

Industry Briefs

The **Shreveport-Bossier Convention and Tourist Bureau's 2014 Board of Directors' Chairman** will be **Jerry Kolniak** and **Vice-Chairwoman** will be **Sherry Stuckey**.

Kourtney Washington has left her position as Governmental Affairs and Special Events Manager at **Sci-Port: Louisiana's Science Center** and is now the **Director of Happy** at **ANECA Federal Credit Union**.

The **Shreveport-Bossier Convention and Tourist Bureau** hosted the **Travel Alliance Partners Conference** in 2013 at **Sam's Town Casino**. **Stephanie Gorder**, executive director of **TAP**, had this to say about working with **Advance Awards**, a local business:

"I wanted to thank you for connecting me with Terri at Advance Awards. She's been doing all of our awards since then. She's quick, kind and cares for her clients. Regardless of where our meetings are held, we will continue to use Terri. It's a nice 'trickle-down' thing."

Lori Bukoski has recently been hired by the **Shreveport-Bossier Conventions and Tourist Bureau** as convention sales coordinator. Lori grew up in Minden and has recently returned to the area. She previously worked as a sales representative at **Advantage Sales and Marketing** in Houston.

Julie Thomas is the new communications intern for the **Shreveport-Bossier Convention and Tourist Bureau**, as well as a senior at LSU Shreveport. Julie is studying public relations and is projected to graduate this May.



Chef Panderina Soumas

Local **Chef Panderina Soumas** will be featured in the January edition of *Louisiana Kitchen and Culture Magazine*. Public Relations/Social Media Manager **Chris Jay** wrote the feature article.

Board of Directors

Jerry Kolniak,
Chairman
Louisiana
Restaurant Assn.*

Mark Garrett,
Greater Shreveport
Chamber of
Commerce*

Sherry Stuckey,
Vice-Chairwoman
Shreveport-Bossier
Hotel & Lodging
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*Appointing
Organization



news from shreveport-bossier convention & tourist bureau

TRAVEL TALK

Jan.-Feb. 2014

Shreveport-Bossier Hosts Inaugural Rendezvous South, Dec. 2-4



Qualified event planners from across the country attended Rendezvous South and many said they would consider hosting a future conference here.

Sponsored by *ConventionSouth Magazine*, Rendezvous South was created as a one-stop-shop for meeting planners to speak directly with decision makers from SMG-managed facilities, host hotels and convention and visitor bureaus. Rendezvous South partner cities include

Shreveport-Bossier, Baton Rouge and Kenner, La.; Savannah, Ga.; Beaumont and Irving, Tx.; and Jackson, Ms.

Meeting planner attendees agreed to host conferences in at least two of the participating cities, utilize at least 45,000 square feet of convention space, and use at least 500 hotel rooms.

"Our ultimate purpose is to create future convention business that will bring more visitors and events to the Shreveport-Bossier area," said Stacy Brown, Shreveport-Bossier Convention and Tourist Bureau president.

A follow up survey was sent to the suppliers and planners. Nearly 70% percent of the planners said they would consider hosting a future meeting in Shreveport-Bossier.

"My previous experience with the convention and tourist bureau has been great and anytime I have a client that I think would be a good fit, I would definitely consider bringing them your way," said Tommy Keown, a professional planner with Arrowhead Conferences and Events.

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Dates to Remember:

Hospitality Breakfast

Jan. 8, 8 a.m., Superior's Steakhouse
Feb. 5, 8 a.m., Venue TBD

Hotel and Lodging Association

Jan. 14, 12 p.m., Courtyard Shreveport
Feb. 11, 12 p.m., Venue TBD

Log on to www.shreveport-bossier.org/partners for industry events and updates



Convention & Tourist Bureau
629 Spring Street
Shreveport, LA 71101



Sports Commission Starts New Year in Full Swing

The first quarter of 2014 is in full swing for the Shreveport-Bossier Sports Commission. The organization is set to host two new exciting events and assist with returning events.

The CABOLA 2nd Annual Karl Mitchell Memorial Lacrosse Tournament, set for Jan. 11-12 at Cargill Park, will feature 35 high school teams. For the first time, the sports commission is sponsoring the USA Duathlon "Frost Yer Fanny," Feb. 9. Sportspectrum is a partner of this event. Hundreds of dedicated athletes are expected to compete.

"We recognize that partnership and sponsorship are important to expanding local events such as the Duathlon," said Kelly Wells, vice president of sports/tourism for the sports commission. "These kinds of events are opportunities to fill hotel rooms and give a positive economic boost to our community."



In December 2013, the sports commission landed another new event for the area. Regions Archery Tournament is scheduled for Feb. 20-23 at Cypress Black Bayou Recreation Area. The planner, Richard Pintke, attended the first-ever Rendezvous

South Conference, Dec. 2-4 at the Shreveport Convention Center.

