

Keep Bossier Beautiful received a recovered artifact from Ground Zero in New York City in June. The 16-foot steel beam will become a permanent part of the landscape at Liberty Garden, located between the Bossier City Fire and Police Departments, in memory of those whose lives were lost on Sept. 11, 2001.

The City of Shreveport, Grambling State University, State Fair of Louisiana, Caddo Parish Commission and Shreveport-Bossier Sports Commission announced in July that the **Red River State Fair Classic** game with Grambling State University and Texas Southern University will be played in Shreveport at Independence Stadium, Nov. 7, 2015.

Independence Bowl Foundation announced in July that **Camping World** is the new title sponsor of the Independence Bowl. The 2015 bowl game is scheduled for Dec. 26, 2015 at 4:45 p.m. CST and will be known as the Camping World Independence Bowl.

John Cariere, owner of **Fairfield Place Bed & Breakfast**, filmed an episode for season two of "Flip My Food" with Chef Jeff Henderson on July 8. "Flip My Food" airs weekdays at 3 p.m. on KSLA.

Mary Dunn,
Chairwoman
Shreveport-Bossier
Attractions Association*

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

Carlton Golden,
Treasurer
Bossier Parish
Police Jury*

Tanita Baker,
Secretary
Shreveport-Bossier
African American Chamber
of Commerce*

Tari Bradford,
Shreveport
Mayor's Office*

Shelli Briery,
Harrah's
Louisiana Downs*

Rob Brown,
Shreveport-Bossier
Hotel & Lodging
Association*

Sandy Cimino,
Bossier Chamber
of Commerce*

Debbie Coleman,
Shreveport-Bossier
Hotel & Lodging
Association*

Mark Garrett,
Greater Shreveport
Chamber of
Commerce*

Joyce Jeffrey,
Bossier Office
of Community
Services*

Jason McKinney,
Louisiana
Restaurant
Association*

Kellie Morris,
Caddo Parish
Commission*

Pam Pettycoart,
Shreveport-Bossier
Hotel & Lodging
Association*

Ray Tromba,
Bossier City
Mayor's
Office*

**Patricia
Wooldridge**,
Caddo Rural
Municipalities*

*Appointing Organization



news from shreveport-bossier convention & tourist bureau

TRAVEL TALK

September - October 2015

Special Culinary Event to Feature Local Chefs

The Shreveport-Bossier Convention and Tourist Bureau is hosting a special culinary event, entitled "Eat Here: A Culinary Celebration of Shreveport-Bossier," 7 p.m., Sept. 24 at Robinson Film Center.

The event will feature food and presentations from some of the most fascinating figures in Shreveport-Bossier's culinary scene including pitmaster Harvey Clay of Real BBQ & More, Chef Hardette Harris of Pure Louisiana Soul – Food Tours and Tastings, Chef Gabriel Balderas of El Cabo Verde, Carolyn Huggins Simmons of Blue Southern Comfort Foods, and Chef Keith Lenard, son of Shreveport icon "Shorty" Lenard.

Event attendees will taste samples of five dishes that define Shreveport-Bossier's food scene, from acclaimed barbecue to legendary desserts, while getting to know the fascinating people



who cook them. The event will also showcase five short films about Shreveport-Bossier's culinary scene and the attendees will take home souvenir packs of a limited-edition

set of 12 recipe cards featuring local chefs.

The Louisiana Office of Tourism has designated 2015 a year-long celebration of unique Louisiana food and drink, and the culinary event is one of the many programs the Tourist Bureau has been implementing to draw in visitors through the food-centric marketing campaign.

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Dates to Remember:

Shreveport-Bossier Attractions Association Social Media Seminar

11/16 9 a.m. - 1 p.m., Venue TBD
To RSVP, call 318-222-9391.
Free for Members/\$20 Non-Members

Hospitality Breakfast

9/2 8 a.m., DiamondJacks Casino and Resort

10/7 8 a.m., State Fair of Louisiana

Hotel and Lodging Association Meeting

9/10 Housekeeping Appreciation
Cash Bar at 6 p.m., Dinner at 7 p.m.,
Wyndham Garden Hotel

For more HLA info, contact Sherry Stuckey at sherry.stuckey@dimdev.com.

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

Next Phase of Shreveport's Beautification Initiative Revealed

Shreveport Mayor Ollie Tyler and her team announced details of the next phase of the litter abatement and beautification initiative at a press conference in July. The city showcased their newly acquired street sweeper trucks, and the Mayor announced increased fines for littering as well as increased efforts to write citations for litterers. The new equipment and litter signs were on display at the event.

"This initiative is very dear to my heart, because I am appalled by the trash I see as I travel through our city," said Mayor Tyler. "We are better than this, and it is time we take pride in our hometown by cleaning up our streets in Shreveport."

