

April

- 13th MHLA Meeting,
Jefferson City MO
- 22nd Missouri on the Move,
Missouri Travel Council
Oklahoma to Texas
- 26th Pulaski County Tourism
Bureau Board Meeting,
5:30pm St Robert
- May
- 2-4th The Reunion Network,
Chicago, IL
- 5-6th MHLA Golf Tournament
and Annual Meeting, Lake
Ozark
- 9-10th Missouri Bank Travel
Exchange Missouri
Travel Council,
Jefferson City
- 16-18th The Reunion
Network, St. Louis, MO
- 23rd Lodging Partner
Meeting, Ramada Inn, 5pm
St Robert
- 24th Pulaski County Tourism
Bureau Board Meeting,
5:30pm St Robert
- June
- 3-5 MACVB Annual
Conference, Maryland
Heights, MO
- 28th Pulaski County Tourism
Bureau Board Meeting,
5:30pm St Robert

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Pulaski County Tourism Bureau 573-336-6355
www.VisitPulaskiCounty.org

Lodging Partners Meeting

The next Lodging Partners Meeting will be held at Ramada Inn, St. Robert on May 23rd from 5pm-7pm. If you would like to add an item to the agenda please call our office no later than May 9th .

Please respond with your RSVP, no later than May 16, 2007 at 4pm by calling 573-336-6355.

2007 Tourism Board of Directors

The Pulaski County Tourism Bureau Board of Directors for the 2007 year are:

- | | |
|-----------------------------|-------------------------|
| Twyla Cordry, President | Roger Graves |
| Todd Bailey, Vice President | Ronnie Layman |
| Bob Sutcliffe, Secretary | |
| Steve Ehrhardt | Dave Kessler, Treasurer |
| Karen Hood | |
| Bob Moore | |

The Bureau would like to welcome Bob Moore, owner of The Point Steakhouse as the Restaurant Representative. Also joining the board is Karen Hood, Daily Guide Sales Manager, as the St Robert Chamber Representative. She is replacing Dorothy Secrest who has served on the board for 3 years. We would like to thank Dorothy and her family for all her support.

2008 VISITORS GUIDE

Sales will begin in June for the 2008 Pulaski County Tourism Bureau Visitors Guide. This is a wonderful advertising tool to reach visitors considering a visit to our area.

Guides are distributed to people that have seen our ad in the various magazines the Bureau advertises in, at Missouri State Welcome Centers, Chamber of Commerce offices and Visitors Centers like ours throughout the state as well as displayed in local businesses, and distributed at tradeshows. Over 35,000 copies are distributed worldwide including all 50 states and 49 foreign countries. People planning vacations, coming to the area for graduations, relocating or are new to the area, as well as local residents who want information on things to do, where to eat, where guests can stay all use the guide. Advertisers in the guide receive a free link on our website which reached over 199,097 visitors in 2006.

Get Involved

The January Newsletter discussed the importance of joining associations related to your business.

Don't know where to start? Here are a few associations as well as their websites. Becoming involved in various associations gives you and your staff an opportunity to meet others in your field, keep abreast of legislation that can and will affect your business, and offers opportunities for continued education and fresh ideas.

Tourism Related Businesses -
 Missouri Travel
 Council <http://www.missouritravel.com>

TIA – Travel Industry Association
www.tia.org

MHLA (Missouri Hotel and Lodging Association
<http://www.lodgingmissouri.com>

Missouri Association of Convention and Visitors
 Bureaus
<http://www.macvb.com>

MRA - Missouri Restaurant Association
<http://www.morestaurants.com>

Visit our website at www.visitpulaskicounty.org for more information on other associations!

New Look to the PCTB Website

Over the next few months the PCTB website will take on a new look. Expanded features are available in the Industry Partners area. More information will be provided to Group Tour, Meeting and Reunion Planners. A section for story ideas for writers, film industry information as well as additional resources for our local communities. Take a few moments to visit our site at <http://www.visitpulaskicounty.org>. You will find helpful information to assist you in your summer travels, as well as information that could assist your business. Have an idea regarding the website? Email

Spring hours for the Pulaski County
 Visitors' Center begin April 14th
 Mon through Fri 8am – 5pm.
 Sat 9am-3pm

Summer Hours are Memorial Day
 Weekend through Labor Day
 Weekend
 Mon-Fri 8am-5pm
 Sat-Sun 9am-3pm

Marketing Tips.... Keeping Customers With Good Customer Service

Successful businesses provide proactive customer service. Proactive customer service leads to increased business due to word of mouth referrals and loyalty from that customer. Many times customer service is what will set you apart from your competition.

