

Industry Briefs

AdvoCare V100™ Independence Bowl kickoff is 1 p.m., Friday, December 28. It will be televised nationally on ESPN. "As the 2012 AdvoCare V100™ Independence Bowl date is announced, excitement for game day has grown even more." said AdvoCare President and CEO Richard Wright.

Chimp Haven's staff welcomed a new baby. This news generated about 100 stories. It was featured in publications such as the *Journal Gazette*, *The Republic-online*, *The News Leader*, *NPR*, and *Associated Press* to name a few.

Shannon Thomas is the new general manager at Sleep Inn Medical Center.

Congratulations to industry partners **Melinda Coyer**, CenturyLink Centers SMG, **Shelli Briery Murphy**, Horseshoe Casino/Caesars, and **Kathy Melancon**, LA Film Prize for being 2012 Athena nominees. Special congratulations to board member **Matthew Schupbach** for being named 40 under 40.

Joe Veneto, the Opportunity Guy, will be the featured speaker at the first quarterly Attraction Seminar set for Jan. 28, 2013 from 9 to 2 p.m. The seminar will help attractions develop unique, hands-on, transformational experiences that will keep visitors coming back.

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



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news from shreveport-bossier convention & tourist bureau

TRAVEL TALK

Nov.-Dec. 2012

Bureau lands 2014 Missiliers Conference

Kim Brice, vice president of convention marketing, and Carolyn Dowden, convention service manager attended the AAFM (Association of Air Force Missiliers) annual meeting in Great Falls, Montana. The AAFM observed the 50th Anniversary of the Cuban Missile Crisis and the role the Air Force Missiliers had in the success of that mission.

Carolyn Dowden presented the bid to host the 2014 conference in Shreveport-Bossier. Dowden addressed the board of directors and the membership about the destination's amenities and convention services the group would enjoy here. At the peak of the AAFM meeting, there were a total of 473 people in attendance.

"We were competing against New Mexico and Utah," Dowden said. "And we are excited to announce that the group chose Shreveport-Bossier. We were told that our attendance at this year's event and the fact that Barksdale is home to the Global Strike Command were the deciding factors for them choosing our community."

Col. Charles Simpson, retired Air Force, and other board members will be here for the Global Strike Symposium that will be held at the Shreveport Convention Center in November.



Shreveport-Bossier wins bid to host the annual AAFM (Association of Air Force Missiliers) conference in 2014.

Medical Meetings on the uptick

At the forefront of healthcare in the three-state region of Northwest Louisiana, East Texas and Southern Arkansas, Shreveport-Bossier boasts premiere medical facilities and top-tier healthcare providers.

But Shreveport-Bossier also offers the infrastructure and services highly sought by the industry professionals that bring their meetings and conferences to the sister cities annually. With a focus on this particular market. Dianna Douglas, regional sales manager, is seeing an increase in medical meetings. Some of the medical meetings that she's landed for the sister cities include the Vietnam Education Foundation, Pediatric Rheumatology Symposium and the Internal Medicine Symposium.

Sam's Town Hotel & Casino Shreveport welcomed the Louisiana Veterinary Medical Association for its 2012 LVMA Equine Committee annual

If you belong to a medical association and would like to bring a convention home, contact Dianna Douglas, regional sales manager, at ddouglas@sbctb.org

meeting in September. The Hilton Hotel Shreveport hosted the Louisiana Society of Health System Pharmacists' annual conference in October.

Next year at least 10 medical meetings are on the convention calendar, some of which include the Louisiana Dental Association, Health Information Management Association and Association of Substance Counselors.

Douglas is working on multiple bids and projects for future years and will be exhibiting at the Nursing Organizations Alliance Medical Conference in November 2012.

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Independence Bowl Kicks-off on back

Dates to Remember:

Shreveport-Bossier Hotel and Lodging Association
Nov. 13, noon, Texas Road House
Dec. 12, Hilton Shreveport

Hospitality Breakfast
Nov. 7, 8 a.m., Independence Bowl Skybox

Social Media 201 Seminar
Nov. 12, 9 a.m.-1 p.m.,
Cohabitat, 610 Commerce Street
contact: 318-222-9391 for more information

Bureau Open House
The hospitality industry is invited to the Shreveport-Bossier Convention and Tourist Bureau's Open House Friday, Dec. 7 from 11 a.m. to 3 p.m.

|| Separated by the Red River with a neon-lit bridge, Shreveport-Bossier, La., is where cowboy and Cajun come together, and opportunities for a girlfriend getaway flourish. ||

- Linda Jarrett, AAA Southern Traveler Sept/Oct 2012



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FUN GUIDE!

