

Women Veterans Conference to be held in Waynesville The 5th Annual Women Veterans Conference will be held this year at the Waynesville Career Center in Waynesville, MO on September 17, 2011. This year's theme is "Proud to be a Woman Veteran."

"The Conference will be filled with educational presentations, a variety of vendors, time for networking, a tour of the Pulaski County Museum (old courthouse), free lunch, and door prizes. I look forward to meeting all of you at the Conference." said Amy Bennett, Missouri Women Veteran Coordinator. "We expect about 50 attendees; State Senator Dan Brown and Lieutenant Peter Kinder did RSVP", Bennett added.

More information about the conference and the registration form can be found at: <http://www.mvc.dps.mo.gov/service/women/> or you may email Bennett at Amy.Bennett@mvc.dps.mo.gov
Several hotels in the area are reducing their rates for this conference. They are:

Hampton Inn (573-336-3355) Comfort Inn (573-336-3553) Baymont Inn& Suites (573-336-5050) Holiday Inn Express and Suites (573-336-2299)
****Ask for group code "Woman Veterans Conference"**



VisitPulaskiCounty.org

**Pulaski County Visitors
Center Hours**
Mon-Fri 8am-5pm
Sat-Sun 9am-3pm



Mobile? PCInMo.mobi

Out & About In Pulaski County

Fort Leonard Wood is not the only military post that has called Pulaski County home. The town of Waynesville was home to Fort Waynesville in the 1860's. Fort Waynesville was built along the old Wire Road, to provide protection to the Union Army during the Civil War in on June 7, 1862.

The post was a Federal supply base between Lebanon and Rolla was the operation base for the 5th (formerly 13th) Cavalry, State Militia, in the military District of Rolla. It is believed that the post also held local civilian prisoners that the military believed to be disloyal. The fort was used until war ended.

Today, a historical marker recognizing the former fort is located at 102 Fort Street in Waynesville.

By: Mitzi Sparks, Visitor Rep.

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Calendar of Events

Welcome To Pulaski County:

Sep 8th 249th Engineer Battalion Reunion
Sep 10-11th RT 66 Assoc. Cruise In Past & Future
Sep 17th 5th Annual Veteran Women's Conference
Sep 19th 23rd MP Regimental Week

Special Acknowledgment:
Sep 16th Happy Anniversary
Military Police

Association Meetings

Sep 21-23 CenStates-Travel Research Conference

Oct 10-13 Division of Tourism Governor's Conference

State, Regional and Local Tourism Organizations

It is important as a business to stay informed about your industry. Joining and being involved in an organization enables you to learn more; offering opportunities for education and networking. Becoming involved in your local Chamber of Commerce is also a plus to being on top of your game.

- Pulaski County Tourism Bureau & Visitors Center – VisitPulaskiCounty.org
- Missouri Travel Council – missouritravel.org
- Missouri Hotel & Lodging Association lodgingmissouri.com
- National Restaurant Association – restaurant.org
- Missouri Restaurant Association – morerestaurants.org
- Missouri Association of RV Parks and Campgrounds – campinmissouri.com Pulaski County Outfitters Association – 573.759.7294
- Missouri Division of Tourism – VisitMo.com
- The Route 66 Association – Missouri66.org





By Karen Hood,
Marketing Relations
**According to Missouri
Department of Tourism,
the top five activities of
visitors to MO are...**

Visiting friends, rural sightseeing and **dining**; the top five expenditures of those visitors are: lodging, **meals/food**, entertainment, **shopping** and transportation.

**Can visitors to Pulaski County, your potential customers, find you on the internet?
The answer is: yes, they can!**

The Pulaski County Tourism Bureau offers all tourism related businesses; i.e. lodging, dining, shopping and attractions; **a free basic business listing** on our website, www.VisitPulaskiCounty.org. The complimentary listing also includes a free listing on the mobile website pcinmo.mobi and on the brand new phone app available for download. The **basic listing** displays your business info for FREE with name, address including internet mapping capability, phone, hours and a short description. The businesses are also categorized for easy search ability. **Enhanced listings** are available for purchase through the Tourism Bureau at a very reasonable cost. The enhanced listing adds a web site hyper link, a logo or a photo, a detailed business description and a printable PDF to the complimentary listing within our website. The benefits of the enhanced listings on www.VisitPulaskiCounty.org to your tourism related business are:

Demographics-The online community is more affluent, better educated, younger and more willing to spend money than the population at large — even as more and more people go online.

Broad and flexible reach-While the Net can't yet match television's market penetration, the size of the online audience is growing very quickly.

Deep content- Interested prospects can always click on to go directly to your Web site. Once there, they can access as much material about your company and products as you care to present.

The ability to extend the transaction-On the Web, interested customers can click, learn more and actually buy on the spot.

Each month, thousands of potential customers are planning to visit or viewing information about Pulaski County. In July, the tourism website was accessed by 15,537 visitors and 11,845 unique visitors. If you would like to enhance your complimentary listing on our web site, please contact me at karenh@visitpulaskicounty.org or 573 336-6355.