Finally, the sports commission is lending its assistance and support to the annual Martin Luther King Basketball Tournament sponsored by SPAR, Feb. 7-9 at various SPAR gymnasiums.

To get involved as a sponsor or volunteer with the sports commission contact Kelly Wells at kwells@sbctb.org.

|| For most Dallasites, Shreveport-Bossier is a popular destination for a few days' gambling, but there's more to enjoy there than just the casinos... You can encircle the entire route over a long weekend, starting the tour at the Louisiana Boardwalk, where the city recently inaugurated its Holiday Trail of Lights with a 20-foot tree and even a little fake snow. (You can even head over to the newest casino, Margaritaville, which opened in June, or enjoy shopping at the outlet stores just in time for your Christmas list.) ||
— Arnold Wayne Jones, Dallas Voice

Jan./Feb.

- Thru 1/10** "New Works" by Christine Bailey, Norsworthy Art Gallery
- Thru 1/12** LEGO Castle Adventure, Sci-Port: Louisiana's Science Center
- Thru 1/18** Artspace PRESENTS, Artspace
- Thru 1/31** 21st Century: 5 Degrees of Realism, Bossier Arts Council's Gallery Fine Art
- 1/3-1/31** Hypnaughty with Thom Kaz, Margaritaville Resort Casino
- 1/5** HOSTS – Highland Open Studio Tour, Highland Neighborhood
- 1/9** George Strait, CenturyLink Center
- 1/9** The Trip to Bountiful, by Horton Foote, Shreveport Little Theatre
- 1/17-1/19** 2014 State Fair of Louisiana Boat, Sport and RV Show, Louisiana State Fair Grounds
- 1/17** B.B. King Live Concert, Margaritaville Resort Casino
- 1/17** Keith Sweat with special guest SWV, DiamondJacks Casino and Resort
- 1/17** Gregg Allman in concert, Horseshoe Riverdome
- 1/18** Krewe of Sobek Mardi Gras Parade, Begins at Fairgrounds Field
- 1/20** Krewe of Harambee MLK Day Mardi Gras Parade, downtown Shreveport
- 1/26** Signature Bridal Show, Bossier Civic Center
- 2/1** The Guess Who, Margaritaville Resort Casino
- 2/5** The Harlem Globetrotters, CenturyLink Center
- 2/8** The Roadshow 2014, CenturyLink Center
- 2/14** Brass Transit: "The Musical Legacy of Chicago," the Strand Theatre
- 2/15** Bowl for the Cure, Holiday Lanes
- 2/15** The Mikado, RiverView Theater
- 2/22** Krewe of Centaur Mardi Gras Parade, Clyde Fant Parkway
- 2/22** Katt Williams: Growth Spurt, CenturyLink Center
- 2/25** Sesame Street Live: Make a New Friend, CenturyLink Center

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Stacy Brown, President, Shreveport-Bossier Convention & Tourist Bureau

Stacy Brown, president, is attending Washington Mardi Gras in February. The last time she attended, she scored a travel article in *The Washington Post*.

Kelly Wells, vice president of sports and tourism with the Shreveport-Bossier Sports Commission, joins **Erica Howard**, tourism sales manager, as sponsors of the closing dinner for Travel South, Feb. 25. Shreveport-Bossier will be the host site for the conference in 2015.

Brandy Evans, vice president of communications, has been selected to participate in the Leadership Louisiana 2014 forum. This program is sponsored by the Council for a Better Louisiana.

Suzanne Manfredi, convention sales manager, landed several conventions and hosted several site visits for future conferences. She hosted the Inland Rivers, Ports and Terminals Annual Conference board meeting and site visit in November. The group announced they are hosting their 2015 conference in Shreveport-Bossier. Suzanne has also been successful in securing the bid for the 2014 Louisiana Math and Teachers Association. She hosted a site visit for the Professional Insurance Agents of Louisiana. They were very impressed with the destination.

Erica Howard, group tour sales manager, conducted a familiarization tour of 38 group leaders and tour operators from Oklahoma, Nov. 5-9. The group visited Shreveport-Bossier, Monroe-West Monroe, Alexandria, Natchitoches, Gibsland and Ferriday. Erica has booked seven groups as a result of the tour. She also attended Travel Alliance Partner's (TAP) regional meeting in Baton Rouge, La. She had the opportunity to network and promote new itinerary ideas to the 38 tour operators that make up TAP. She will be attending the American Bus Association Conference, Jan. 11-13, in Nashville, Tenn.

The staff of the Shreveport-Bossier Convention and Tourist Bureau, on behalf of the hospitality industry, would like to extend a heartfelt thank you to outgoing bureau board members. The organization is governed by 17 individuals appointed by organizations such as the chambers of commerce, city and parish governments and The Shreveport-Bossier Hotel and Lodging Association.



Board members are allowed to serve two, consecutive (3-year) terms. Outgoing members include Chairwoman **Betty Matthews**, **Ray Ferland**, **Luke Turner**, **Debra Hamilton** and **Jim Johnson**.