All of these efforts, including the new fleet of street sweepers, represent the city's renewed commitment to fighting



Mayor Ollie Tyler revealed new litter signs and initiatives to fight litter in Shreveport.

litter. The initiative's motto is "Don't be Trashy. Keep it Classy. Shreveport is Home."



629 Spring Street
Shreveport, LA 71101



Got a taste for the Deep South? Do thoughts of fried shrimp sandwiches, barbecued pork, sweet tea, or fresh strawberry pie tantalize your taste buds? How about some river gambling, fishing for catfish, and attending a crawfish festival or Mardi Gras parade? If you answered yes to any or all of these, then you can satisfy all your desires in the twin cities of Shreveport and Bossier City, Louisiana. — Ron Stern, journalist for TheDailyMeal.com

SB FUNGUIDE! Your Bureau at Work

CALENDAR OF EVENTS

DATE EVENT

- Fri. & Sat. **Brewery Tours, Flying Heart Brewing**
- Sat. **Brewery Tours, Great Raft Brewing**
- 9/4 **Gary Allan**
Horseshoe Casino & Hotel Riverdome
- 9/11-12 **Mooringsport Cypress Festival**
Edwin Tuttle Currie Park
- 9/12 **Red River Dragonboat Festival**
RiverView Park
- 9/12 **XFest15**
Festival Plaza
- 9/18-19 **Greenwood Pioneer Heritage Festival**
William Peters Town Park
- 9/19 **Charlie Pride**
Horseshoe Casino & Hotel Riverdome
- 9/19 **Highland Jazz and Blues Festival**
Columbia Park
- Through 9/19 **Live Thoroughbred Racing**
Harrah's Louisiana Downs
- 9/25 **Ricky Nelson Remembered**
Strand Theatre
- 9/26 **Heritage and Harvest Tour**
Hwy 3049, Gilliam
- 9/26 **Jazz in the Park**
Chris Hayes Park
- 10/1 **Godsmack and Sevendust**
Shreveport Municipal Auditorium
- 10/1-10 **Mothers and Sons**
East Bank Theatre
- 10/1-3 **Louisiana Music Prize Festival**
VoodooCafé
- 10/2-4 **Louisiana Film Prize Festival**
Robinson Film Center
- 10/2-4 **Red River Quilters Annual Quilt Show**
RiverView Hall
- 10/3 **Ascent Combat**
Shreveport Municipal Auditorium
- 10/3 **Bill Anderson**
Horseshoe Casino & Hotel Riverdome
- 10/3-10 **Red River Revel Arts Festival**
Festival Plaza
- 10/17 **Brew: A Premier Beer Tasting**
Festival Plaza
- 10/22-31 **13 the Musical**
Emmett Hook Center
- 10/22-11/8 **State Fair of Louisiana**
Fairgrounds Field
- 10/24 **Shreveport Opera: Carmen**
RiverView Theater
- 10/28 **Celtic Woman**
Shreveport Municipal Auditorium
- 10/30-31 **Logan Mansion Halloween Tour**
Logan Mansion

Submit your events to www.sbfundguide.com today to be included in future promotional efforts.

SBFUNGUIDE.COM



David Bradley, vice president of convention and tourism sales, was one of three panelists on the "Mining Your CVB Relationship" panel at Destination Marketing Association International Annual Convention, July 16-18.



Instagram

Follow the Shreveport-Bossier Convention and Tourist Bureau's new Instagram account **@SeeShreveportBossier**. Each month in 2015, the account features photos of Shreveport-Bossier by a different local photographer. The featured photographer in July was **Chris Rebouche (@chris.ricochet)** and August was **Mike Greer (@koollpics)**.



Stacy Brown

Stacy Brown, president, and **Erica Howard**, tourism sales manager, attended the International Pow Wow (IPW), in Orlando, Fla., May 30-June 3, 2015. Howard partnered with the Louisiana Office of Tourism and other state partners to meet with 118 delegates. IPW is the premier international marketplace in the travel industry. An estimated 6,500 delegates attended the show. Next year's IPW will be held in New Orleans, June 18-22, 2016.



Erica Howard

Howard partnered with Lynn Dorsey of Webster Parish Convention and Visitors Bureau and Katherine Johnson of Natchitoches Convention and Visitors Bureau on a sales mission to Dallas, Texas and Oklahoma City, Okla., July 13-17. The partners promoted the Louisiana Holiday Trail of Lights and visited 14 tour companies. They received several leads, two bookings for an upcoming HTOL Familiarization Tour and one definite group booking.

Howard attended the Spotlight Conference in Covington, July 27-30, in which she partnered with Jimi Lindgren of Hilton Garden Inn/Homewood Suites. Together they attended

seminars, a trade show, an itinerary building session and met with 22 tour companies.