Till Next Month-

PCTB September Marketing Efforts How is the Tourism Bureau reaching visitors to bring them to Pulaski County? Look for our marketing campaigns in the September issues of:

American Road Magazine, Army Engineer, Bank Travel, Byways, Going on Faith, Group Tour, Group Travel Leader, History, Home & Away, Midwest Traveler, Missouri Life, Missourian, Reunions, Reunion Friendly Network, Rural Missouri, Show Me, ShowMe Route 66 Continuing campaigns include Gordon's Guide, Website, Mobile site, Phone application, Journey's, Pay Per Click campaign, Billboards and Cable advertising.

Upcoming Events

- **Aug 26th C.A.R.E.S Expo** 10-2. There will be area business and organizations there to hand out information about the community
- **Aug 27th Geocaching Fishing Tournament** "CacheMasters Classic" fishing tournament event. Will be at the Elbow Inn Devils Elbow
- **Aug 27th -28th Kiwanis Gun Show** 9am St. Robert Community Center
- **Aug 27th Bomshel in concert** 8pm Trinity Entertainment Complex St. Robert MO
- **Sep 1-5 Bluegrass Pickin Time** in Dixon 4 days of music and fun.
- **Sep 3 Crocker Labor Day Celebration** 9-10pm Crocker City Park, food, vendors, music.
- **Sep 4th Camp Barnabus Burn Benefit** 6pm Food, music and fireworks show.
- **Sep 10th Annual Shrimp Fest** 10am held in Dixon at Show-Me Shrimp & Trout Farms. Live music for more information call (417)664-2307
- **Sep 16-17th Dixon Cowdays** downtown Dixon, craft and food vendors, live entertainment.

PFAA PRESENTS

THE BUTLER DID IT AGAIN

- Sep 9, 10, 16, 17 at 7pm downtown Waynesville at the theater on the square
- Sunday showing Sep 18th at 2:30pm

FARMERS MARKET DATES:

- Farmers Market in Richland every Saturday 8-12 Downtown Richland on Pine Street
- Farmers Market in Waynesville Saturdays 8-12 and Tuesdays 4-7

Show Me MO!

Wilson's Creek National Battlefield, located outside Springfield, was the sight of the second major battle of the Civil War on August 10, 1861 and a key battle in Missouri. This marked the beginning of the Civil War in the state. More than 2,500 Union and Confederate soldiers were killed, wounded, or missing in five hours of extreme fighting. General Nathaniel Lyon was the first Union general killed in combat, was mortally wounded on Bloody Hill at 9:30a.m..

The Visitor's Center is home to The Wilson's Creek Civil War Museum. The museum contains a collection of artifacts. The park includes a five mile, self-guided tour road along the battlefield, walking trails to different battle sites and significant points of interest.

The park is located at 6424 West Farm Road 182 in Republic and is open year-round. For more information, visit their website: www.nps.gov/wicr/index.htm or call 417-732-2662.

By: Mitzi Sparks, Visitor Rep.

Social Media Over the next few months we will discuss the importance of good Facebook Marketing along with how to set up a Facebook Page. We will start off with a couple of important factors and discuss mistakes people make when marketing with Facebook and then talk about how to avoid them. Social Media can help your business or product or it can seriously damage a business or product. So much emphasis is put into Social Media in today's marketing strategies, so you want to make it the best that you can so you can create a following of FANS and the great viral buzz we have talked about. The following are some examples of Facebook marketing mistakes.

- Not responding to wall post, it is extremely important to respond to wall posts on your Facebook page. Someone could be posing a question about your business and if you don't respond not only could you lose that business you may create a *viral buzz* that you don't want. An easy fix to this is to set up an e-mail alert this will notify you when new Facebook posts come in so you can respond quickly.
- Knowing the difference between a personal profile and a business page. There is a misconception that these two things can work for the same goal. This is not the case they both serve different functions. Personal profile pages are for friends and family to converse and stay in touch. A business page is used by brands and companies to promote their product or service. One way you can check this is to see if you have Friends or Fans. Friends belong to Personal profile pages and Fans belong to Business pages. It's very important to know how you are using your Facebook page. One reason is so you are following the Facebook rules and regulations for business use of Facebook. Another reason is to see how the marketing is working for you and your business. You may have to make some adjustments or try something different.
- Posting poor quality content on your page, it is important to put good, useful and important content on your Facebook page and not hype. You want your information to be beneficial to your Fans.

These are just a couple things you need to be aware of when working with Social Media's Facebook. If anyone of these items is not done correctly or not monitored carefully it could create a *Viral Buzz*, that you didn't intend and it **WILL NOT** grow your **FAN** Base or help you Sell or promote your business. Social Media is the way of the future with more than 500 million users it is the marketing platform of the future, so it is very important to know and understand the most common mistakes when running your Facebook page...stay tuned for next month when we discuss how to set up a **FAN** page.

By: Denise Montgomery, Visitor Rep.



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