



2010 UTAH TOURISM CONFERENCE

May 12-14, 2010 at The Riverwoods Conference Center in Logan, Utah



Photos: Dr. Pierces Barn and Old Main - Mike Bullock,
Utah Festival Opera Company - Cory Weaver, Cheese Making - Rockhill Creamery

2010 Utah Tourism Conference

MAY 12-14, 2010 - LOGAN, UTAH



Presented By:
Utah Tourism Industry Coalition
Utah Office of Tourism

Conference Agenda

All Conference activities take place at The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan, unless otherwise noted.

WEDNESDAY, MAY 12

The pre-conference meetings on Wednesday are individual organization's planning and board meetings. DMOs and marketing groups are encouraged to attend the Working Together Session.

- 8:00 am -12:00 pm Pre-Conference Activity - Enjoy a guided hike with Outdoor Utah in beautiful Logan Canyon. Roundtrip transportation included on a 2.5-hour mid-morning adventure with options for all abilities. Don't miss it! Cost: \$5
- 9:00 – 10:45 am Utah Office of Tourism Marketing Meeting – Cherry Room
- 9:45 – 11:00 am Pre-Conference Activity - Sneak a peek behind the curtain of internationally renowned Utah Festival Opera, Cache Valley's largest tourism draw. This one-hour tour includes the Set Design Shop, Costume Vault, Wig and Prop areas and the production office, as well as marvelous donated collections and artists portraits in the historic Dansante building, 59 South 100 West. Get all the inside information about what it takes to put on world class opera, right here in Utah. Meet in The SpringHill Suites lobby at 9:45 am for transportation. www.ufoc.org
- 11:00 am – 12:00 pm Utah Hotel and Lodging Association Board Meeting – Cherry Room
- 11:30 am – 12:45 pm Utah State Scenic Byway Meeting – Cottonwood Room
- 12:00 – 5:30 pm Registration Open – Grand Reception Hall
- 1:00 – 2:30 pm Working Together Session: CVBs, County Travel Councils and the Utah Office of Tourism – Juniper Room
- 1:00 – 5:00 pm Exhibitor Move-in – Grand Reception Hall
- 2:30 – 3:30 pm Utah Tourism Industry Coalition Membership Annual Meeting – Cottonwood Room
- 3:30 – 5:00 pm Utah Office of Tourism Board Meeting – Juniper Room
- 6:30 – 8:30 pm Opening Dinner – Fantastic dinner, entertainment and fun at the American West Heritage Center, 4025 S. Hwy 89-91, Wellsville. Come casual, bring a jacket, and join us for a great time. Transportation on your own. *Thanks to Sponsors: Cache Valley Tourism, American West Heritage Center, USU's University Catering, Castle Creek Winery, Maddox Ranch House, and Rooster's Brewing Company & Restaurant.*

THURSDAY, MAY 13

7:30 am – 5:30 pm Registration Open – Grand Reception Hall

7:30 – 8:30 am Continental Breakfast – Willow Room
Sponsored by Ski Utah and Travelocity

8:30 – 10:00 am Welcome & Opening General Session – Mahogany Room
Welcome Performance by Michael Ballam, Founder and General Director, Utah Festival Opera

Welcome by Governor Gary R. Herbert, State of Utah

Opening General Session – “Service Elevated: 7 Simple Ways to be Extraordinary”

The economy is tough. The competition is fierce. And travelers are demanding. In an economic recession, value for price paid is important though personal treatment has a far greater impact on overall satisfaction, intent to return, and other loyalty indicators. This keynote address will identify specific ways to elevate your personal customer service from ordinary to extraordinary.

Steve Curtin – customer enthusiast!

10:00 – 10:30 am Break – Willow Room
Sponsored by Discover Moab

10:30 – 11:45 am Concurrent Workshops

Breakout #1 “The Changing Landscape of Outdoor Recreation”
– Cottonwood Room

Utah is filled with tremendous outdoor recreation opportunities locally, and on state and federal lands. Additionally, economic resources are found throughout the state that can be developed. Join a diverse panel of Utah outdoor enthusiasts who are aware of the growth in the outdoor recreation industry and actively working on the development of that industry. These experts are also aware of the businesses and programs that are being developed in the state for citizens and visitors to enjoy outdoor recreation and the balance that is necessary to smartly develop resources while preserving the land for our adventurous lives.

Monique Beeley – Outdoor Utah Magazine

Steve Burr – Utah State University, Outdoor Recreation Program, Moderator

Riley Cutler – GOED Outdoor Recreation Cluster

Dana Dolsen – Utah Division of Wildlife Resources

Ted Wilson – Governor’s Balanced Resource Council

Breakout #2 “Elevating Your Media Efforts” – Juniper Room

What's driving editorial coverage in leading national outlets? Discover the latest media trends from Utah Office of Tourism's NYC-based PR firm, Lou Hammond & Associates. Learn how to optimize a press release, make a compelling pitch, achieve social media success, executive effective media tours, secure TV coverage, land top national print placements and more.

Lou Hammond – Lou Hammond & Associates
Katie Barr Cornish – Lou Hammond & Associates

Breakout #3 “Maximizing Your Scenic Byway Assets” – Elm Room

Get the most mileage out of your scenic byway designation. Learn about leveraging benefits for travelers and communities, steps toward planning strategies, and information on community assistance programs that complement scenic byways. Our panel will share ideas for achieving strategic benefits, designing livable byway communities, and best practices for interpretive projects and programs along byways. Highlight the byways intrinsic qualities, while incorporating economic benefit efforts, and enhancing the travelers' experience.

Cindi Ptak – National Scenic Byway Program
Karen Krieger – Utah State Parks
Carol Edison – Utah Folk Arts Program
Marcy DeMillion – NPS, Rivers, Trails and Conservation Assistance Program

11:45 am – 1:00 pm Lunch – “Legislative Update & Advertising/Marketing Contest Awards” – Mahogany Room
Lunch Sponsored by Salt Lake City International Airport and Zions Bank

Des Barker – Des Barker Associates
Senator Scott Jenkins – Utah State Senate
Senator Peter Knudson – Utah State Senate

Advertising/Marketing Contest Awards presented by
Steve Lindburg – Utah Board of Tourism Development
Chairperson

1:00 – 1:45 pm General Session “14 Touches of Guest Interaction” – Mahogany Room

Discover a system with 14 opportunities to interact with your guests. Learn to convert more potential guests into paying guests, how to provide the necessary information to guests visiting your B&B for the future, hot to follow up with previous guests, and how to use technology to simplify all of it.

