

# Update

advocate educate promote

a publication of Louisiana Travel Promotion Association • 1165 south foster drive • baton rouge, la 70806 • 225.346.1857 • fax 225.410.2272

## Marketing Program Deadlines

### APRIL 2009

- 04/13 Texas Monthly FTA June 09
- 04/21 Travel 50 & Beyond Special 09
- 04/24 Travelhost Shreveport/Bossier June/July 09

### MAY 2009

- 05/01 LTPA Advocacy Program May 09**
- 05/01 Texas Monthly FTA July 09
- 05/08 Southern Living TDA Aug 09
- 05/11 AARP, The Magazine Sept/Oct 09**
- 05/18 Louisiana Cookin' July/Aug 09
- 05/18 Travelhost New Orleans/Northshore July/Aug 09
- 05/22 Texas Monthly FTA Aug 09
- 05/22 Trailer Life Magazine Sept 09**

### JUNE 2009

- 06/01 Travel 50 & Beyond Fall 09
- 06/01 Travelhost Baton Rouge July/Aug/Sept 09
- 06/03 AAA TX Journeys Sept/Oct 09**
- 06/03 Southern Living Co-op Sept 09**
- 06/03 Travelhost Beaumont/Lake Charles Aug/Sept/Oct 09
- 06/05 Midwest Living Sept/Oct 09**
- 06/09 AAA Southern Traveler Sept/Oct 09**
- 06/10 Southern Living TDA Sept 09
- 06/12 Orbitz Worldwide July/Aug/Sept 09
- 06/15 Birder's World Oct 09**
- 06/16 Group Tour Sept 09
- 06/18 Texas Monthly FTA Sept 09
- 06/23 Travelhost Shreveport/Bossier Aug/Sept 09
- 06/29 SYTA Pamphlet Aug 09**

### JULY 2009

- 07/10 Southern Living TDA Oct 09
- 07/10 Trailer Life Directory 2010**
- 07/15 Student Group Tour Oct 09
- 07/15 Texas Monthly Oct 09**
- 07/20 Louisiana Cookin' Sept/Oct 09
- 07/20 Travelhost New Orleans/Northshore Sept/Oct 09
- 07/22 Texas Monthly FTA Oct 09
- 07/24 D Magazine Oct 09**
- 07/24 Southern Living TDA Home for the Holidays 09
- 07/24 Woodall's Campground Directory 2010**



## Trails to Treasures: Summit 2009

More than 400 attended the Annual Travel and Tourism Summit at Paragon Casino and Resort in Marksville, LA, January 20 - 22, 2009. For three days, participants attended a variety of breakout sessions and heard from industry experts on

topics ranging from how to get organized with help from Microsoft Outlook to determining and reporting ROI.

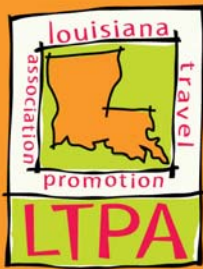
Some of the many guest speakers included Lt. Governor Mitch Landrieu who held an economic development session with Judy Randall, President and CEO of Randall Travel. Roger Brooks, founding member of Destination Development Inc. and Dr. Marc Clark, Author and Consultant M. Douglas Clark and Associates and SmartBiz online. All speaker presentations can be found online at [www.ltpa.org](http://www.ltpa.org).

Winners of the 2008 Tourism Awards were honored at the Summit Awards Luncheon. Congratulations to this year's winners:

- Ruston-Lincoln CVB for Outstanding CVB of the Year with a budget of \$250,000 - \$749,000
- Baton Rouge Area CVB for Outstanding CVB of the Year with a budget of \$750,000 and above
- Louisiana North Coalition for Tourism Campaign of the Year
- Festival International de Louisiane for Festival of the Year
- Kathy Cargile with American Airlines for Outstanding Travel Media
- Creole Nature Trail, All American Road for Travel Attraction of the Year
- Melanie Lee, Tourism Director for the City of Opelousas for Governmental Friend of Tourism
- Eleanor Gremillion, Lifelong Avoyelles citizen for the Will Mangham Lifetime Achievement Award

**Make plans to meet us in Monroe for Summit 2010!**





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## Summit Legislative Panel

Rep. Jean Doerge, Sens. Eric LaFleur and Neil Riser fielded questions from the audience during the Legislative Panel at Summit. These Legislators not only provided answers, but also shared important tips on how to build relationships with elected officials. For starters, make sure to stay in touch with local Legislators they may not always respond how you would like, but you will be recognized for your efforts. Know which representatives in your area serve on the appropriations committee and offer to testify on issues affecting your area. Members of this committee want to hear local citizens' views and it helps your representative build credibility with fellow Legislators. When possible, work with your mayor and other lobbying groups when reaching out to Legislators on important issues. And finally, submit funding requests early; a good rule of thumb is to submit requests by November 1st.

