

Montana Office of Tourism

2010 Montana Governor's Conference on Tourism and Recreation

2010 Montana Governor's Conference on Tourism and Recreation

Dates: April 8-9, 2010

Location: Red Lion Hotel, 20 N. Main Street, Kalispell, MT 59901, 406-751-5050, FAX 406-751-5051, www.redlion.com/kalispell

Conference Agenda

All Conference activities take place at the Red Lion Hotel Kalispell unless otherwise noted.

Wednesday, April 7, 2010

2-8 pm

Conference Registration – Sponsor: Arthur Frommer's Budget Travel; Room: Registration Desk, Exhibitor's Area

Conference Tools Sponsors:

Flashdrive – Outside Magazine & Outside Television

Hotel Room Key Card – Backpacker Magazine

In-Room Gift – Glacier Country

Red Jammer Bus Field Trip Transport – Glacier Park, Inc.

Conference Canvas Bags – Kalispell Downtown Association,

Kalispell Business Improvement District, Rocky Mountain Images

2-6 pm

Sustainable Tourism Workshop - Trainers: Heather Burdette, Yellowstone Business Partnership, Bozeman, MT; Deb Friedel, Delaware North Companies Parks and Resorts at Yellowstone, Bozeman, MT; Beth Pratt, Yellowstone National Park Lodges-Xanterra Parks & Resorts, Yellowstone NP, WY; Room: Fireside Room

This four-hour session provides an introduction to the concept and principles for sustainable tourism, looking at the big picture of sustainability and how to break it down into manageable actions. Three individual actions will be focused on in three

sessions scheduled for Thursday. Those attending all 8 hours of sustainable tourism training offered during the conference will receive a Certificate of Completion.

2-6 pm **Train the Trainer Workshop – “Passport to Service” Customer Service Training Program** – Trainers: MT Superhost Trainers; Room: Lake McDonald-Swift Current Room

Would you like to provide customer service training for your staff on your own schedule or when you only have a small number to train? Do you have a person in your business that would be a great trainer but does not have the materials to train from? Attend or send one of your representatives to learn the “Passport to Service” customer service training program developed by Montana Superhost. Receive materials to duplicate and useful tips to make your training sessions interesting and effective.

3-5 pm **Montana Tourism Business Improvement District Meeting**; Room: Hanging Gardens Room

5-6 pm **National Tour Association Montana Delegates Meeting**; Room: Hanging Gardens Room

6-7 pm **Traditional Native Games Demonstration Event** – Trainers: International Traditional Games Society Trainers DeeAnna Leader, East Glacier, MT; Richard Horn, Browning, M, Robert Thomson, First Peoples Buffalo Jump State Park, Ulm, MT; Room: Prefunction Area of the Convention Center

Learn the skills, rules and purpose of traditional native games and how they can be part of your visitor experience offering.

7-10 pm **Welcome Reception Commemorating Glacier National Park’s Centennial** - Sponsors: Glacier Country and Montana State Parks Room: Grand Ballroom

An official Glacier National Park Centennial social event featuring entertainment by Rob Quist and Jack Gladstone, finger foods, refreshments, and all the fun energy you want to bring.

Wednesday PM – Friday Noon

ORBITZ.COM INTERNET CAFÉ

Stop into the Orbitz.com Internet Café (Room 104) and say hello to the Montana Office of Tourism Electronic Marketing Staff. They'll help you create or update a listing on www.visitmt.com. You can check your email and print off Governor's Conference material

Thursday, April 8, 2010

7 am **Conference Registration** – Sponsor: Arthur Frommer's Budget Travel; Room: Registration Desk, Exhibitor's Area

7-8:15 am **New Ambassadors Breakfast** (for 1st time conference attendees) – Sponsor: Delaware North Companies Parks and Resorts at Yellowstone, Room: Kalispell Center Mall

8:30-9:45 am **Welcome and Feature Presentation: Brand U: Leadership for Sustainable Tourism** - Presenter: Randy Morgan, Morgan Systems, Intl, Boise, ID, Sponsor: Yellowstone National Park Lodges-Xanterra Parks & Resorts
Room: Grand Ballroom

Known as a "transformational humorist," Randy Morgan explores the idea that just as sustainable tourism protects unique ecosystems, sustainable leaders respect our human systems. People – all of us – can really make a difference for our guests when we are being ourselves. Randy will help us discover the keys to ensuring that our people-systems are thriving with the authenticity and sustainability that make Montana's tourism and recreation offerings special.