Bill Bullard – Bullard Partners

2:00 – 3:30 pm

Concurrent Workshops

Breakout #4 “Elevating Your Media Efforts” (Repeat of Breakout #2) – Juniper Room

What's driving editorial coverage in leading national outlets? Discover the latest media trends from Utah Office of Tourism's NYC-based PR firm, Lou Hammond & Associates. Learn how to optimize a press release, make a compelling pitch, achieve social media success, executive effective media tours, secure TV coverage, land top national print placements and more.

Katie Barr Cornish – Lou Hammond & Associates

Lou Hammond – Lou Hammond & Associates

Breakout #5 “Strategic Marketing in Today’s Economy” – Cottowood Room

Today's Economy offers a lot of challenges to businesses, including where to spend advertising and marketing monies to get the best return on investment with limited resources. Hear from an experienced group of people charged with marketing their respective industries and areas about what they are doing to adapt to the changing habits of consumer spending and how they keep their properties and areas "top of mind".

Raelene Davis – Ski Utah

Charlie DeLorme – San Juan County Economic Development and Visitor Services

Steve Lindburg – Waldorf Astoria Park City, Board of Tourism Development Chairperson, Moderator

Coleen Reardon – Deer Valley Resort

Lance Syrett – Best Western Ruby’s Inn, Bryce View Lodge, The New Best Western Bryce Canyon Grand Hotel

Breakout #6 “Building a Service Culture in Your Organization” – Elm Room

This program gives an overview of what it means to build a service culture in your organization or in your community strategically and systematically. It offers important keys for decision-makers and managers to consider so that they are truly supporting the high level of service they ask of their front-line staff. The program also includes suggestions for developing community welcome programs with examples from destinations that have implemented successful hospitality programs.

Krista Rahe – Rahe Services

3:30 – 4:00 pm

Break – Willow Room

Sponsored by Park City Chamber Bureau

4:00 – 5:30 pm

Concurrent Workshops

Breakout #7 “Implementing the 14 Touches of Service” – Juniper Room

Now that you know what you want to do and why... it's time to do it. Implement the tips, tricks, and techniques to incorporate all the “touches” into your daily operations through booking sheets, website updates, and daily support forms.

Bill Bullard – Bullard Partners

Breakout #8 “Utah: The State of Sport - Promoting & Producing Profitable Sporting Events” – Cottonwood Room

Communities from all across the state are scoring big benefits from recruiting, maintaining, and producing sporting events. From half-marathons to internationally televised sporting events, athletic competitions provide positive impact on cities and towns of all sizes. Representatives from around the state and the Utah Sports Commission will provide insights on Utah's prolific success with sports and how you can get in the game.

John Holland – Bryce Valley KOA Kampground/Bryce Canyon Half Marathon

Bill Malone – Park City Chamber Bureau/Sports Tournaments

Joel Racker – Utah Valley CVB/The STIHL TIMBERSPORTS Series

Roxie Sherwin – St George Area CVB/Ford Ironman St. George

Sara Toliver – Ogden/Weber Convention and Visitors Bureau /Winter Dew Tour

Mike Deaver – Utah Sports Commission

Breakout #9 “Utilizing Utah’s Own to Promote Your Area” – Elm Room

Utah is known for "The Greatest Snow on Earth®" and our National Parks and gorgeous Red Rock, but today's traveler is also looking for history, culture and the arts, little local "gems" and culinary experiences, in short, the "authentic" experience. Join this panel as they explore how to discover and promote the "authentic" experience in your area and increase tourism.

Carol Edison – Utah Folk Arts Program

Kathy Hanna-Smith – Carbon County Travel Bureau

Rachel Hodson – Edible Wasatch

Lori Hunsaker – Utah Division of State History

Seth Winterton – Utah Department of Agriculture and Food

5:45 – 6:30 pm

DMO Brochure Exchange – The Riverwoods Conference Center parking lot

- 6:00 – 7:30 pm Networking Wine & Cheese Social. Join us on the stage of the 1923 Ellen Eccles Theatre, 43 South Main, Logan, for a pre-dinner wine and cheese social and get a taste of Logan's diverse arts community while you chill with your friends. Parking in back of the building. *Thanks to Sponsors: Ellen Eccles Theatre, Logan High String Quartet, Castle Creek Winery, Gossner Foods, Rockhill Creamery, and Sassafrass.*
- Evening Dine on your own to experience Logan area restaurants

FRIDAY, MAY 14 _____

- 7:30 – 8:00 am Continental Breakfast – Willow Room
Sponsored by St. George CVB
- 8:00 – 9:30 am General Session “Forecast for International Travel” – Mahogany Room

Presented by Mark Brown, Senior Market Research Analyst, Office for the Travel and Tourism Industries, U.S. Department of Commerce. Join us for an overview of OTTI, tips on international travel trends to the Western USA and information on emerging markets such as China, Russia and Brazil. The Utah Office of Tourism and the state’s market representatives from Germany, Japan and France will provide updates on current special projects and future international marketing and public relation strategies.

Patti Denny – Utah Office of Tourism
Mark Brown, Office for the Travel and Tourism Industries
Olivier Barthez – Duxin Marketing Communication, France
Osamu Hoshino – Fieldstar International, Japan
Sebastian Stauder – Get It Across Marketing, Germany
- 9:30 – 10:30 am General Session “Developing the Customer Service Experience and Environment” – Mahogany Room

A look at changes in the travel industry caused by the economy, leisure and business travel trends, the new realities of travel and transportation and the effect that superior customer service can have on the overall experience.

