

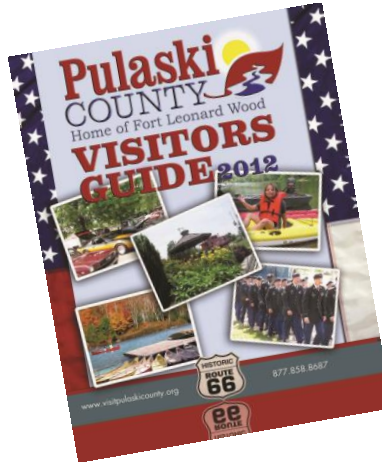


*A guide to resources available for Pulaski County tourism partners*

Volume 1, Issue 7

### 2012 Guides Have Arrived

The 2012 Pulaski County Visitors Guides have been received and will be ready for distribution in January. 35,000 guides were printed for 2012 and new additions to the guide include: maps of surrounding communities- Crocker, Dixon and Richland, map icons marking the attractions, and the graphic layout and look that represents the patriotism of Pulaski County. The Visitors Guide is used as a marketing piece and as an informative guide for those planning a trip to Pulaski County- whether it's to enjoy our outdoor activities, our rich history or to attend a military graduation. Visitor Guides are distributed at outdoor-enthusiast tradeshows in an approximate 300 mile driving radius of Pulaski County, to state-wide Visitors Centers, to fulfill requests received from the Bureau's advertising endeavors, through our Visitors Center and from local businesses. The guide contains free listings of tourism related partners such as lodging, transportation, restaurants, shopping, dining and attractions with the center of the guide containing the enhanced maps of the local area.



### In This Issue: 2012 Visitors Guide Now Available

#### Every Issue:

- Tourism Marketing Tool Box
  - Promoting Through Social Media
  - Out & About
  - Show Me MO!
  - PCTB Monthly Marketing Calendar of Events
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### 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

#### Mobile?

Check out our new Phone Application!  
Route 66 Audio Tour also available for download from PCinMO.mobi



### Pulaski County Visitors Center Hours

Monday-Friday  
8am-5pm

*Closed Dec. 26 & Jan. 2*

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### - Out And About in Pulaski County-

*By Mitzi Sparks, Visitor Service Representative*



**Dream House Dolls Dixon, Missouri**

Are you a big "Barbie, Family & Friends" fan? Dream House Dolls is home to the second largest collection of vintage and collectable Barbie dolls in the United States. Re-visit your childhood memories and your adventures with Barbie & her friends. Dream House Dolls is a museum and gift store for everything Barbie. Hours are Monday through Friday or by appointment. They are located at 217 West Second Street in Dixon – just look for the pink building!

For the photography buff – Dixon's Portuguese Point, approximately six miles north on Highway 28 from I-44, provides a breathtaking view of the Gasconade River valley! The Point is approximately 400 feet above the river and was once grazing land for cattle and sheep of Portuguese farmers in the area.



## Merry Christmas!!

'Tis the season to indulge... in the spirit of giving ... I offer this holiday poem to you, written with a little Tourism Bureau humor (and a little help from our Board Members)

by Karen Hood

### 'Twas the Night before Christmas

'Twas the night before Christmas, when all through the center  
Beth was in her office, bumming about winter.  
The stockings were hung on the fake fireplace with care,  
In hopes that St. Nicholas soon would be there.

The staff, we're all nestled snug in our chairs,  
While visions of the holiday gave us no cares.  
Mitzi and Beth are both working; me in my cap,  
I had just settled down for my afternoon nap.

When out on the parking lot there arose such a clatter,  
Beth sprang from her chair to see what was the matter.

Away to the window I flew like a flash,  
Tore open the shades and threw up the sash.

The sun on the breast of the new-fallen snow  
Gave the luster of mid-day to objects below.  
When, what to my wondering eyes should appear,  
But a minivan, and eight tiny reindeer.

With a little old driver, so lively and quick,  
I knew in a moment- it must be that Rick!  
More rapid than eagles his coursers they came,  
And he whistled, and shouted, and called them by name!

"Now Twyla! Now Marsha, Todd! Betsy and Gayle!  
On, Ronnie! On, Roger! On Ursula and Janel!  
To the top of the porch! to the top of the wall!  
Now dash away! Dash away! Dash away all!"

And then, in a twinkling, I heard on the roof  
The prancing and pawing of each little hoof.  
As I drew in my head, and was turning around,  
Down the chimney Leon came with a bound.

He was dressed all in fur, from his head to his foot,  
And his clothes were all tarnished with ashes and soot.

He was dashing and plump, a right jolly old elf,  
And I laughed when I saw him, in spite of myself!  
A wink of his eye and a twist of his head,  
Soon led me to know I had nothing to dread.