9:45-10:30 am **Refreshment Break** – Sponsor: Town Pump, Inc.
Room: Exhibitor's Area

10:30-11:45 am **Concurrent Break-Out Sessions & Field Trip**

- **Montana Tourism Sales Intensive – Part 1-** Presenter: Stuart Ellis-Myers, Uniquely Speaking, Inc., Vancouver, British Columbia; Room: Ballroom A

Join a two-part session that will empower you with immediately usable tourism sales skills, strategies, and actions so you can enjoy an incredibly efficient new sales revenue advantage in

today's harsh economic reality. If you are willing to step up and commit to the follow through demands of this program, your risk will be minimized and your rewards exceptional! (Part 2 offered at 2:15 pm)

- **Social Media and Your Business** – Moderators: Sarah Lawlor, Thurston Elfstrom, MT Office of Tourism, Helena, MT; Presenters: Jessica Downing, Whitefish Mountain Resort, Whitefish, MT; David Restivo, Glacier National Park, West Glacier, MT; Jan Stoddard, West Yellowstone Chamber of Commerce, West Yellowstone, MT; Tia Troy, Glacier Country, Missoula, MT; Room: Ballroom B

Through this panel discussion, learn how others in Montana's tourism industry are integrating social media into their marketing. Hear about what has worked, what hasn't and tools to measure and monitor your online presence. (Repeated Friday am)

- **Hardwiring Employee Engagement** – Presenter: Wendy Samson, FutureSync, Intl, Billings, MT; Room: Lake McDonald-Swift Current Room

Workforce training expert Wendy Samson knows that highly engaged managers create highly engaged employees who create highly engaged customers. In this session, she'll help you learn how to unleash employee engagement and will make the case for engagement being the strongest link to customer purchase/repurchase decisions.

- **Where's the \$ for Tourism-Related Projects?** - Presenters: Krystal Steinmetz, Bear Paw Development Corp, Havre, MT; Carol Crockett and Victor Bjornberg, MT Office of Tourism, Helena, MT; Room: Hanging Gardens Room

Find out where the money is for tourism projects from the managers of two Montana Commerce Department tourism grant programs and a community planner/grant writer who has worked with numerous local, state, federal, non-profit, foundation and other funding sources.

- **Sustainable Tourism Workshop – Waste Stream Management** Trainers: Heather Burdette, Yellowstone Business Partnership, Bozeman, MT; Deb Friedel, Delaware North

Companies Parks and Resorts at Yellowstone, Bozeman, MT;
Beth Pratt, Yellowstone National Park Lodges–Xanterra Parks &
Resorts, Yellowstone NP, WY; Room: Fireside Room

This session looks at waste stream management from procurement to disposal, including dumpster diving and waste diversion results from *UnCommon Sense* participants (including a waste sort exercise).

- **Lone Pine State Park Field Trip 1** (requires pre-registration, 30 person limit) Field Trip Sponsors: Flathead Valley Convention and Visitors Bureau and Montana State Parks. Transportation provided by Glacier Park, Inc. - Red Jammer Bus Boarding outside Red Lion Hotel Kalispell Conference Center Entry Doors; Transportation will drop off attendees at the Hilton Garden Inn for the conference lunch.

Just a few miles from downtown Kalispell you can enjoy the great outdoors and breathtaking vistas of the Flathead Valley at Lone Pine State Park. An interpretive program at the visitor center provides information on living with wildlife in the wildland-urban interface, along with a look at wildlife and forest ecology within the park.

11:45-12:15 pm **Bus Transport to Lunch at Hilton Garden Inn**
(Board Rocky Mountain Transport Buses outside of Red Lion Hotel Kalispell Conference Center Entry Doors)

12:15-1:30 pm **Montana Grown Luncheon**
Location: Glacier Ballroom, Hilton Garden Inn
Sponsor: Mercury CSC

Official introduction to Montana's 2010 In-state Campaign – "Get Lost in Montana" Table centerpieces courtesy of the Sapphire Gallery and the Sweet Palace.

1:30-2:00 pm **Bus Transport to Red Lion Hotel & Afternoon Lone Pine State Park Field Trip 2**

- **To Return to Red Lion Hotel** - Board Rocky Mountain Transport Buses outside of Hilton Garden Inn Entry Doors
- **Those Registered for Lone Pine State Park Field Trip 2** – Board Red Jammer Buses outside Hilton Garden Inn Entry Doors following lunch

2:15-3:30 pm **Concurrent Break-Out Sessions & Field Trip**

- **Getting The Most From Your Media Dollars** – Presenters: Steve Carlson, Spark Communications, Chicago, IL; Katy Peterson, Montana Office of Tourism, Helena, MT; Room: Ballroom B

Montana Office of Tourism and its media agency, Spark Communications, introduce attendees to the current media environment, how to determine best buys, maximize performance, and hold your media efforts accountable.