Dr. Peter Tarlow – Tourism & More
- 10:30 am-12:00 pm Hall of Fame Brunch – Mahogany Room
Sponsored by StruckAxiom

Hall of Fame Award Presentations
Raelene Davis – Ski Utah, presentation by Danny Richardson
Red Oelerich – Outdoor Utah, presentation by Colin Fryer
Kathy Hanna-Smith – Carbon County Travel Bureau, presentation by Leigh von der Esch

Utah Office of Tourism Closing Remarks – Leigh von der Esch

Speakers and Presenters

DES BARKER Des Barker Associates, Inc.

Des Barker has worked in the Utah tourism, economic development and government/public affairs arena for over 20 years. He previously held positions at Snowbird, the Economic Development Corporation of Utah and the Park City Chamber and Convention and Visitors Bureau. He is currently President of Des Barker Associates, Inc., a public relations and government relations firm. Des has represented tourism interests at the Utah Legislature for 17 years. Des graduated from the University of Utah in Mass Communications/Public Relations.

KATIE BARR CORNISH Lou Hammond & Associates

Katie Barr Cornish is a public relations specialist with more than a decade of experience in the travel, culinary, luxury and real estate industries. Katie has launched, reopened and marketed individual hotels and resorts, hospitality brands, tour operators, restaurants, television shows, celebrity events, golf tournaments, spas, residential buildings, golf courses, ski resorts, conference centers, domestic and international destinations and cookbooks. Katie joined the agency in 2006 and works closely with clients to create customized, cost-effective public relations programs to meet both short and long-term marketing goals.

OLIVIER BARTHEZ Duxin Marketing Communication

Olivier Barthez has worked in the tourism business for 16 years, obtaining an airline background with British Airways where he worked as sales agent, sales supervisor, aircraft dispatcher and as Manager of the Executive Club service center for France and Benelux, based in Amsterdam, The Netherlands. Olivier spent a few months at the Chamber of Commerce at Nice Airport as Airport Terminal Supervisor, joined Boomerang Voyages Tour Operator in Nice, worked as Product Manager, then Director of Production, in charge of USA, Canada, the Bahamas, and Eastern Europe. In February 2007, Olivier joined Cellet Marketing & RP France, as Account Manager for New Mexico. In October of the same year, he started his own business as a Marketing & PR person. Olivier has a collaboration agreement with Duxin Marketing Communication, handling the Utah and Oregon accounts.

MONIQUE BEELEY Outdoor Utah

Monique Beeley is originally from Logan and now resides in Kamas with her husband Michael Schwab and their 18 month old daughter, Kya Marley. Monique is the publisher/photographer of the Outdoor Utah Adventure Guide, an annual publication distributed throughout western states in a partnership with the Utah Office of Tourism. A graduate of the University of Utah with a degree in Early Childhood Development, she currently serves on the Board of Directors of the Utah Hotel & Lodging Association and the Utah Guides & Outfitters Association. Monique is an avid outdoor enthusiast –skier, hiker, river runner, canyoneer and cyclist, both road and mountain bike and this year will take on the challenging Leadville Trail 100.

MARK BROWN U.S. Department of Commerce

Mark Brown is Senior Market Research Analyst at the U.S. Department of Commerce, Office of Travel & Tourism Industries, where he manages the Canada, Travel Trade Barometer, and Travel Forecast program areas. Mark joined the Office of Travel and Tourism Industries in the U.S. Department of Commerce with a background in economic development, marketing research, and travel and tourism promotion and research. Mark's public sector experience includes eight years as the Research Director for the Virginia state tourism office. His private sector experience includes research positions with several leading travel research companies. Mark is a former board member of the Travel & Tourism Research Association. His educational background is in economics, both at the undergraduate and graduate levels.

BILL BULLARD Bullard Partners

Bill Bullard received his management and marketing degree from Rensselaer Polytechnic Institute in upstate New York. As the business development director for a start-up emergency medical services and ambulance company in San Francisco, he built a \$25 million corporation with operations that eventually expanded to all of Northern California. After the operation was acquired, Bill moved on to The Inn at Occidental in the Sonoma Wine Country. Through his talents, the inn became gained national recognition for its marketing ability and guest experience. The Inn at Occidental became the only AAA 4-diamond and Mobil 4-star in Sonoma County, California. After selling the property in 2003, Bill combined his marketing and inn keeping experience to benefit CABBI, the California Association of Bed & Breakfast Inns. Today, he offers his vast experience to individual innkeepers and properties needing the talents he has gained over the past twenty years.

STEVE BURR Utah State University

Dr. Steve Burr is currently an Associate Professor of Recreation Resources Management, Director of the Institute for Outdoor Recreation and Tourism, and Extension Specialist in Outdoor Recreation and Tourism at Utah State University. Before receiving a Ph.D. in Recreation, Parks, and Leisure Studies from Penn State University in 1994, Steve worked professionally for many years in organized camping administration and outdoor education. Prior to arriving at Utah State University in 1999, he was on the faculty of Western Illinois University's Department of Recreation, Parks, and Tourism Administration for six years following five years as a Faculty Instructor and Research Associate at Penn State University. Steve currently serves on the Utah Office of Tourism's Board of Tourism Development and is the Board's liaison to the America's Public Lands Group. He also serves on the Governor's Outdoor Recreation Task Force, the Grand Staircase-Escalante National Monument Advisory Committee, the Bear River Heritage Area Council Executive Committee, the Friends of Utah State Parks Board, and is the Chair of the National Extension Tourism Design Team.

RILEY CUTLER Governor's Office of Economic Development

Riley Cutler is the director of the Outdoor Products and Recreation Cluster in the Governor's Office of Economic development. Riley is Partner in Wasatch Touring Company, a Bicycle and Outdoor retail store in Salt Lake City, Past President and Financial officer of Wasatch Equipment, a manufacturer and distributor of Avalanche Snow Safety Equipment. He is Past President and Financial officer of The Nordic Group, a retail store buying group. Riley is a graduate of the University of Utah with a degree in Biology. He has been a resident of Utah for the past 38 years and is a backcountry skier, cyclist, and backpacker.

STEVE CURTIN customer enthusiast!