Calendar of Events

- November/December**
through 11/11 2012 State Fair of Louisiana. State Fairgrounds.
- through 11/17 Shreveport Farmers' Market. Festival Plaza.
- 11/2 Louisiana Bicentennial Exhibit: Dr. John Sibley and the Exploration of the Red River. Louisiana State Exhibit Museum.
- 11/3 We've Come Full Circle Bicentennial Event. Barnwell Garden and Art Center.
- 11/10 Fall 2012 Texas Avenue Makers Fair. Corner of Texas Avenue and Common Street.
- 11/11 Veterans Honor Parade. State Fair of Louisiana.
- 11/15 Christmas Tree Lighting Event. Louisiana Boardwalk.
- 11/15-17 Les Boutiques de Noel. Bossier Civic Center.
- 11/17 Highland Jazz and Blues Festival. Columbia Park.
- 11/17 2012 Chimpanzee Discovery Days. Chimp Haven.
- 11/18 The Moscow Ballet's Great Russian Nutcracker. Strand Theatre.
- 11/19 Becoming Louisiana: The Path to Statehood. Spring Street Historical Museum.
- 11/23-25 29th Annual Christmas in Roseland. Gardens of the American Rose Center.
- 11/24 Christmas in Plain Dealing Festival. Downtown Plain Dealing Park.
- 11/28 Shreveport Symphony plays Movie Masterpieces. Strand Theatre.
- 11/29-Dec. 31 25th Annual Greening of the Museum. Louisiana State Exhibit Museum.
- Dec. 1,8,15 Christmas Jubilee. Jubilee Zoo.
- through 12/31 The Louisiana Bicentennial Celebration 2012. Karpeles Manuscript Library Museum.
- 12/1 Christmas on Caddo Fireworks Festival. Earl G. Williamson Park.
- 12/1 Ho Ho Christmas. Walter B. Jacobs Memorial Nature Park.
- 12/1 Country Christmas Festival. Vivian Town Square.
- 12/1 1st Saturday Tour: Gifts of the Hearts. R.W. Norton Art Gallery.
- 12/1-2 The Nutcracker. Riverview Park.
- 12/3 KCS Holiday Express. Festival Plaza.
- 12/6-7 & 13-14 Candlelight Christmas Tours. 101 Crockett Street. (Tour pick-up)
- 12/8 Benton Christmas on The Square Festival and Parade. Heritage Village.
- 12/14 Miracle on 34th Street. Strand Theatre.
- 12/28 AdvocareV100 Independence Bowl. Independence Stadium.

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Submit your events on the Fun Guide for FREE

Your Bureau at Work

Suzie Sanchez, sports and events manager, is working on the bid proposal for the 2013 USA Wakeboard Collegiate Nationals. This event is a part of the CBS Sports Network Alt Games. The sister cities hosted the 2012 USA Wakeboard South Central Regional Qualifier in October, which brought about 15 teams representing about 150 riders. Sanchez is also working on a bid for the 2013 US Boomerang Association National Championships.



Suzie Sanchez
Sports and Events manager

Brandy Evans, vice president of communications, attended the North American Travel Journalists annual conference in Las Vegas, NV in October. The group will host it's conference for the first time in Shreveport-Bossier in October 2013 during the Red River Revel Arts Festival. Nearly 100 journalists from all across the country will be in attendance.

Internet & Systems Manager **Pat Gill** attended the E-Tourism Summit in San Francisco,

CA. The summit includes sessions designed to keep attendees updated on the latest developments with leading e-commerce providers, to help them assess the technology most relevant to the travel and tourism industry and to facilitate access to companies who provide cutting edge practical technology.

Erica Howard, group tour sales manager, welcomed the Robert Mizzell Ireland Tour Group in October. This was Mizzell's second visit to Shreveport-Bossier. Mizzell is top country singer in Ireland. He brought 48 of his fans, and they toured the Municipal Auditorium, shopped around the cities, visited the Red River District and performed at Fatty Arbuckles.



Robert Mizzell's Ireland Tour Group brought 48 of his fans who toured the cities and experienced the historical musical heritage.

Social Media 201 Attraction Seminar Set

Following-up on the successful "Social Media 101" Workshop held in 2011 at the Barnwell Garden and Art Center, the Shreveport-Bossier Convention and Tourist Bureau's Chris Jay, social media and public relations manager for the Shreveport-Bossier Convention and Tourist Bureau will present a free professional development seminar entitled "Social Media 201: Beyond the Basics," 9 a.m.-1 p.m., Monday, Nov. 12, at CoHabitat.

