

Industry Briefs

Debbie Coleman Receives Award

Debbie Coleman, general manager at the Clarion Hotel, was selected the 2009 GM of the Year by the Roberts Hotel Group. The Clarion also was given a Readers Choice Award from The Times as Best Convention Hotel.

Register for Small Market Meetings

Register today for Small Market Meetings Conference and Reverse Trade-show, October 4-6 at the Shreveport Convention Center. This is the first time for this conference to be held in Shreveport-Bossier. Some 100 meeting planners that arrange meetings in destinations like Shreveport-Bossier will be here. By registering as a vendor you may qualify to win a \$100 shopping spree courtesy of the Shreveport-Bossier Convention and Tourist Bureau. Register online for the conference at www.smallmarketmeetings.com. To learn more about this conference contact Diana Douglas at ddouglas@sbctb.org.

Tourism Challenge to Start

The second Tourism Challenge kicks off May 3. This initiative of the bureau, the Shreveport-Bossier Attractions Association, the Shreveport-Bossier Hotel and Lodging Association and the Louisiana Restaurant Association draws the industry out and reminds them they can have fun at home! About 60 tourism partners offer discounts and free admission for participants. A special passport with details will be issued to participants. They have 13



Convention & Tourist Bureau
629 Spring Street
Shreveport, LA 71101

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*Appointing
Organization

Travel Talk

News from Louisiana's Other Side - Shreveport-Bossier Convention & Tourist Bureau



May-
June
2010

Shreveport-Bossier to Celebrate Tourism Awareness Month in May

Is tourism important to Shreveport-Bossier? You decide: the local industry employs more than 37,000 people and saves each Caddo-Bossier Parish household \$190 in taxes annually.

May 8-16 is National Travel and Tourism Week. The Shreveport-Bossier Convention and Tourist Bureau will host events to raise awareness of the importance of tourism and to honor those who help build a strong industry.

May 5, the bureau will host its annual Hospitality Olympics. This day of games builds teamwork as tourism employees compete against each other in games. May 13 is the annual P.R.I.D.E. (Proud Residents Involved in Developing the Economy) Awards Banquet. At this elegant gala the bureau recognizes Shreveport-Bossier's outstanding hospitality

employees.

During May, be a tourist in your own home town. Check out new store and restaurant openings at Villaggio. Catch a sports game at Fat Daddy's at Louisiana Boardwalk. Get with friends for a Spirit of the Red River Cruise or enjoy a performance at the Strand Theater. There is so much to see and do.

Also, we want your feedback. You can post your experiences on our Facebook page at www.facebook.com/pages/Shreveport-LA/Shreveport-Bossier-Louisianas-Other-Side.



The 7th Annual P.R.I.D.E. (Proud Residents Involved in Developing the Economy) Awards Banquet at Horseshoe Riverdome. The event recognized the outstanding individuals.

NBCL coming to area



Pictured from left to right: **John Hubbard**, chairman of the SBCTB board; **Stacy Brown**, SBCTB president; **Joe Walker**, NBCL meeting planner; **Dr. Katie Catalon**, NBCL president; **Shreveport Mayor Cedric Glover**; and **Bossier City Mayor Lo Walker**; **Zazelle Dudley** president of the African American Chamber of Commerce; and **Dr. Bennie Lewis** Louisiana NBCL president.

Shreveport-Bossier is honored to host the 91st annual conference of the National Beauty Culturists' League, Inc., (NBCL) a cosmetology trade association, July 24-31. The group draws its membership from 42 states, the District of Columbia, Canada, Africa, and the Caribbean

Dates to Remember:

Hospitality Olympics

May 5, 9 a.m., Louisiana Boardwalk

P.R.I.D.E. Awards Banquet

May 13, 6:30 - 9 p.m., Riverdome at Horseshoe Casino

Attractions Assn.

TBA, Information: Gina Hobbs, 461-0625.

Louisiana Restaurant Assn.

TBA, Information: Gretchen Hamilton, 741-6543.

Shreveport-Bossier Hotel & Lodging Assn.