Steve Curtin has 20 years of experience between hotel operations, sales and marketing, training and development, and customer service roles working for Marriott International, one of the premiere customer-focused companies in the world. As the Area Director of Training for the New York City market, Steve organized the training efforts at more than a dozen area hotels to successfully coordinate corporate-wide training initiatives. Since 1992, Steve has delivered interactive and engaging presentations on three continents, in six countries, and 26 states. Steve has delivered over 600 presentations to more than 20,000 people. In addition to Marriott International, Steve has presented to leading hospitality management and his alma mater, the University of Kansas. Steve is an accredited member of the National Speakers Association. He travels from his home in Denver, Colorado.

RAELENE DAVIS Ski Utah

Raelene Davis has been the director of marketing of the Utah Ski and Snowboard Association, Ski Utah for the past 25 years. Davis was one of the creators of the Ski Utah *Winter Vacation Planner*, which is the main cooperative marketing piece for Utah's winter tourism industry. When the Internet was born, she was eager to immediately create a Web site. SkiUtah.com is now receiving over 400,000 page views per month in the winter season. Davis was instrumental in creating the fourth, fifth and sixth grade ski programs, which gave children numerous opportunities to "learn to ski" and "ski for free." Additionally she is credited with convincing the National Ski and Snowboard Association to proclaim January the "official" learn a snow sport month. This past year, the governor proclaimed January as "Learn a Snow Sport" month.

MIKE DEEVER Utah Sports Commission

Mike Deaver is the Vice President of Development for the Utah Sports Commission. Deaver has vast experience in sporting events, having served as the Athletic Marketing Director for BYU Athletics. Deaver has also marketed, directed, and produced a dynamic portfolio of events in the entertainment and political industries. He was formerly the Deputy Director of Tourism in the Huntsman-Herbert Administration. Deaver enjoys playing golf, even in spite of his final scores.

CHARLIE DeLORME San Juan County Economic Development and Visitor Services

Bluff, Utah resident Charlie DeLorme was appointed Director of Economic Development and Visitor Services for San Juan County Utah in 2006. Prior to entering government service he was the CEO of an international tour company for twenty five years conducting trips in the U.S., Mexico, Guatemala, Vietnam, Siberia and the Russian Far East. A frequent participant with Utah's international travel trade delegations in the U.K. and E.U., he has led three UOT sales missions in Asia during the past two years. Charlie is past president of Rotary Clubs in Vladivostok, Russia and Blanding, Utah. He has served on the board of directors for America Outdoors, Utah Guides and Outfitters and is presently on the board of KUER; National Public Radio in Salt Lake City.

MARCI DeMILLION National Park Service Rivers, Trails and Conservation Assistance Program

Marcy DeMillion is a Community Planner working for the Rivers, Trails, and Conservation Assistance Program, a branch of the National Park Service. Marcy works throughout the state of Utah, assisting communities and agencies with trail, open space initiatives, and natural resource projects. She has over 18 years of federal government working with the National Park Service, BLM, and the Forest Service. Marcy obtained an undergraduate degree in Parks and Recreation from Northern Arizona University. Her master's degree is in Forestry, with an emphasis in restoration ecology, from the College of Ecosystem Science and Management at Northern Arizona University. In completing her master's, she conducted both social and ecological research. Marcy is passionate about outdoor recreation and spends much of her free time backpacking, biking, skiing, fly fishing, gardening, canning, and river running.

PATTI DENNY Utah Office of Tourism

Patti Denny brings over 20 years of travel industry experience to the Utah Office of Tourism (UOT) team. As Manager for UOT's Travel Trade Program, she designs, coordinates and conducts FAM tours for a worldwide travel trade and media audience; represents Utah at key trade shows and sales missions; and oversees the state's international tourism marketing and public relations contracts. Patti arrived in Utah in 1996 from Brussels, Belgium, where she founded and directed the destination marketing firm Motivators. Motivators' USA client roster included the states of Colorado, Wyoming, Montana, Arizona, Kentucky, Louisiana, Illinois and Utah. Previous to joining UOT, Patti created and directed Utah Travel Connections, an international ski receptive organization. For eight years, she managed Deer Valley Resort's international program.

DANA DOLSEN Utah Wildlife Resources

For more than 10 years, since moving to the Salt Lake Valley in 1998, Dana Dolson was the Wildlife Planning Manager for the Utah Division of Wildlife Resources (DWR). In July 2009 he became the Human Dimensions Coordinator. Dana previously worked for the Alberta Fish and Wildlife Division as a researcher, an Interpretive Planner for the Meewasin Valley Authority in Saskatoon, SK, and as a Management Planner for Alberta Public Lands Natural Areas Program. In 1987 he began work at the University of Idaho/National Park Service Cooperative Park Studies Units Sociology Project as a Visiting Exchange Scholar/Research Associate, and then in 1991 became Montana Department of Fish, Wildlife & Parks first Human Dimensions Specialist. Dana acquired a M.Sc. degree in Forest Science, specializing in Wildland Recreation at the University of Alberta, graduating in 1986. In 1975, he attained his B.Sc. in Outdoor Recreation from Acadia University, Wolfville, Nova Scotia, Canada, where his family still lives. Dana is also affiliated with Utah State University as an adjunct faculty member in the College of Natural Resources Department of Environment and Society.

CAROL EDISON Utah Folk Arts Program

As a folklorist for the Utah Arts Council since 1978, Carol Edison has conducted fieldwork in Utah's Native American, rural, occupation and ethnic communities. Her research has resulted in the production of numerous exhibits, concerts, festivals, audio-visual productions and publications featuring Utah's community-based traditional arts and artists. Carol has lectured and written about cowboy poetry, Navajo basketry, Utah food traditions, Hispanic arts, Mormon material culture, Southeast Asian refugees, Polynesian immigrants, the folk culture of Sanpete Valley, gravestones and Utah folk arts. Since 1986 she has directed programs at the Chase Home Museum of Utah Folk Arts, a facility located in Salt Lake's Liberty Park that houses the nation's only state-owned collection of contemporary folk art. A native Utahn, Edison earned an M.A. in English from the University of Utah.

