”:**

Scott Hanson, Longwoods Research.

6:00 p.m.

Transportation to the Better Homes & Gardens Test Garden ☐, Test Kitchen and Photo Studio for tour and reception.

Friday, September 13

7:00 – 8:00 a.m. Continental Breakfast

8:00 – 8:45 a.m. **The Motorcoach Market and How It Is Changing:** Kathy LeTarte, CTD, National Tour Association.

8:45 – 9:30 a.m. **Crisis Management:** Rui Nadler, Research Director, New York City Convention and Visitors Bureau.

9:30 – 10:15 a.m. **The Historic Site Visito (and why there aren't more):** Bob Boelke Adv., Boelke & Lincoln.

10:15-10:30 a.m. Networking break

10:30 – 11:30 a.m. **Branding and Communications:** Jane Cook, Frank Magi Associates; **Kentucky's Successful Branding Program:** Ann Coffey, Deputy Director, Kentucky Tourism.

11:30 a.m. – 12:30 p.m. **Building Tourist Through Sports Marketing:** Dennis Gamr Sioux City Convention and Visitors Bureau John Bisigniano, Disney Wide World of Sports; Tim Schneider, SportsTravel.

12:30 p.m. Pizza lunch