

# Promoting Your Town as a Tourism Destination

## Red Carpet Country

### Annual Tourism Conference

**February 22, 2011**

9 a.m. to 2:30 p.m.

Northwest Technology

Center

1801 S. 11th St.

Alva OK

73717

**Registration Deadline**

**February 16, 2011**



#### Special Attraction!

**Free** to participants!

Communities and tourism based businesses in **Red Carpet Country** are invited to bring a display or promote an attraction, business or event in their community during the **Red Carpet Country Tourism Conference**.

If you or your community are interested in hosting a display please contact the Red Carpet Country office at 1-800-447-2698

Come and show off your best attractions or events and share with other **Red Carpet Country** communities!



1-800-447-2698

[www.redcarpetcountry.com](http://www.redcarpetcountry.com)

[redcarpet@redcarpetcountry.com](mailto:redcarpet@redcarpetcountry.com)

Registration form

Name: \_\_\_\_\_

Address: \_\_\_\_\_ City/St/Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Information:

**Red Carpet Country**

1-800-447-2698

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**\$25.00 per person includes 1 year individual membership**

\_\_\_\_\_ people x \$25 = \_\_\_\_\_

Please send registration to :

**Red Carpet Country**

(pre-registration & payment is required) P O Drawer B

Registration includes Lunch.

Alva OK 73717

Registration Deadline is Oct. 22

Lunch will be catered by Honey Wheat Bed & Breakfast, Grace Mathes, Owner.

# Program Agenda

## February 22, 2011

### Rose Bemo

**Web Marketing Assistant, Travel Promotion Division, Oklahoma Tourism & Recreation Department.**

With the tourism department since 2006, Rose has worked as a call center travel counselor, coordinated the brochure fulfillment program and assisted with tourism information center operations at the First National Center in Oklahoma City. During the 2007 Oklahoma Centennial celebration, Rose was proud to be chosen as a cultural ambassador for Oklahoma's ground-breaking exhibit at the Epcot International Food & Wine Festival at Walt Disney World Resort. Her main focus now is the state's official tourism website, TravelOK.com. She enjoys working as an industry liaison, assisting tourism partners with their site listings. In addition, she holds training seminars to educate tourism professionals about TravelOK.com and is a regular contributor to TravelOK.com's social media presence, including Twitter (@TravelOK) and foursquare/TravelOK.

8:00	Registration table open Set up Display Tables
9:00	Welcome by RCC President Betty Warner Alva Mayor Arden Chaffee NWTC
9:30	Web Marketing Assistance Rose Bemo, OK Tourism & Recreation
10:15	Break Time allowed to visit display tables
10:30	Tourism on Main Street Ron Frantz, Main St. Director
11:15	Live Auction
Noon	Lunch
1:00 to 2:15	Round Table Discussion on the "HOW TO" of Festival and Event Planning & Promotion
2:30	Silent Auction Ends <i>Door prize drawings will be held throughout the day!</i>
3:00	<b>Red Carpet Country board meeting</b> <b>The public is invited to stay and attend this meeting.</b>

### A Message From Your President

Welcome to Oklahoma's **Red Carpet Country** Tourism Conference! We are excited this year, as we continue to promote tourism in North Central and Northwestern Oklahoma. We are focused this year on working with you in promoting your community events and attractions. We invite you to stay and play in **Red Carpet Country**. Thanks again for attending. Let's have another great year for tourism in **Red Carpet Country!**

Sincerely, Betty Warner

### PROMOTING YOUR TOWN AS A TOURISM DESTINATION

### Ronald H. Frantz, Jr. AIA, Architect

Ron Frantz has 29 years of experience working with property owners in small historic downtowns, urban commercial districts and inner city neighborhoods. He is the Architect for the Oklahoma Main Street Center, with a total of 18 years experience. He co-founded and chaired the Automobile Alley Main Street Program, an urban area in OKC. From this experience Frantz converts success stories into articles and public presentations. He has delivered presentations at more than 100 conferences in 25 states. He and his wife, Mary, own an OKC based firm, The Frantz Alliance LLC and he is the creator of "Okla Texture Blog" an Oklahoma architecture weblog, [www.oklatextureblog.blogspot.com](http://www.oklatextureblog.blogspot.com)

### Roundtable participants will include

Glenda Carr, Friends International Tours  
Janet Fitz, Director Woodward Main St  
Cherie Trusedale, Waynoka Saddle Club (Snake Hunt)  
Mary Ann Potter, Ponca City Herb Festival  
Rhonda Olsen, Watonga Cheese Festival

Thanks to the Northwest Technology Center  
for hosting Red Carpet Country's  
Tourism Conference

  
TRAVELOK.COM