LOU HAMMOND Lou Hammond & Associates

Lou Rena Hammond has transformed a three-employee, three-client company into an award-winning, independent marketing communications agency with 40 employees and more than 40 prestigious travel, home décor, retail and lifestyle clients with offices in New York, Palm Beach and Charleston. Over the past 25 years, she has led Lou Hammond & Associates (LH&A) in its service to clients through public relations, public affairs, international promotions, product introductions and crisis communications. Known for its experience and success in the premium market, the agency has a worldwide focus with representation of entities in North America, Europe, the Middle East and Asia. The agency has earned numerous accolades, the Creativity in Public Relations Award from *Inside PR*, a three-time winner of the Big Apple Award, a record-breaking 100+ Adrian Awards and named supplier of the year from client Hunter Douglas. Hammond was honored by the Women In Communications' Matrix Award; HSMAl's Winthrop W. Grice Award, the organization's highest achievement and the Golden Pineapple from the Charleston Area CVB for generating new press for the destination. A fifth-generation Texan, Hammond resides in New York and Charleston.

KATHY HANNA-SMITH Carbon County Travel Bureau

Kathy Hanna-Smith has lived in Price and the Carbon County area all of her life. Kathy is director of the Carbon County Travel Bureau and is serving her second four-year term as a member of the Price City Council. She has spent over 20 combined years with the Carbon County Chamber of Commerce and the Carbon County Travel Bureau. Prior to that time, she was sales manager for 16 years at Eastern Utah Broadcasting Company and sold real estate for a number of years. She has served on many local and statewide boards, including the Utah State Scenic Byways Committee, Zions Bank Regional Road, Price City Mainstreet Committee, past president of the Utah Travel Regions Association now known as Utah Association of Destination Marketing

Organizations (UADMO), and the Carbon County Fairboard. Kathy has been married to Dave Smith for nearly 10 years and they have six children and 16 grandchildren between them.

RACHEL HODSON Edible Wasatch

Rachel Hodson is the owner and publisher of the magazine Edible Wasatch, which covers the local food scene in Northern Utah and feature stories about farmers, ranchers, gardeners, grocers, brewers, bakers and chefs in the Wasatch Mountains.

JOHN HOLLAND Bryce Valley KOA Kampground & Scenic Byway 12

John Holland lives in Tropic, Utah and is co-owner of the Bryce Valley KOA Kampground in Cannonville. He is currently Executive Director of the Scenic Byway 12 Foundation and Byway Coordinator for the Scenic Byway 12 Committee, a regional partnership of local governments, businesses and citizens, public land management agencies and UDOT Region 4. John is currently a member of Utah's Tourism Development Board. He is a founding member of the Bryce Canyon Half-Marathon and 5K organizing committee.

OSMAU HOSHINO Fieldstar International

Osamu Hoshino is a native of Japan. After completing his education in Japan, he attended Brigham Young University in Hawaii and Utah. In 1985, he became involved with tourism development for Asian markets. From 1989 through 1994, he served as the deputy director of Utah Office of Tourism in charge of international tourism development. During his twenty five years of involvement in tourism development, Osamu has initiated regional promotional efforts for the Japanese market working with the states of Utah, Arizona, and the Rocky Mountain region. Osamu is recognized as an authority on the Japanese market and has been invited to speak at various tourism-related conferences around the country.

LORI HUNSAKER Utah Division of State History

Lori Hunsaker has over 20-years experience as a professional archaeologist and is finishing her PhD in archaeology at the University of Utah. Her experience includes, work as a consultant, University instructor, and as a resource specialist at the BLM and the Governor's Office. She is currently employed as a Deputy State Historic Preservation Officer at the Utah Division of State History, where she works to promote our State's unique and diverse heritage.

SENATOR SCOTT JENKINS Utah State Senate

Senator Jenkins political career has included serving as a member of the Plain City Council, Mayor of Plain City, Utah State Senator from 2001-present, and presently as Majority Whip. Senator Jenkins is the owner and operator of Great Western Supply, a plumbing wholesaler in Ogden and Salt Lake City. He has lived in Utah all his life, being raised about 100 feet from where he lives now. His five children, their spouses, and eight grandkids all live in Utah.

SENATOR PETER KNUDSON Utah State Senate

Senator Knudson's career as an Orthodontist provided him with the opportunities and flexibility to work successfully in his chosen profession and to serve in elected government. In 1974 he began a four-year term as a member of the Brigham City Council. This was followed by serving three successive four-year terms as Mayor of Brigham City. Then Senator Knudson served two two-year terms in the Utah House of Representatives and two four-year terms in the Utah State Senate, with two 2-year terms as the Assistant Majority Whip in the Senate. He and his wife Georgie have been blessed with four children and three precious grandchildren.

KAREN KRIEGER Utah State Parks

Karen Krieger serves as the Deputy Director of Statewide Services for Utah State Parks. For 16 years prior to this promotion, she has served as the Heritage and Cultural Resources Coordinator for the parks acting as resource specialist for 41 state parks, guiding agency policy, guidelines, resource management plans, general operations, interpretation and visitor services. Karen is now a valuable addition to the new, Governor- appointed Utah State Scenic Byway Committee. Her long list of accomplishments, including state and national interpretive projects and heritage programs, are uniquely beneficial toward tourism-based planning.

STEVE LINDBURG Waldorf Astoria Park City

Steve Lindburg is the General Manager of the Waldorf Astoria Park City and the chairman of the Utah Board of Tourism Development. A native of New Jersey, Steve worked for Red Lion Hotels, moving up and down the West Coast. After a seven year stay in Seattle, Red Lion transferred him to Salt Lake City where he fell in love with the mountains. Steve has also been involved with the Utah Hotel & Lodging Association, the Utah Tourism Industry Coalition, SLVLA, Salt Palace Advisory Board, and Downtown Alliance.