He spoke not a word, but went straight to his work,  
And filled all the stockings, then turned with a jerk.  
And laying his finger aside of his nose,  
And giving a nod, up the chimney he rose!

He sprang to the van, to his team gave a whistle,  
And away they all flew like the down of a thistle.  
But I heard them exclaim, 'ere they drove out of sight,  
"Merry Christmas to all, and to all a good-night!"

### PCTB November Marketing Efforts

How is the Tourism Bureau reaching visitors to bring them to Pulaski County? Look for our marketing campaigns!

Event promotions on radio and cable outlets, Army Engineer, Bank Travel, Missouri Life, Sports Destination Management, Show Me Missouri, 2012 Pulaski County Visitors Guide, Route 66 Audio Tour. Continuing campaigns include Gordon's Guide, Website, Mobile site, Phone application, Byways, Journey's, Pay Per Click campaign, and billboards.

## Upcoming Events

- **Dec 31-New Year's Eve Party** at the Pulaski County Shrine Club. Come ring in the New Year at the Shrine Club, the band Sound Box will be performing. Breakfast will be served from 1-3am. Cost is \$7 a plate scrambled eggs, biscuits and gravy, sausage, bacon, tea, coffee. For more information contact the Pulaski County Shrine Club at 573-774-5454.
- **January 7- Blue Grass in the Barn** with 3 great bands: the Missouri River Band, Jim Orchard & The Ozark Bluegrass Boys, and the Martins. Doors open at 3 pm, tickets are \$25 for adult, kids under 10 are free. For more information contact: [www.thebakerband.com](http://www.thebakerband.com) 573-433-9370.
- **January 14,15 -2012 Muzzle Loaders Trade Fair.** Open 9-5. Come out and enjoy the Muzzle Loaders at the St Robert Community Center. There will be vendors and collectors. For more information contact Earl Ellegood. [earl.ellegood@us.army.mil](mailto:earl.ellegood@us.army.mil)

## Show Me MO!

The Missouri State Penitentiary (MSP) opened in 1836 and was the oldest continually operating prison west of the Mississippi. It was decommissioned in 2004 and is now open to the public for tours, operated by the Jefferson City Convention & Visitors Bureau. Tour guides are former MSP correction officers or guards who worked within the walls of the MSP.

Your tour may include a visit to the cells of heavyweight champion Sonny Liston or James Earl Ray, The Control Center, cellblocks in housing units A (the oldest remaining cellblock built in 1868), the exercise yard, the dungeon cells, or the gas chamber where 40 inmates were executed. Hear the stories of escape attempts or the successful escape by James Earl Ray.

Available tours include History Tours, Twilight Ghost Tour, Photography sessions, Overnight Paranormal Investigations, and Student History Tour (for students 10 years and older).

Advance reservations are required for all tours. Photographs may be taken, but no video is allowed. Call 866-998-6998 or visit [www.MissouriPenTours.com](http://www.MissouriPenTours.com) to book your tour or more information.

By Mitzi Sparks, Visitor Service Representative

## Promoting Through Social Media

Social Media is all around us. We are all familiar with Facebook, but what are some of the other social media outlets? There are many popular phone apps that people use to gather data while traveling. One phone app that is increasing in popularity is Foursquare. This application can be used to locate lodging, restaurants, attractions and more. The user may search an area and receive information location, phone number and tips. Users may also use it to find other businesses near a location. For instance; you are staying at a hotel and you might be looking for a Mexican restaurant. You may search for a specific type of restaurant and the map will show all the locations within a certain vicinity, you may then check the tips left by other users and receive mapping instructions to the restaurant you choose.

Foursquare serves as a game as well with the users "checking in" to establishments, earning points, competing against their friends. Users may also earn "Badges" for checking into specific types of businesses. Badges are also earned by usage and frequency of check-ins.



A great feature of Foursquare is the ability for businesses to claim their venue and personalize their listing. You may even set up specials for Four Square Users that check in. Those venues offering specials receive a highlighted listing. Specials can be designed to reward loyal customers or those customers that earn the seat of "Mayor"(aka most visits to the location), or set up a special to entice new customers; i.e. free appetizer, free gift, % off purchase specials.

Facebook and Twitter are linked with Foursquare so the user may post their check-ins to their page feeds with a click of a button. This is one more avenue of exposure to your business.

Foursquare also offers a handy Merchant Dashboard, where you can track check-ins; who your visitors were, gender breakdown, time of check in and which check-ins have been broadcasted over Facebook and Twitter.

To learn more about Foursquare and to claim your business, visit [FourSquare.com](http://FourSquare.com). Just another tool available to promote your business!

Like Us On

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