Newest Addition to Louisiana's Craft Brewery Scene Now Open

Great Raft Brewing, the Shreveport-Bossier area's first local brewery tasting room, opened to the public Friday, Dec. 20. Following the grand opening, the tasting room will be open on a regular basis on Thursdays



and Fridays, 4-8 p.m., and Saturdays, 12-8 p.m. Brewery tours will be available beginning in early 2014. Great Raft Brewing is located at 1251 Dalzell Street in Shreveport.

The Great Raft tasting room will initially feature three flagship beers with an additional five taps devoted to a variety of one-off and specialty beers. The 2,500-square-foot tasting room seats up to 75 patrons and is part of Great Raft's brewing operations located in Shreveport's Fairfield Historic District.

"The Great Raft tasting room will provide a unique experience for beer lovers, and it gives us the opportunity to engage directly with the

community about our beers. We are also excited to use this space as a way to increase the awareness and enjoyment of a variety of beer styles," said Lindsay Nations, vice president and co-founder of Great Raft Brewing.

Great Raft's current beer lineup includes a black lager named Reasonably Corrupt™, a pale lager named Southern Drawl™ and an American pale ale named Commotion™. A house saison will soon be available, and other specialty beers will be announced as they are released.



Mardi Gras Bash a Favorite for Large Groups

Shreveport-Bossier's Mardi Gras Bash is a favorite for large groups. Feb. 22 marks the eighth year of the bash and this year the event was named a Top 100 Event by the American Bus Association. Motorcoach groups are expected from throughout the region. Festivities begin at 1:30 p.m. The Krewe of Centaur parade starts at 4 p.m.



Erica Howard, tourism sales manager, is busy booking group tours for the 8th Annual Mardi Gras Bash, hosted by the Shreveport-Bossier Convention and Tourist Bureau.

"Mardi Gras in Shreveport-Bossier is simply the best," said Steven Foster, activities officer for the American Eagle HOG Chapter. "For several years, our friends at the Shreveport-Bossier CVB have made American Eagle

HOG Chapter's annual Mardi Gras Up-River Ride one of the most popular events we host. The weekend is non-stop fun!"

An estimated 350 people are expected to enjoy the Mardi Gras Bash festivities. Groups of 10 or more who are interested in attending can contact Erica Howard at ehoward@sbctb.org.

The cost to attend is \$35 per person. Participants will receive a T-shirt, signature Mardi Gras bead, two meal tickets for delicious Cajun fare, non-alcoholic beverages, live entertainment, and most importantly, a front row spot during the parade, ideal for catching Mardi Gras beads.

New Reunion Workshop to Create One-Stop Shop for Family, Class, Military Reunion Planners

Planning a reunion or know someone who is? The Shreveport-Bossier Convention and Tourist Bureau and its partners are hosting the Shreveport-Bossier Family Reunion Workshop, Saturday, Feb. 8, 10 a.m. - 1 p.m. at the Lakehouse and Event Center at Villaggio in Bossier City.

"Our goal is to target family, class and military reunion planners who are on the cusp of making their summer plans and connect them with local

suppliers such as hoteliers, attractions, caterers and others," said Kevin Flowers, who handles these groups for the bureau.

Kevin said the bureau hopes to create a one-stop shop for local planners and demonstrate the ease of working with the bureau and its partners to create successful and memorable events. It will be a 101-style seminar. The workshop includes a "How to Plan a Reunion" presentation and a meet-and-greet with hospitality industry partners who focus on reunions.

There are about 30 spots for suppliers to showcase their product or service for a nominal fee of \$50. Suppliers can go online to www.reunionplanningworkshopvendors.eventbrite.com to register. This will be on a first-come, first-served basis. An estimated 50 planners are being invited at no charge.

Interested?

If you are interested in participating, please contact Kevin Flowers, reunion service specialist, at kflowers@sbctb.org. Admission is free to anyone who is planning a reunion in Caddo or Bossier parishes, but seating is limited to two guests per reunion. A complimentary lunch will be served. Reservations are required. www.reunionplanningworkshop.eventbrite.com

CONVENTION CALENDAR

DATE	EVENT
Jan. 8-10	2014 Orthopedic Surgery Doctors
Jan. 20-23	2014 American College of Physicians Louisiana Chapter
Jan. 21-26	2014 World of Wheels
Jan. 24-26	2014 Mid-Winter Conference
Feb. 7-9	MLK Basketball Tournament
Feb. 9	USA Duathlon Mid-South Regional Frost Yer Fanny
Feb. 20	Regions Archery Tournament
Feb. 21-22	2014 Environmental Education State Symposium
Feb. 24-28	NBCA 2014 Mid-Winter Board Meeting National Baptist Convention of America
Feb. 24-March 2	2014 KCACTF Region VI Festival
Feb. 27-March 2	2014 Top Ladies of Distinction