BILL MALONE Park City Chamber Bureau

Bill Malone began managing Chambers of Commerce and Resort Associations in 1979. Since that time, Bill has worked with business community leadership to manage a variety of programs that attract significant community investments, garner media attention, and developed destination marketing programs that drive measurable business to resort communities. Having previously served communities such as Steamboat Springs, Colorado and Jackson Hole, Wyoming, Bill has managed the Park City Chamber and Convention and Visitors Bureau since 1999. Bill served on the Board of Trustees of the Salt Lake 2002 Winter Olympic Organizing Committee from 1999 to 2002. He is a member of the Utah Board of Tourism Development. Bill has a B.S. degree in Political Science and Economics and a Masters of Public Administration from Pace University. Bill is also a graduate of The Institute of Organizational Management at the University of Delaware.

CINDI PTAK National Scenic Byway Program

Cindi Ptak is the Program Manager for the National Scenic Byways Program at the Federal Highway Administration in Washington, DC, having assumed the position in September, 2007. As Program Manager, she oversees the award of grants to States and Indian tribes to develop byway programs, for projects associated with the America's Byways collection, and designated State or Indian tribe scenic byways. Her team also markets the collection of byways nationally and internationally, and solicits nominations for new byways to be designated by the Secretary of the Department of Transportation. Previously, Cindi was the Director of Communications at the Maryland Department of Planning. Although a native of Buffalo, New York, for the last 22 years she has called Baltimore, and Maryland, home.

JOEL RACKER Utah Valley Convention & Visitors Bureau

Joel Racker is the President and Chief Executive Officer of the Utah Valley Convention & Visitors Bureau, Inc (UVCVB) in Provo. Prior to joining the UVCVB in March 2003, Joel was employed with Marriott International of Bethesda, Maryland for 17 years. Throughout his hospitality career he has held Sales & Marketing and General Management positions in Maryland, Arizona, Virginia and Nevada. He currently serves on the Utah Board of Tourism Development and is the President-elect for the Western Association of Convention & Visitors Bureaus (WACVB). Joel is also an executive board member for the Utah Tourism Industry Coalition (UTIC) and serves on the Utah Valley Chamber of Commerce Board. Joel graduated from Brigham Young University in 1986 with a Bachelor's degree in Business Management/Marketing.

KRISTA RAHE Rahe Services

Krista Rahe, president of Rahe Hospitality Services, is a nationally recognized speaker on international tourism marketing, cross-cultural issues and customer service issues and has presented for most of the leading tourism and meetings associations. Krista has worked in the travel and tourism industry since 1983. She is the director of *World Bridge*, a cross-cultural training program used to prepare destinations to host major international events and a program she brought to Utah many times before the 2002 Winter Games. Krista honed her international business and communication skills while living and working in Sweden and Japan. Krista holds a Master's Degree in Organizational Learning, Performance and Change from Colorado State University and is a certified executive coach

COLEEN REARDON Deer Valley Resort

Coleen Reardon has been employed at Deer Valley Resort for the past 15 years. Most of her tenure at the Resort has been spent serving in her current position as the Director of Marketing. Prior to her current position, she was the Communications Manager for the Resort. Coleen is currently serving on the Executive Committee for the Park City Chamber and Visitors Bureau (PCCB) as well as on the Sundance Film Festival Utah Advisory Board. She is also a member of Ski Utah's marketing committee and the PCCB's marketing council. In 2001, she served as President of the PCCB Board of Directors. Coleen was also a member of the Board of Directors for the former Summit Institute and served on the Executive Committee of the Park City Jazz Foundation. Before joining the Deer Valley team, Coleen worked for Snowbird Ski and Summer Resort for fifteen years, where she served as the Director of Public Relations as well as the Director of Entertainment and Special Events. She is a native of California who resides in Park City.

DANNY RICHARDSON Utah Tourism Industry Coalition

Danny Richardson has served as the Executive Director of the non-profit Utah Tourism Industry Coalition (UTIC) since 2008. Prior to UTIC, he enjoyed over eighteen years at Easton Technical Products as Sales Director and Product Manager for the tent tubing and other non-archery product lines. Danny was President of Ski Utah, Inc. from 1983 - 1988, after eight years as Director of Winter Sales at Snowbird Ski and Summer Resort. Danny was originally drawn to Utah in 1975 to attend Utah State University and study under Dr. John Hunt, PhD, author of the original groundbreaking western states' image and travel perception studies. At USU, he earned a MS in Recreational Facilities Management, and planned to ski a little before returning to his native North Carolina. Danny also has an MBA from the University of Phoenix.

JEFF ROBBINS Utah Sports Commission

Jeff Robbins is the President and CEO of the Utah Sports Commission and has been the organizations President since its inception 10 years ago. Under Robbins leadership, the Utah Sports Commission has helped recruit and secure over 350 events bringing substantial economic and media impact to all areas of the state. Robbins is currently a Utah Office of Tourism Board Member. Robbins was an All-American Tennis player at the University of Utah and was ranked professionally.

ROXIE SHERWIN St. George CVB

Roxie Sherwin has been with the St. George Tourism Office for 12 years and Director for the last 3. She recently survived the Inaugural Ironman St. George - one of the biggest events St. George has ever hosted. The scenic attractions and challenging terrain will make the St. George Ironman a signature course in World Triathlon Corporation's global race series. She is married, has 3 children and 2 grandsons, and has called St. George home for 25 years.

SEBASTIAN STAUDER Get It Across Marketing

Sebastian Stauder joined Get It Across Marketing in 2005 and has been working as Utah's German Market Representative since 2006. Sebastian works closely with tour operators on product development for year-round Utah programs in the German speaking markets – Germany, Austria and Switzerland. Within these markets Utah has experienced significant growth numbers since 2006. In conjunction with UOT, Sebastian plans Marketing Co-ops, Fam Trips and Sales Missions. This year he designed and implemented the UOT Website and newsletter system in Germany. Sebastian is the main contact person for all UOT suppliers concerning trade issues for the German speaking market. Prior joining Get It Across, Sebastian gained important travel industry experience as Product Manager for a German tour operator. He received a BA with Honours in Tourism Management from the Brighton University in England,

DR. PETER TARLOW Tourism & More

Dr. Peter E. Tarlow is a world-renowned speaker and expert specializing in such areas as: the impact of crime and terrorism on the tourism industry, event risk management, and in tourism and economic development. Peter earned his Ph.D. in sociology from Texas A&M University. He also holds degrees in history, in Spanish and Hebrew literatures, and in psychotherapy. Since 1990, Peter has been teaching courses on tourism, crime & terrorism to police forces and security and tourism professionals throughout the world. In 2000, he helped to prepare security and FBI agents for the 2002 Olympic Winter Games in Salt Lake City. Peter's fluency in many languages enables him to speak throughout the world (United States, the Caribbean, Latin America, Europe, and Africa, and the Eastern Pacific). He has appeared on National televised programs such as Dateline: NBC and on CNBC and is a regular guest on radio stations around the US. Peter is a founder and president of Tourism & More Inc. (T&M).

