



Best of the Road...Patriotism in Missouri Jun 30th and Jul 1st the Pulaski County Tourism Bureau hosted Captain and Clark, a rally team with Rand McNally/USA Today's - Best of the Road Competition. Fort Leonard Wood is in the top 5 running of Most Patriotic towns in America. During the two day, whirl-wind tour, the team was able to experience patriotism at its best - right here in Pulaski County. The tour consisted of a touch of patriotism from those just starting their service, to active duty, to our honorable veterans. A special thank you to; SGS, Fort Leonard Wood, for organizing the Fort Leonard Wood portion of the tour. Our escorts during this portion of the tour were Drill Sgt of the Year Facio and Platoon Sgt of the Year Bell. I appreciated the time everyone gave us to tell our story of what patriotism means here at Fort Leonard Wood. Stops were also made throughout the county, a tour of county wide memorial sites as well as to meet and visit with area veterans. Thank you; Elbow Inn and BBQ Pit and Pepper's Sport Bar for your hospitality. And thank you; local support groups for sharing your story of patriotism; USO, AUSA and Wounded Warriors. Fort Leonard Wood was the only town in Missouri that was eligible for the road rally portion of the contest. The winner of each of the 5 categories was announced July 21st at the DMAI (Destination Management Association International) Annual Conference. The Winner of Most Patriotic was Rapid City, SD. For a complete listing of the winners please visit bestoftheroad.com



Mobile? PCInMo.mobi

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

Out & About In Pulaski County

The Gasconade River



Did you know that the Gasconade River is the "crookedest" river in the world?? It is the longest river flowing wholly in the state, at 265 miles! The Gasconade forms in Wright County and flow northeast (& every direction on the compass) to its confluence on the Missouri River, near the town of Gasconade (located between Jefferson City and Saint Louis). The river allows for wonderful, relaxing times to camp and float. Pulaski County has eleven outfitters, with six along the Gasconade. Many of them also have cabin rentals, RV, and camping facilities. Enjoy a nice float down the Gasconade in a canoe, tube, kayak, or Jon boat. Nine public access and boat launches are available in Pulaski County for fishing and boating. Fishing is also abundant along the Gasconade and the river is known for the best smallmouth bass in the nation. There is also

was established in 1993 and anglers may harvest only one fish measuring 18 inches or longer, but can expect to catch twice as many 12-15 inch smallmouth's in this management area than in other parts of the stream. In Pulaski County, the tributaries are the Roubidoux Creek and Big Piney River. Access is good and the views are great for the photographer. This is a very natural area of small foothills, dogwood, hardwood and softwood trees, an abundance of birds, wildflowers, shrubs, and numerous species of animals and fish. For more information, please visit us at the Visitor Center or call us at 573-336-6355. Information is also available on our website, www.visitpulaskicounty.org or PCInMo.mobi for mobile phone users.

Mitzi Sparks, Visitor Services Representative

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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 – morestaurants.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
**NOW SHOWING
AT THE PULASKI
COUNTY VISITOR
CENTER... Your
business brochure!**

Tourism related businesses in the county may display their brochures or flyers at no charge in the Pulaski County Tourism Bureau and Visitors Center. Tourism related businesses such as attractions, museums, restaurants, hotels, B&B's, outfitters, retail stores, convenience stores, historic sites, antique stores, recreation related, entertainment, etc. that wish to capture the attention of and market to new, potential customers, should have a brochure or flyer at the center. Many times, the Visitor Center is the first stop for guests to Pulaski County. Whether the stop originates from our billboard marketing campaign on Interstate 44, families visiting and attending graduations at Ft. Leonard Wood or those destined here from national advertising and marketing, the Visitor Center is an important resource center for information, maps, brochures and literature pertaining to Pulaski County. The Center is also a Missouri Affiliate Welcome Center, attracting many visitors via posted highway signage. In 2011, to date, we have welcomed nearly 3000 walk-in visitors looking for information. We have a designated Pulaski County Room, where the guests are directed and invited to browse the local brochure section. Will they see your brochure or flyer? I hope so! In the current economic climate, this FREE marketing service is not only affordable; it is a necessary tool to reach those incoming guests of Pulaski County. If your business does not have a marketing piece, a brochure or flyer, I will be happy to assist you in design or advise you on how to get started. That's free, too! Please contact Karen at Karenh@visitpulaskicounty.org