11-10; 12-8, 11 a.m., Location TBA. Information: Bob Gansfuss, 629-4458.

Calendar of Events

May/June

- 5/1** First Saturday Tour: The Decorative Arts Tour. R.W. Norton Art Gallery.
- 5/2** Festival Encore. First United Methodist Church Shreveport.
- 5/6-9** Ringling Bros and Barnum and Bailey: Illucination. CenturyTel Center.
- 5/8** Cinco de Mayo Fiesta. Festival Plaza.
- 5/8** Willis-Knighton Master Series. Shreveport Symphony.
- 5/8** Collector's Eye Exhibition. Artspace.
- 5/8** Poke Salad Festival. Blanchard.
- 5/8** Lady Norwood Exhibit. Artspace.
- Through 5/9** Don't Dress For Dinner. Women's Department Club.
- 5/14** Everything Green Expo - Third Annual. Bossier Civic Center.
- 5/15** A Keyboard Extraganza. Shreveport Symphony.
- 5/20** STAR WARS in Concert. CenturyTel Center.
- 5/20** Downtown Pub & Culture Crawl. Artspace.
- 5/20** TNT EXPRESS: A Trolley Tour that Explodes Art & Culture. Artspace.
- 5/21** Movies and Moonbeams: Finding Nemo. Southern Hills Park and Community.
- 5/22** Spring Bloom Celebration. Gardens of the American Rose Center.
- 5/22** Saturday Speaker Series: Busy as Bees. R.W. Norton Art Gallery.
- 5/27-30** Mudbug Madness Festival. Festival Plaza.
- 6/1** Buddy Flett Acoustic Solo. Bears Restaurant.
- 6/4** Movies and Moonbeams. Wild Hogs. Riverview Park.
- 6/5** Annual Sunflower Trail and Festival. Highway 3049 north to Gilliam.
- 6/5** First Saturday Tour: The Manly Man Tour. R.W. Norton Art Gallery.
- 6/8** \$3 Terrific Tuesday at Sci-Port. Sci-Port: Louisiana's Science Center.
- 6/12** Shreveport Farmers' Market. Festival Plaza.
- 6/17** TNT EXPRESS: A Trolley Tour that Explodes Art & Culture. Artspace.
- 6/18-20** Let The Good Times Roll Festival. Festival Plaza.
- 6/19** Sugarland: The Incredible Machine Tour 2010. CenturyTel Center.
- 6/23** Dixie Gin Trade Days. Dixie Cotton Gin. Located on Hwy 3049 and Sentell Road.
- 6/25** Jeff Dunham - Identity Crisis 2010. CenturyTel Center.



Your Bureau at Work For You

Product Development Manager **Kathy Melancon** and Vice President of Communications **Brandy Evans**, joined forces with **Arlena Acree** and **Pam Glorioso** of the Shreveport-Bossier Film Office, as well as **Rocky Rockett** with the Bossier Economic Foundation for the Association of Film Commissioners International conference, April 12-17 in Santa Monica, Calif.



Brandy Evans
Vice President of Communication

Leisure Sports Sales Manager **Angie Costakis** and Vice President of Tourism **Kelly Wells** attended the National Association of Sports Commissions Sports Event Symposium in Columbus, Ohio, April 13-15. This annual event is the sport industry's leading networking conference. Kelly and Angie joined other professionals in the sports event industry for exceptional programming, networking, the NASC Sports Marketplace, and more. **Mary Ann Tice** with the Shreveport Regional Sports Authority also attended.

Kelly joined Tourism Sales Manager **Erica Howard** at the annual Travel South Confer-

ence in Birmingham, Ala., April 10-14, where they hosted the opening luncheon as part of the Louisiana North coalition.

Regional Convention Sales Manager **Dianna Douglas** recently made sales calls and attended the Meeting Professionals International Gulf States Chapter meeting in New Orleans, March 18. She secured a site visit for June 2010 to bid on a conference for 2012 and/or 2013 (name of conference?) with 1,000-plus hotel room nights plus meeting space. Dianna will travel to Dallas for regional sales calls April 26-30.