- **Montana Tourism Sales Intensive – Part 2-** Presenter: Stuart Ellis-Myers, Uniquely Speaking, Inc. Vancouver, British Columbia; Room: Ballroom A
(Continuation of 10:30 am session)
- **Hardwiring Employee Engagement** – Presenter: Wendy Samson, FutureSync, Intl, Billings, MT; Room: Lake McDonald-Swift Current Room
(Repeat of 10:30 am session)
- **Where’s the \$ for Tourism-Related Projects?** - Presenters: Krystal Steinmetz, Bear Paw Development Corp, Havre, MT; Carol Crockett and Victor Bjornberg, MT Office of Tourism, Helena, MT; Room: Hanging Gardens Room
(Repeat of 10:30 am session)
- **Sustainable Tourism Workshop – Responsible Purchasing**
Trainers: Heather Burdette, Yellowstone Business Partnership, Bozeman, MT; Deb Friedel, Delaware North Companies Parks and Resorts at Yellowstone, Bozeman, MT; Beth Pratt, Yellowstone National Park Lodges–Xanterra Parks & Resorts, Yellowstone NP, WY; Room: Fireside Room

This session focuses on evaluating purchasing practices and policies and gaining vendor cooperation in responsible purchasing, including group letter composition and regional results in getting more product lines

- **Lone Pine State Park Field Trip 2** (requires pre-registration, 30 person limit) Field Trip Sponsors: Flathead Valley Convention and Visitors Bureau and Montana State Parks. Transportation

provided by Glacier Park, Inc. - Red Jammer Bus Boarding outside Hilton Garden Inn Entry Doors following lunch

Just a few miles from downtown Kalispell you can enjoy the great outdoors and breathtaking vistas of the Flathead Valley at Lone Pine State Park. An interpretive program at the visitor center provides information on living with wildlife in the wildland-urban interface, along with a look at wildlife and forest ecology within the park.

3:30-4:15 pm **Refreshment Break** – Sponsor: Ski & Skiing Magazine; Room: Exhibitor's Area

4:15-5:30 pm **Concurrent Break-Out Sessions & Field Trip**

- **Montana's Visitors: Who's Coming, What's Changed?** – Presenters: Norma Nickerson, Ph.D., Director, and Kara Grau, M.S., Research Associate, Institute for Tourism and Recreation Research, University of Montana, Missoula, MT; Room: Ballroom A

Three new research studies provide a window into understanding the current nonresident visitor to Montana. Summer visitor statistics from 2009 are the highlight and compared to 2005 visitor data. Two visitor segments are emphasized: 1) geotourists and their preferences while traveling in Montana, and; 2) preliminary results of the on-going Alpine ski/snowboarder economic and visitor characteristics study.

- **Getting The Most From Your Media Dollars** – Presenters: Steve Carlson, Spark Communications, Chicago, IL; Katy Peterson, Montana Office of Tourism, Helena, MT; Room: Ballroom B
(Repeat of 2:15 pm Session)
- **Montana Indian Country Cultural Tourism Opportunities** – Moderator: Dale Old Horn, Apsaalooke Nation, Crow Agency, MT; Presenters: Ed DesRosier, Going to the Sun Tours, East Glacier, MT; Darrell Norman, Lodgepole Gallery & Tipi Village, Browning, MT; Mike Fox, Fort Belknap Indian Community Council Member, Fort Belknap, MT; Lucy Vanderburg, The People's Center, Pablo, MT; Jodi Running Fisher, Blackfeet Tourism Program and Montana Tribal Tourism Alliance, Browning, MT; Room: Lake McDonald-Swift Current Room

Montana's Indian Country has a lot to offer visitors. A few of the visitor experiences are highlighted in this session and you're introduced to the information resources that connect you with the many other opportunities.

- **Partnering for Profit in International Markets** - Presenter: Gary Schluter, Rocky Mountain Holiday Tours, Fort Collins, CO; Room: Hanging Gardens Room

This session answers these questions: What markets fit your property? Who and how to partner for the best and fastest results? How Receptive Tour Operators (RTO) can help you effectively reach many more potential markets!

- **Sustainable Tourism Workshop – Energy Efficiencies**
Trainers: Heather Burdette, Yellowstone Business Partnership, Bozeman, MT; Deb Friedel, Delaware North Companies Parks and Resorts at Yellowstone, Bozeman, MT; Beth Pratt, Yellowstone National Park Lodges–Xanterra Parks & Resorts, Yellowstone NP, WY; Room: Fireside Room

This session provides examples of energy tracking worksheets and strategies for improving efficiencies, including success stories among *UnCommon Sense* grads to reduce overall energy usage

- **Conrad Mansion Field Trip 1** (requires pre-registration, 30 person limit), transportation provided) - Field Trip Sponsors: Flathead Valley Convention and Visitors Bureau and Conrad Mansion. Transportation provided by Glacier Park, Inc. - Red Jammer Bus Boarding outside Red Lion Hotel Kalispell Conference Center Entry Doors

Kalispell is best known for the Conrad Mansion Museum – the most beautifully preserved pre-1900 mansion in Montana. Original family furnishings are located throughout the 26 rooms (including three bathrooms) allowing visitors to experience the elegance of a bygone era.