Howard attended the Georgia Motorcoach Operators Association/Alabama Motorcoach Association/South Central Motorcoach Association 2015 Regional Meeting in Lake Lanier, Ga., Aug. 8-12 and Student Youth Tour Association Annual Conference in Branson, Mo., Aug. 28-Sept. 1.



Pat Gill

Pat Gill, internet and systems manager, attended the Digital Media Travel Summit in New York, N.Y., June 10-11, where she participated in training courses. **David Bradley**, vice president of convention and tourism sales, attended the Collaborate Marketplace in Orlando, Fla., June 11-13, where he met with 24 people.



Brandy Evans

Bradley was one of three panelists on the "Mining Your CVB Relationship" panel at Destination Marketing Association International Annual Convention in Austin, Texas, July 16-18. **Meetings Focus** editor Tyler Davidson moderated the discussion. **Brandy Evans**, vice president of communications, attended the three-day conference.

Suzanne Card, convention sales manager, partnered with Hilton Shreveport, Hilton Garden Inn/Homewood Suites, Holiday Inn Shreveport Airport West and Wyndham Garden Inn on a sales mission to Baton Rouge, July 14-15. The partners visited 21 associations and organizations and brought summer treats via a snow cone truck.



Shreveport-Bossier will Host Military Reunion Workshop

The Shreveport-Bossier Convention and Tourist Bureau and Your Military Reunion Connection have partnered together to host a military reunion planners workshop at Hilton Garden Inn Bossier City, May 5-8, 2016. This is the first time the event has been hosted in Shreveport-Bossier, and 20 to 30 military reunion planners are expected to participate in the programming.

Your Military Reunion Connection is a marketplace event that brings together exhibitors and military reunion planners from around the country for training, education and networking opportunities. Attendees will tour area attractions, casinos



As the namesake of the USS Shreveport and home to Barksdale Air Force Base, Shreveport-Bossier proudly fosters a close association with the military.

and restaurants in an effort to become familiar with the destination so that they can plan future military reunions in Shreveport-Bossier. They will also visit Barksdale Air Force Museum and attend the Barksdale Air Force Base Air Show, May 7-8.

"Your Military Reunion Connection is dedicated to ensuring that our

nation's veterans have access to the finest reunion events possible," said Debbie Stewart, Your Military Reunion Connection founder. "It's going to be the perfect weekend to visit Barksdale Air Force Base and experience the annual air show and museum."

Your Military Reunion Connection

hosts planners' workshops approximately eight times a year in different cities throughout the country. The Tourist Bureau, Hilton Garden Inn Bossier City and Hilton Shreveport have attended previous events.

"This is a wonderful opportunity to showcase Hilton Garden Inn Bossier City's meeting and convention facilities to military reunion planners," said Jimi Lindgren, Hilton Garden Inn Bossier City sales manager. "Shreveport-Bossier has strong community ties with the military, and it's a great destination for veterans to get together and enjoy each other's company."

Sports Commission Wins Bid for Hot Air Balloon Championships



Next year's championships will take place in Shreveport, Louisiana.

The Shreveport-Bossier Sports Commission won a bid from the Balloon Federation of America to host the 2016-2018 U.S. National Hot Air Balloon Championships, July 14-21, 2016. Next year, the event will celebrate its 50th anniversary while in Shreveport.

The annual event expects to bring in 20,000 people to the destination and includes a week of daily championship runs and a balloon glow festival. 65 balloons will appear at the

championships for a cash prize and the opportunity to represent the United States in the World Hot Air Balloon Championships.

"The best hot air balloonists in the country will compete in northwest Louisiana for the next three years," said Kelly Wells, Shreveport-Bossier Sports Commission vice president. "This is an incredible win for our communities, and the events will be fun for residents and visitors alike."

Brown Receives Inaugural "5 Over 50" Award

Stacy Brown, president of the Shreveport-Bossier Convention and Tourist Bureau, was selected by *BIZ Magazine's* steering committee of local business and community leaders to receive one of the first awards from a new annual recognition program called "5 Over 50." The September edition of the magazine featured Brown and four other business owners, entrepreneurs and executives from Shreveport-Bossier who were selected because of their contributions to northwest Louisiana's economy. Brown has served as the president of the Tourist Bureau for 15 years and has more than 28 years of experience in the travel and tourism industry. She has earned her Certified

“Winning this award means the world to me. It is nice to be recognized by your peers and community for doing something you love and are so passionate about. It is my privilege to promote all the great things there are to see and do in Shreveport-Bossier.”

- Stacy Brown, president of the Shreveport-Bossier Convention and Tourist Bureau

Destination Management Executive from the Destination Marketing Association International. She currently serves on a number of boards including the National Scenic Byway Foundation, Louisiana Travel Promotion Association, as well as the Red River Revel Arts Festival, Shreveport Water Works Museum and others. Brown was presented the Athena Award in 2006.