# LTPA ADVOCATES

## General Counsel

LTPA is honored to announce Murphy Foster of Breazeale, Sachse and Wilson Law Firm as general counsel to the organization. Mr. Foster and his partners came highly recommended and will provide legal guidance to LTPA and it's members on topics of interest ranging from legislation to issues affecting the tourism industry. Mr. Foster or other attorneys from his firm will attend LTPA board meetings to address any legal questions should they arise. Additionally, if LTPA members have questions that require brief legal answers outside of LTPA events, Breazeale, Sachse and Wilson will provide an initial consultation at no charge.

**The advocacy task team would like to thank all who participated in the "Wake Up to Louisiana Tourism" campaign! More than 25 members visited their local Legislators to raise awareness on the importance of tourism to Louisiana's economy.**



## Tourism Awareness Day

Please save the date for Thursday, May 21, 2009 from 1:30 - 4 p.m. for Tourism Awareness Day. We will meet at the Capitol Park Welcome Center in Baton Rouge for the premiere of the tourism economic impact video, followed by a quick bill review. Then, we will make our way to the Capitol where we will be recognized on the House and Senate floor.



## Storm Warning: Last Stand for America's WETLAND

Help create awareness of coastal erosion by participating in America's WETLAND Storm Warning campaign, taking place along Louisiana's coast May 30 - June 1, 2009. The kick-off event will take place in New Orleans with a rally style concert with Rockin' Dopsie and other Louisiana artists. Consecutive events include two blessings of the fleets in Larose and Morgan City. Both fleets will meet in Houma for live music, a boat parade and the sounding of the alarm. The campaign will wrap up in Lake Charles with the Sustaining the Unique Coastal Culture of Louisiana Summit. For event details please visit [www.stormwarning4.com](http://www.stormwarning4.com)



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## Welcome New Members

### CAJUN COUNTRY:

#### Travel Host Acadiana

Chris Savoca  
(337) 706.8600  
csavoca@thacadiana.com

#### Tri Star Graphics Group

Becky Sadler  
(225) 288.7346  
becky@tristargraphics.com

### CROSSROADS:

#### The Wesley Center

Roseanne Gillespie  
(318) 449.4500  
rgillespie@thewesleycenter.com

### GREATER NEW ORLEANS:

#### City of Slidell; Department of Cultural and Public Affairs

Kim Bergeron  
(985) 646.4334  
kbergeron@cityofslidell.org

#### Fox Pro Media

Denise Witek  
(504) 733.2767  
denise@foxprintdirect.com

### PLANTATION COUNTRY:

#### BREC's Baton Rouge Zoo

Mary Woods  
(225) 775.3877  
mwoods@brzoo.org

#### Microtel Inn & Suites Baton Rouge Airport

Sharon Thorton  
(225) 356.9191  
gm.batonrougelaap@microtelinn.com

#### Louisiana Interstate Logos, LLC

Jimmy Durrett  
(800) 468.7805  
jdurrett@interstatelogos.com

### SPORTSMAN'S PARADISE

#### Town of Haynesville

Penny Fields  
(318) 624.0911  
haynesvillemayor@ymail.com

#### Clarion Hotel Shreveport

Diana Parks  
(318) 797.9900  
dianap@robertshotels.com

#### Sleep Inn & Suites Ruston

Betty Moore  
(318) 232.1100  
bettimoore@aol.com

## New Associate Membership Program

LTPA is proud to announce the addition of an associate membership program. This new program targets industry service providers such as advertising and public relations firms as well as industry suppliers and consultants, to name a few. We are proud to now be offering benefits to these partners as they play a vital role in accomplishing our mission.