5:30-7 pm **Socializing Reception** – Room: Exhibitor's Area

7-9 pm **Montana Tourism Awards Banquet** – Room: Grand Ballroom

Banquet Sponsor: Glacier Park, Inc.
Wine Sponsor: Certified Folder Display Services, Inc.
Special Guest: Lt Governor John Bohlinger

Let's enjoy some good company, Montana foods and celebrate the good works of our peers with the Tourism Person, Community, Event and Partnership of the Year Awards.

9-10 pm **Entertainment** – Singing Sons of Beaches Stage Show

Steve Riddle, Greg Devlin, and Nick Terhaar are the S₂OBs, an entertaining and witty Montana group whose stage show features songs and stories indigenous to the western states and the western state of mind.

Friday, April 9, 2010

7 am **Conference Registration** – Sponsor: Arthur Frommer's Budget Travel; Room: Registration Desk, Exhibitor's Area

8:30-9:45 am **Feature Presentation: 2010 Tourism Outlook & Travel Trends** – Presenter: David Sheatsley, Director of Marketing Research, US Travel Association, Washington, DC; Room: Grand Ballroom

The nation's top travel association's Director of Market Research, David Sheatsley, brings us the latest information on world travel trends and the current situation, and what 2010 holds for tourism in Montana and the country.

9:45-10:30 am **Refreshment Break** – Sponsor: Montana InnKeepers Association; Exhibitor's Area

Exhibitor Gift Winners list posted at Conference Registration Desk. Winners pick up gifts from exhibitors during this break.

10:30-11:45 am **Concurrent Break-Out Sessions & Field Trip**

- **Montana's Visitors: Who's Coming, What's Changed?** – Presenters: Norma Nickerson, Ph.D., Director, and Kara Grau, M.S., Research Associate, Institute for Tourism and Recreation Research, University of Montana, Missoula, MT; Room: Ballroom A
(Repeat of Thurs pm session)

- **Social Media and Your Business** – Moderators: Sarah Lawlor, Thurston Elfstrom, MT Office of Tourism, Helena; Presenters: Jessica Downing, Whitefish Mountain Resort, Whitefish, David Restivo, Glacier National Park, West Glacier, Jan Stoddard, West Yellowstone Chamber of Commerce, West Yellowstone, Tia Troy, Glacier Country, Missoula; Room: Ballroom B
(Repeat of Thurs am session)
- **Montana Indian Country Cultural Tourism Opportunities** – Moderator: Dale Old Horn, Apsaalooke Nation, Crow Agency, MT; Presenters: Ed DesRosier, Going to the Sun Tours, East Glacier, MT; Darrell Norman, Lodgepole Gallery & Tipi Village, Browning, MT; Mike Fox, Fort Belknap Indian Community Council Member, Fort Belknap, MT; Lucy Vanderburg, The People’s Center, Pablo, MT; Jodi Running Fisher, Blackfeet Tourism Program and Montana Tribal Tourism Alliance, Browning, MT; Room: Lake McDonald-Swift Current Room
(Repeat of Thurs pm session)
- **Guest Ranch Operators International Market Seminar** - Presenter: Gary Schluter, Rocky Mountain Holiday Tours, Fort Collins, CO; Room: Hanging Gardens Room

This session answers these questions: Are you booking to your fullest potential? How to leverage the International Visitors: who to partner with, how to price, and how to profit? A group participation seminar!

- **Glacier National Park Through the Years** – Presenter: Deirdre Shaw, Glacier National Park Archivist/Historian, West Glacier, MT; Room: Fireside Room

Take a “virtual tour” through Glacier Park’s history with images and stories.

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Kalispell Conference Center Entry Doors)

12:15-1:30 pm **Montana Grown Luncheon & Conference
Conclusion** – Location: Glacier Ballroom, Hilton
Garden Inn

Table Centerpieces courtesy of the Sapphire Gallery and the
Sweet Palace

1:30-2:00 pm **Bus Transport to Red Lion Hotel** (Board Rocky
Mountain Transport Buses outside of Hilton Garden Inn Entry Doors)

For more conference details, click on the links below:

- 2010 Conference Agenda
- [Registration Forms](#)
- [Conference Presentations](#)
- [Sponsor & Exhibitor Opportunities](#)
- [Lodging & Visitor Services](#)
- [Tourism Awards](#)
- [Conference Archives](#)