SARA TOLIVER Ogden/Weber Convention and Visitors Bureau

Sara Toliver is nearly a lifelong Ogden resident. In November of 2007, she took over the reins as President/CEO of the Ogden/Weber Convention and Visitors Bureau. Since that time the community has been fortunate to receive great national press and to host a number of national and international sporting events. She is passionate about her community and feels fortunate to be raising her 5 year old twins there.

LEIGH von der ESCH Utah Office of Tourism

Leigh von der Esch was named managing director of the Utah Office of Tourism in May of 2005. Prior to that appointment, Leigh was the State Film Commissioner from 1985 to 2005. As President of the Association of Film Commissioners International (AFCI) for three, two-year terms, she spoke of the State's film industry and AFCI in countries around the world on the economic and tourism benefits of movies shooting on location. She also served as Chief Administrative Officer for the State of Utah Department of Community and Economic Development, Executive Director for the Salt Lake City Council and Legislative Assistant to a United States Congressman. von der Esch is a graduate, with honors, with a B.S. in Political Science from the University of Utah and also has a Certificate in Public Administration from the University of Colorado, Denver, Rocky Mountain Program for State and Local Officials and has completed various courses in Alternative Dispute Resolution at Pepperdine University's School of Law, Strauss Institute. As managing director of the Utah Office of Tourism, Leigh is a member the U.S. Travel Association's National Policy Board, a member of the National Council of State Tourism Directors, as well as a member of the Western States Tourism Policy Council. An avid outdoors woman, Leigh loves all of Utah's winter and summer sports, and can't wait to get out hiking near her cabin in Torrey, Utah.

TED WILSON

Ted Wilson was appointed Senior Advisor to Utah Governor Gary Herbert on the Environment in November 2009. Ted was appointed Chief of Staff to Congressman Wayne Owens in March of 1973. In April 1975, he was appointed to direct the Department of Social Services in Salt Lake County. In November 1975, Ted was elected as Mayor of Salt Lake City. In 1985, he became the Director of the Hinckley Institute of Politics at the University of Utah. Retiring from the Hinckley Institute in September 2003, Ted retains status as Professor Emeritus of political science and continues to teach classes at the university in the Honors program. He holds a B.S. degree in Political Science from the University of Utah. Ted received a master's degree in Education from the University of Washington in 1969. He enjoys bicycling, skiing, rock climbing, river running, fishing, and backpacking with his family.

SETH WINTERTON Utah Department of Agriculture and Food

Seth Winterton is Deputy Director of Marketing for the Utah Department of Agriculture and Food. Background includes Organic certification, food compliance, local, domestic and international marketing with an emphasis on "Utah's Own." Seth owns a small ranching operation in Summit County operating a fly fish destination spot on the Upper Provo River.

2010 Tourism Advertising and Marketing Contest Entries

Cedar City, Brian Head Tourism – Brochure, Natures Journal, Media Kit, Specialty Item T-Shirt, Specialty Item Boomerang, Specialty Item Squishy Ball

Davis Area Convention and Visitors Bureau – Brochure

Deer Valley Resort – Print Ad, Escape Hole, Print Ad, Memories Wall

Emery County Travel Bureau – Visitors Guide, Promotional DVD, Logo

Garfield County Office of Tourism – Visitors Guide

Huntsman World Senior Games – Website www.seniorgames.net, Logo, Newsletter, Brochure, Print Ad

Kane County, Oculus Media – Website www.thegrandcanyons.com

Moab Area Travel Council – Visitors Guide

Ogden Valley Business Association – Public Relations Campaign

Outdoor Utah – Media Kit, Adventure Guide, Media Kit-Adventure Journal, Visitors Guide-Adventure Guide, Visitors Guide-Adventure Journal

Park City Chamber/CVB – Public Relations Campaign, MPI, Public Relations Campaign Beverly Hills, Reception, TV Ad

Salt Lake City Department of Airports – Print Ad, Seat Backs, Print Ad Descent, Website www.slairport.com

Salt Lake Convention and Visitors Bureau – Trade Show Booth, E-Mail Promotion, Social Media Marketing Campaign, Specialty Item Golf Super Pass

San Juan County, Utah's Canyon Country – Brochure, Print Ad, Public Relations Campaign, Specialty Item Water Bottle

Ski Utah – Print Ad, Social Media Marketing Campaign, Website www.skiutah.com, Media Kit, Logo

Snowbird Ski and Summer Resort – Specialty Item Phone App.

Solitude Mountain Resort – Print Ad Krouds, Print Ad Powder

St. George Area Convention and Visitors Bureau, Oculus Media – Website www.redrockgolftail.com

St. George Area Convention and Visitors Bureau – Specialty Items Water Bottle and Luggage Tag

Temple Square Hospitality – Website, www.temple-square.com

Tooele County – Print Ad Yeehaw!, Print Ad Sit High in the Saddle, Print Ad Showmanship, Print Ad Season's Greetings, Print Ad Miller Motorsports Park

Utah's Hogle Zoo – Media Kit, Specialty Item Posters, TV Ad, Radio Ad

Utah Olympic Park – Trade Show Booth, Specialty Item Snow Globe, Website Vancouver Connection www.olymparks.com/2010, Social Media Marketing Campaign, Blog <http://utaholympicpark.wordpress.com>, Website Interactive Map www.olymparks.com/uop/map/index.html

Utah State Parks – Visitors Guide 2010 Field Guide, Visitors Guide Pottery Exhibit Guide, Logo, Direct Mail Piece, Specialty Item Kiosk Panel