### Associate Member Benefits

- Networking opportunities (LTPA Meets, task force meetings)
- Listing in membership directory
- Quarterly newsletter
- link to business Web site on LTPA.org
- Voting privileges
- Cooperative advertising at discounted rates
- Legislative updates
- Press releases distribution
- Educational program webinars
- Discount on exhibitor booth at Travel and Tourism Summit
- One email blast to LTPA membership

## In the Spotlight

### Natchitoches Named One of America's Great Towns

Natchitoches is one of 12 new communities added to the nation's best list in the Great Towns of America guidebook. Book authors tout "Natchitoches epitomizes the charm of the Old South."

### Kent House Plantation Opens New Visitors Center

After much planning and hard work, Kent House Plantation cut the ribbon for their new visitors center this February. The beautiful new center also provides space for educational, administrative and conference needs.

### Villarrubia Knighted Into French National Order of Arts and Letters

This March, David Villarrubia of the Degas House was inducted into the French National Order of Arts and Letters by His Excellency Pierre Vimont, Ambassador of France. Guests at the induction ceremony held at the Degas House in New Orleans included Counsel General Olivier Brochenin and New Orleans City Council Councilmember-At-Large Arnie Fielkow.

## Increasing Member Benefits

LTPA is in the process of creating and implementing exciting new member benefits to not only attract new members, but most importantly bring added value to existing members. As progress continues we will keep you informed.

**LTPA is the proud recipient of the Louisiana Restaurant Association's Northwest Chapter 2008 Distinguished Award**



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## Lt. Governor Landrieu Announces New Cultural Districts

Congratulations to the new communities where original art sales are now sales tax exempt. Please visit the [Cultural Districts](#) web site for an overview of the program.

- Alexandria Cultural District (Rapides)
- Baton Rouge A & E Cultural District (East Baton Rouge)
- Charlestown Cultural District (Calcasieu)
- Federal City, Tunisburg, Algiers Point Cultural District (Orleans)
- Madisonville Cultural District (St. Tammany)
- Natchitoches Historic District (Natchitoches)
- Riverside Cultural District of Monroe (Ouachita)
- Shreveport Downtown Cultural District (Caddo)
- South Broad Street Cultural District (Orleans)
- West Monroe Cultural District (Ouachita)

## Support the Troops

Each year, the U.S. Army Element hosts a farewell day for deploying soldiers and their families. The event displays the cultures of 12 nations and focuses on one of the 50 united states to showcase American culture. This year, Louisiana will be the focus. To ensure the day is a success, COL Arthur Tulák, with the 1st German-Netherlands Corps, needs Louisiana souvenirs, decorations and/or recipes and ingredients that will help in preparing Louisiana cuisine at the event. If your organization would like to help, please contact COL Arthur Tulák at [Arthur-tulak@us.army.mil](mailto:Arthur-tulak@us.army.mil). All donations must be received by Wednesday, May 20, 2009, at the address below:

U.S. Senior National Representative  
NRDC-GE/NL  
C/O Unit 21601  
APO AE 09703

## A Friendly Reminder from Cynthia Campbell

To receive maximum exposure on media inquiries, Cynthia Campbell, travel editor for Baton Rouge Advocate, strongly recommends responding to reporters before their deadline. This ensures no additional questions arise before going to press. Campbell also advises that responses be as detailed as possible. She also discourages referring reporters to Web sites for answers as most do a Web site check before contacting you. Following these guidelines will ensure a better final piece that leaves you and the reporter happy.

## Mark Your Calendar

### April 23

Task Force Meetings  
8:30 a.m. - 2:30 p.m.  
Finance/Executive Comm.  
2:30 - 4:30 p.m.  
All in Baton Rouge

### April 27

Election ballots to be mailed

### April 28

LTPA Meets  
New Iberia

### May 1

LTPA Educates

### May 7

LTPA Educates

### May 21

Tourism Awareness Day  
1:30 - 4 p.m.  
Finance/Executive Comm.  
9 - 11 a.m.  
All in Baton Rouge

### June 2

LTPA Meets  
Houma

### June 4

LTPA Meets  
Gonzales

### June 10

LTPA Meets  
Lafayette

### June 18

Finance/Executive Comm.  
TBD

### June 25

Board of Directors  
3:30 - 5 p.m.  
Alexandria

### June 26

LTPA Past Presidents  
10 - 11:30 a.m.  
Alexandria

### June 26

LTPA Annual Meeting &  
Presidents Council Luncheon  
11:30 a.m. - 2 p.m.  
Alexandria

### July 15

LTPA Educates

### July 16

Finance/Executive call

### July 20 - 21

Board of Directors Retreat  
9 a.m. - 2 p.m.  
Houma