Presentation. Smile, be enthusiastic. Leave your troubles at the door. Make that customer feel they are what is important, that they are a number one priority.

Be a double checker. Customers appreciate it when a sales representative, waitress, front desk manager takes a minute to check on an item they've asked for. It lets them know they're being listened to and cared for. I had trouble during a hotel stay with wireless internet service. I spoke with the front desk. 30 minutes later they called my room and wanted to make sure I was not having any trouble.

Do something extra. Average service is about meeting the customer's expectations. Great customer service is exceeding it. Give your customers more than they expect, and they'll return to do business with you. Offer assistance, offer referrals to other businesses if you are unable to meet the customers need.

Take the initiative. If a customer is experiencing a difficult situation immediately offer several solutions to the customer's predicament. If one doesn't work, make sure you have multiple avenues to resolve their problems. This way, the customer knows you are trying your best to help them, and in the future will not hesitate to patronize your business, since they'll know whatever problem they have you will make every effort to change the experience.

Become a mentor. Don't expect employees to master the art of customer service on their own. Mentor them in your expectations of customer service. Ensure that customers receive the same service whether the boss is in the building or not.

2007 1st Quarter

Top Publications we receive leads from:

Missouri Holiday Guide
Missouri Vacation Planner
Home & Away
AAA

Web Stats

Page Views: 48,913

Visitors: 75,151

Unique IPs: 13,744

Top referring sites: wood.army.mil, Strobert.com, visitmo.com, buy-sellftwoodarearealestate.com (Eagle Real Estate), flw-guidon, waynesville-strobertchamber.com, relocated-america.com

Top Domain Names we use to track advertising:

Toursinpulaskcounty.org, pcmo.info, reunionsattwood.org
Flwlodging.org
Armymuseums.org

Top Pages: Lodging, Fort Leonard Wood, map, calendar, restaurants, canoeing and fishing, transportation, Waynesville, Shopping, St. Robert

Brochure Downloads: Historic Driving Tours, Hotel Rack Card, 2007 Visitors Guide, Waynesville City, Sports Guide, FLW museum, Richland City, Crocker City, Stagecoach Stop

Co-Op Marketing Assistance 8

NEEDED Event Commissioners for Hooah Sports Challenge presented by Show-Me Games coming this fall! Call: 573.336.6355

Area Happenin's

Get Out and Go This Spring!!!

BMX Bike Races every Friday night in April at Shady Dell Park, Richland

April 15th Run for PAWS 5 K Run

May 5th Spring Poker Run with Freedom of the Road Riders - Laquey

2nd Annual Car and Bike Show with the Wingmen's Motorcycle Club - St Robert

May 5th -6th Frog Fest! Waynesville

May 19th ATV Rodeo - Richland

19th POST Golf Tournament and Karaoke Contest - Dixon

Memorial Weekend Fun!

Dixon Bluegrass Festival

Mid America Freedom Rally

June 8th Opening Weekend for House on Pooh Corner performed by PFAA

June 14-17th Pulaski County Fair - St Robert

June 16th USO Sport Ride - FORR

3rd Annual Poker Run and Auction - Rich Hale Scholarship Wingmen's Motorcycle Club

June 21-24th Tri-County Fair! Richland

June 22nd Waynesville-St Robert Chamber of Commerce Golf Tournament

June 30th Buckhorn Blast - FORR

<http://www.visitpulaskcounty.org/calendar.html>

for more information

If you have an event to list: call 573.336.6355 or fill out the event information form at www.visitpulaskcounty.org/eventform.html

Submit your vendor or participate applications for download from our website. See others at www.visitpulaskcounty.org/events.html



Did you know?

The Pulaski County Courthouse Museum and the Old Stagecoach Stop Museum will be open every Saturday from April through September from 10am-4pm. The museums are very good and new items are on display. Be sure to stop in this summer!

Don't forget about the St. Robert Municipal Center Museum. Enjoy the many pieces of memorabilia that show the growth of St. Robert over the last 50+ years. Open 8am-5pm.