Utah Valley Convention and Visitors Bureau – Brochure Golf, Brochure Adventure Guide, Website www.utahvalley.org, TV Ad, Radio Ad

Zion Ponderosa Ranch, Oculus Media – Website www.zionponderosa.com, Print Ad

Utah Office of Tourism Hall of Fame

RAELENE DAVIS

Raelene Davis has been the director of marketing of the Utah Ski and Snowboard Association, Ski Utah for the past 25 years. Davis was one of the creators of the Ski Utah *Winter Vacation Planner*, which is the main cooperative marketing piece for Utah's winter tourism industry. When the Internet was born, she was eager to immediately create a Web site. SkiUtah.com is now receiving over 400,000 page views per month in the winter season. Davis was instrumental in creating the fourth, fifth and sixth grade ski programs, which gave children numerous opportunities to "learn to ski" and "ski for free." Additionally she is credited with convincing the National Ski and Snowboard Association to proclaim January the "official" learn a snow sport month. This past year, the governor proclaimed January as "Learn a Snow Sport" month.

KATHY HANNA-SMITH

Kathy Hanna-Smith has spent over 20 combined years with the Carbon County Chamber of Commerce and the Carbon County Travel Bureau. Hanna-Smith has served as a board member, past-president, director, and member-at-large with the Chamber. She is currently the Director of the Carbon County Travel Bureau where she is an active member of the Utah Tourism Industry Coalition and the Utah Association of Destination Marketing Organizations (UADMO), formerly the Utah Travel Regions, as well as past president of UADMO, emphasizing her concern for Utah and its communities.

Hanna-Smith is in her second term as a member of the Price City Council. She also has served as a member of the Utah State Scenic Byway Committee, Zion's Bank Regional Board, Downtown Alive Committee, and Carbon County Fair Board, in addition to numerous local boards and committees.

RED OELERICH

Red Oelerich has been involved in the Utah Tourism industry for over 20 years. In the early 1990s, Oelerich took over the publication of Bicycle Utah. Since that time, the magazine has grown from a 24-page magazine promoting cycling to an 88-page and larger publication promoting all aspects of warm-weather outdoor recreation in Utah. The magazine has since been renamed the Outdoor Utah Adventure Guide to reflect the diversity and opportunity of recreation possibilities. The magazine has grown from 30,000 in circulation at its inception to over 250,000 today.

Oelerich also maintains contact with national manufacturers at the semi-annual Outdoor Retailer trade show in Salt Lake City, as well as other national media outlets to promote Utah to a national audience.

Criteria for a Tourism Hall of Fame Recipient

The recipient has cooperatively enhanced Utah tourism, lives in Utah and has made a substantial and sustained contribution to the state's tourism industry through leadership and service by making a long standing contribution to their area, creating products, tourism materials, organized infrastructure, etc. to promote their area and thus promote Utah as a destination statewide; has made a significant contribution toward improving the national/international recognition of the positive aspects of vacationing in Utah; has improved the understanding of Utah residents regarding the attractions of this state and/or the economic development benefits of tourism for the state; has contributed to improving the business climate for tourism-related businesses in Utah, or facilitated the efforts of others to accomplish those ends.

Previous Hall of Fame Recipients

1985

Fred Adams
Arch Arnold
Cal Black
Chester Davis
The Ekkers Family
Ken Frost
Mr. & Mrs. Harry Goulding
John Hunt
Milt Jolley
Lee Jorgenson
Ray Knell
Murray Moler
Chic Morton
Glen Overton
Vance & Mardean Pugh
The Quist Family
Calvin Rampton
Ted Seeholzer
Ken Sleight
Phyllis Steorts
Ken Sowards
The Syrett Family
Robert Temple
Don Ware
Marv & Mitch Williams

1986

Fay Hamblin
Lawrence H. Lee
Harlan Nelson
Norman Nevills
Bates Wilson

1987

Richard Hammer
Robert Hatch
Randall Jones
Maon Pulley

1988

W.D. Rishel
William H. Levitt
Fern M. Morrison
Burton K. Nichols
Ward J. Roylance

1989

E.R. Dumke Jr
Vail Hatt
Gerald R. Sherratt
Bradley P. Smith
Dwight Wetenkamp

1990

Craig Badami
Al Earley
Elaine Henderson
Royal Henderson
Thelma L. Jones
Dean R. Smith
Alan H. Truman

1991

Stein Eriksen
Athleen Fishburn
Don Hatch
Don Nebeker
Gene Nodine
Gene Tixer

1992

Jack Adamson
Michael D. Gallivan
Felix C. Koziol
Tex & Millie McClatchy
Carma Thomas

1993

Claude Atkin
Elizabeth Griffith
Fred H. Rollins III
Luella Broby Seeholzer

1994

Garth Heaton
Louis E. Miller
Von B. Wayman

1996

John C. Beaslin
Barbara C. Fjeldsted
Dennis F. Judd
Kenneth Y. Knight
Clair K. Lee
Betty c. Miller
Mari Lou Wood

1998

Kent Derricott
Merlin Olsen

2000

Laree Garfield
Mary Ellen Smoot
Stanley M. Smooth

2005

Dianne Nelson Binger
Randy Harmsen
Peggy Humphreys
Senator Scott K. Jenkins

2006

Richard Bradford
Bob Jones

2007

Cleal Bradford
Beth Gurrister

2008

Dick Bass
Rick Davis
Bob Syrett

2009

Tom Guinney
Harold Lyman
Edgar B. Stern Jr.
John Williams

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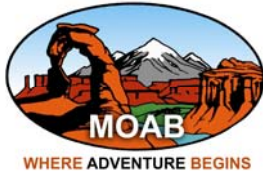
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The Utah Tourism Industry Coalition and the Utah Office of Tourism would like to thank the businesses and organizations whose sponsorship made this conference possible.



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Exhibitors

Please take a moment to visit the Exhibit Booths in the Grand Reception Hall. The vendors are all friends and supporters of the tourism industry and are waiting to share their knowledge and expertise in their respective fields.



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Utah Office of Tourism

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