Pat Gill
Public Relations & Social Media Manager

As a result of the February convention Mardi Gras Fam, the bureau won the bid for the Gulf Coast Regional Conference 2011.

Special congratulations to **Pat Gill**, formerly the Internet & Systems Manager. Pat is now the Public Relations and Social Media Manager.

Susie Q - Winner

The bureau would like to announce its first **WOW winner - Susie Q** from Holiday Inn Express - West. The WOW Training program, initiated by the bureau in 2009, was recently modified to one hour of training that targets front line employees at hotels, restaurants and attractions.

Training focuses on three simple, but key factors in hospitality which include going beyond the expected, winning over the customers' hearts and personal ownership. The bureau has trained eight hotels in the last month and has more tourism partners signed up to take advantage of this free training program.

Once the tourism partner has enlisted, their front line employees are enrolled in the WOW comment card program in which the bureau will give out cash and other prizes to those employees who have their guests comment on an exceptional "WOW" experience they provided. Susie Q. was the first WOW Employee of the Month for having almost two dozen comment cards completed

by her guests in the last two weeks of February. She won a \$100 Visa Gift Card for her outstanding service.

If you would like to sign up for training, please email Kathy Melancon, product development manager at kmelancon@sbctb.org.



Pictured from left to right: Holiday Inn Express West GM - Inki Shaver, Front Desk (WOW Winner for March) Susie "Q" Gillen & Kathy Melancon, SBCTB Product Development Manager



Convention Calendar

| Date | Event | Hotel |
|--------------|---|---|
| May 2 | American Rose Society 2010 Spring Convention and Rose Show | Hilton Hotel Shreveport |
| May 4 - 6 | US Constabulary Association Outpost 7 2010 Reunion | Holiday Inn Bossier City |
| May 6 | Hospitality Olympics | Louisiana Boardwalk |
| May 24 - 30 | Southwestern Athletic Conference - SWAC | Hilton Hotel Shreveport |
| May 25 | Blackbeard Data Services | DiamondJacks Casino and Resort |
| May 28 - 29 | Airline High School Reunion Class of 2000 | Holiday Inn Bossier City |
| June 6 - 11 | Society of American Traveling Writers | DiamondJacks Casino and Resort |
| June 15 | Professional Insurance Agents of Louisiana, Inc. | Homewood Suites |
| June 22 | Campaign to End Aids | Centary College |
| June 22 - 24 | School Nutrition Association of Louisiana 2010 Annual Conference | Hilton Hotel Shreveport, Shreveport Convention Center |
| June 23 - 27 | Church of Christ Holiness USA, Southwest Diocese | |
| June 28 - 30 | Louisiana Primary Care Association 2010 Annual Convention | Hilton Hotel Shreveport |

For a complete list of upcoming conventions visit www.shreveport-bossier.org/meetings/calendar

Media Tours Generate National Expsoure

From May 27-30, SBCTB will host its Movies, Mudbugs Oh, My media tour. All media tours are done to promote Shreveport-Bossier as a premier tourist destination. The May tour is always popular because it's unique and fun. This year, writers from Southern Living Magazine, Chile Pepper Magazine and the Philadelphia Tribune just to name a few will be in attendance.

Also, Shreveport-Bossier is hosting the Society of American Travel Writers Canadian Chapter Meeting, June 7-10, for the first time. Between 30 and 50 journalists will be here to enjoy pre- and post tours to various parts of Louisiana.

"We are excited to be hosting this confer-

ence," said Stacy Brown, president. "We know that once they come they will find a wealth of story ideas about Louisiana's Other Side and go back and tell their audiences what a great place this is to live, play and work."

DiamondJacks' Casino Resort is the host hotel for the meetings and media marketplace. Some of the highlights of the various tours will include Someone's in the Kitchen at Artspace, gala at the Robinson Film Center, tour of the Eighth Air Force Museum, shopping at the Louisiana Boardwalk and much more.



Mudbug Madness, a popular event with unique fun