CoHabitat is located at 610 Commerce Street in downtown Shreveport. This workshop is intended to assist area tourism partners such as restaurants, hotels, non-profit organizations, festivals and others in strengthening their businesses through the use of social media. RSVP to (318) 222-9391. Enrollment is limited to 45 participants and RSVP is required in order to attend. Lunch following the event will be catered by Burnin' Spear Caribbean Catering.

Session topics during this seminar will include:

- Managing the reputation of your business on online review sites
- Deciding which social media platforms are best for your business

- Recent changes in the social media landscape that every marketer should be aware of

A guest presentation from the Red River Revel Arts Festival and Gorilla Design Studio will explore why the Red River Revel chose to invest in social media as a primary component of their marketing plan and the results they've seen from doing so. One qualified participant in this workshop will be chosen at random and awarded a \$100 Facebook advertising campaign to assist in marketing their business or event in 2013.

"This seminar is intended for those who have a good understanding of the basics of social media and would like to take their use of tools like Facebook, Twitter and on-line review sites to the next level," said Jay. "For tourism partners who need more introductory-level social media training, we're available to help on a one-on-one basis."

RSVP: 318-222-9391
*seating is limited



Booking Mardi Gras Bash Bus Tours Now

Annually, the Shreveport-Bossier Convention and Tourist Bureau hosts a Mardi Gras Bash for the group tour market. Next year's event is slated for Feb. 2, 2013 in downtown Shreveport.

Erica Howard, group tour sales manager, has already booked four definite groups and seven tentative groups and expects to have between 200 and 300 attendees. Marketing for this effort started early, so Howard is expecting a banner 2013 event.

"These groups typically come from all across the country," Howard said. "We offer them great access to the parades, a comfortable environment, great food and southern-style hospitality."

Attendees can let loose at the tent party, which offers an exclusive up-close-and-personal experience during the popular Krewe of Centaur Parade weekend. Inside the tent, groups can savor authentic Louisiana

cuisine, groove to lively Cajun tunes and mingle with charming Mardi Gras personalities from various local krewes.

Howard will even help group leaders plan their entire Mardi Gras experience with a tailored itinerary to fit their needs. Some of the Mardi Gras tour stops include a float-loading party, Mardi Gras Museum, Louisiana Boardwalk and other attraction stops.

Tickets to the Mardi Gras Bash are just \$25 per person and include entry to the climate controlled tent party, food and T-shirts. To qualify, groups must have 10 or more attendees.

If you have a group of 10 or more, Howard would love to book the business. Have them email her for more information at ehoward@sbctb.org or call 318-429-0652.



Mardi Gras in Shreveport-Bossier is a safe family environment featuring lots of throws and entertainment.

To check out a Mardi Gras video, visit www.youtube.com/user/SBCTB11 and search for Mardi Gras

Shreveport to Kick Off First Louisiana Soundtrack Experience

Designated by Lt. Governor Jay Dardenne and the Louisiana Department of Culture, Recreation and Tourism, 2013 will be the "Year of Music" in Louisiana.

To kick off this year-long celebration, the Louisiana Office of Tourism has arranged for The *Oxford American's* 14th Annual Southern Music issue to focus exclusively on the music of Louisiana. The entire issue will feature Louisiana's deep musical heritage on a 24-track CD and an 80-page editorial section taking the deepest look at Louisiana's musical heritage. The issue will hit newsstands and bookstores nationwide and abroad in December 2012.

To further engage music tours the Louisiana Soundtrack Experience will be an enriching half-day event open and free to the public with an emphasis on heritage acts and emerging new talent from across the state that will have great appeal to a 35-65 age group. Programming will provide both education and inspiration for all those loving Louisiana music – really the music responsible for all other American music.

The events will include a look at the literature, music, film and food of the state at large with a tie-in to the local scene. The events will include:

- Moderated panel /group discussions,
- Screening of LACRT/Harry Connick Jr. film project,
- A pre-concert party that celebrates Louisiana food and local fare,
- An evening concert featuring well-known heritage and emerging musical artists.

Shreveport-Bossier will host the first Louisiana Soundtrack Experience, Jan. 19, 2013 at the Municipal Auditorium. There will be four other events, Natchitoches, March 2; Lafayette, April 20; Ferriday, Sept. 28; and New Orleans, Nov. 9.

CONVENTION CALENDAR

DATE	EVENT
Nov. 2 - 3	National Black Belt Competition
Nov. 12 - 13	Louisiana Math & Science Teachers Association
Nov. 16 - 18	Adult Tennis League and Social
Nov. 30 - Dec. 1	Louisiana State Bee Keepers Association
Dec. 8 - 9	Cabola
Dec. 13	NFR Energy
Dec. 15	United Cheer Championships
Dec. 28	2012 Advocare V100 Independence Bowl

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