



Tuesday October 27, 2009



SAVE THE DATE

“Tourism Touchdown for Tallahassee”
Wednesday, November 18th at Hotel Duval
5 p.m. - 8 p.m.

Come meet the Visit Tallahassee team and be the first to preview the Visit Tallahassee Marketing Plan and new cooperative opportunities.

RSVP to (850) 606-2300 or to Wanda Barnard at
wanda.barnard@visittallahassee.com.

More details to follow.

Janet Roach Joins Visit Tallahassee as Meetings & Conventions Director

Visit Tallahassee is pleased to announce the most recent addition to the team; Janet Roach will be serving as Meetings & Conventions Director. In this role, Janet will promote Tallahassee as a meetings and convention destination and implement a customer service program for local stakeholders.

No stranger to Tallahassee tourism, Janet worked as a Sales Manager for the Doubletree Hotel Tallahassee focusing on corporate and government group sales. Prior to working at the Doubletree, Roach spent over seven years working for the Tallahassee Area Convention & Visitors Bureau. During this time she gained a great knowledge of Tallahassee venues, attractions and history that gives her a unique advantage in promoting Tallahassee as a tourism destination.

Having grown up in Tallahassee and graduating from Florida State University (FSU), Roach is very excited about Tallahassee's growth and future tourism potential. The addition of new venues including the FSU Turnbull Conference Center and the new space at Mission San Luis will only help to bring more meetings and conventions to our area.

For more information, contact Janet Roach at (850) 606-2320 or janet.roach@visittallahassee.com.

Sales Team on the Road at Rejuvenate

The sales team is at it again, this time, in Birmingham, AL participating in the 2009 Rejuvenate Marketplace October 27-30. Offering new ideas and inspiration for planning faith-based meetings, Rejuvenate presents opportunities to meet face-to-face in preset appointments with up to 200 qualified planners and connect with valuable, reliable new businesses.

This is Visit Tallahassee's first time participating in Rejuvenate and we are eager to measure its success. Stay tuned for more details.

Sports News

Chris O'Brien and Brian Hickey returned home from the Travel Events and Management in Sports (TEAMS) Conference in New Orleans this past week. At the conference they met with over 40 organizations that represent sports event organizers, event rights holders and representatives of sports governing bodies. From leads received at the conference, the team is currently following up with potential opportunities in youth basketball, baseball, golf events and many more.

While at the TEAMS conference Brian and Chris also took part in the National Association of Sports Commissions (NASC) continuing education program for industry executives. Brian completed the 32 hour Certified Sports Event Executive program last year and Chris O'Brien will attain certification in 2010.

Please be on the lookout for future leads on 2010 events in the iDSS system. If you need assistance with iDSS or have any questions please call Chris O'Brien at 606-2317.

Industry Partner Opportunities

Downtown Walking Tour Brochure

Visit Tallahassee is offering six (6) sponsorship opportunities ranging from \$500 - \$1000 for premium visibility on the revised and reprinted downtown walking tour brochure. We expect to produce 5000 brochures, pending level of participation, and encourage downtown restaurants, attractions, hotels, banks, etc. to take advantage of prime exposure on this popular printed piece. Please contact Kerri Post at kerri.post@visittallahassee.com or (850) 606-2324 for more information by **Wednesday November 4, 2009**.

Image Request

We are in need of your fresh images for the new Visit Tallahassee displays for consumer and trade shows. Specifically - we are seeking images of groups, meetings and conventions; and nature, heritage, sports and cultural images both scenic and with people. Please send your best hi-res shots (even if you think we may already have them) via email or utilizing an ftp site, to Katie Kole at katie.kole@visittallahassee.com by **Wednesday, November 4, 2009**.

Promotional Opportunity

In partnership with VISIT FLORIDA, Visit Tallahassee is participating in the Road to Florida Promotion on WJZ-FM in Baltimore. Listeners will be encouraged to register online to win a trip to see the University of Maryland take on Florida State University on November 21. The promotion is valued at \$74,856 and we are looking for one (1) accommodations partner to provide two (2) nights hotel accommodations for two (2). Valid only: November 20-22, 2009. If you are interested in participating or for more information, contact Katie Kole at (850) 606-2322 or katie.kole@visittallahassee.com. Promotion will be filled on a first come, first serve basis.

Visit Tallahassee on the Scene



The Visit Tallahassee team was on the scene around town on Thursday, October 22, 2009, at the Brogan Museum welcoming several prominent CBS journalists to Tallahassee and touring the Kinsey Collection with Bernard and Shirley Kinsey. Pictured are Lee Daniel, Russ Mitchell from the CBS Early Show, and Dr. Bernard Kinsey.

The fun didn't stop there. On Saturday, October 24, 2009, Kaye Strong-Hogan and family attended the FAMU Homecoming Parade downtown and Lee Daniel and Kerri Post attended the FAMU Post Homecoming Game Party at the Brogan that evening.

Oompaa! Saturday's festivities continued with Lee Daniel, and Brian Hickey attending the Greek Food Festival, Janet Roach tasting the seafood at the Stone Crab Festival in St. Marks and Kerri Post partaking in the Monarch Butterfly Festival at the St. Marks National Wildlife Refuge. Chris O'Brien also enjoyed scenic Monticello and visited stops on the New Leaf Market Farm Tour. It was an event-filled weekend in and around Florida's Capital City!

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Visit Tallahassee

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