Till next month

Karen



VisitPulaskiCounty.org

PCTB August Marketing Efforts

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

- **July 30th** Old Settlers Day It is the oldest city festival. Events are scheduled in the City Park, one block west, along with food and craft vendors.
- **July 30th** Kickapoo Trace Muzzle Loaders City Park Waynesville, MO
- **July 30th** The 22nd Annual Armed Services YMCA Duck Race will be held in conjunction with Old Settler's Day.
- **Aug 3-6** Brumley Gospel Sing Wednesday 7pm Thursday Matinee 1:00pm Thursday 7:00pm Friday Matinee 1:00pm Friday 6:00pm Saturday Matinee 1:00pm Saturday 6:00pm
- **Aug 6th** Jamie O'Neal Concert at the Trinity Entertainment Complex 512 Old Rt. 66 St. Robert, MO 65584 for more information visit www.showclix.com or www.trinityclubmissouri.com
- **Aug 13th** Registration will begin at 6:30am the event will be held at Gammon Field on Ft Leonard Wood. T-Shirts \$10 dollars available race day.
- **Aug 13th** Big Bon Fire; Hot Dogs & Sides will be furnished! Bring your own beverage! Free Live Band!!! Cost: \$45/Couple (Adults Only)! MUST CALL FOR RESERVATIONS 573-336-8639
- **Aug 20th** Bucky Covington Concert at the Trinity Entertainment Complex 512 Old Rt. 66 St. Robert, MO 65584 for information visit www.showclix.com or www.trinityclubmissouri.com

FARMERS MARKET DATES:

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

Show Me MO!

Did you know that the Show-Me State has nearly 100 wineries? Most people are very familiar with the wineries in Saint James and the Hermann Wine Trail, but there are five wine trails in the State of Missouri! The southeast part of Missouri is home to the Route Du Vin Wine Trail.

Cave Vineyard

www.CaveVineyard.com

Charleville Vineyard Winery & Microbrewery

www.charlevillevineyard.com

Chaumette Vineyards & Winery

www.Chaumett.com

Sainte Genevieve Winery

www.sainteenevievewinery.com

Sand Creek Vineyard

www.sandcreekvineyardandwinery.com

Twin Oaks Vineyard & Winery

www.TwinOaksVineyard.com

Vance Vineyard & Winery

www.vancevineyards.com

Thousand Oaks Winery

www.1000-oaks-winery.com

Indian Hills Winery

www.indianhillswinery.com

For more information about these vineyards and others in Missouri, visit the Missouri Wine & Grape Board website, www.missouriwine.org or www.VisitMO.com.

Mitzi Sparks, Visitor Service Representative

Social Media Last month we talked about the different forms of Social Media and setting up a plan before using Social Media. Hopefully you have given this some thought and have looked at implementing one of the forms we talked about **Facebook, Twitter, You Tube** and **Widgets**. Once you have decided which Social Media you would like to use, it's important to take time in your set up. You want to build a your Fan base and encourage people to visit your page often, so here are some items to think about when setting up your Social Media:

- Name your page once you have decided on a name let's say for Facebook the name can't be changed so make sure it is a good name something that people will remember, a name that is catchy.
- Branding is also very important, you need to be consistent with your backgrounds, web page and Facebook. First impressions are important.
- You also want to make sure and highlight your business and what you have to offer. One way to do this is to offer FAN only deals. People visiting must **LIKE** your page before they could participate in the deals. Example: **LIKE** our page and your name would be put in a drawing for a FREE float trip for 2 or a FREE meal for 2. Restaurants can advertise their specials or maybe a new item or share discounts or coupons. Hotels could advertise their rooms or special package deals. If you offer float trips you could offer special deals for the first 10 that like your page or if they are a FAN maybe have a special rate a certain day of the week promote discounts or coupons. Also add interactive items to your page. Ask questions to get responses, hold a contest, do a giveaway or maybe work with other industry partners to offer a package of some sort.

Your objective with Social Media is to create a *Viral Buzz, Grow Your FAN Base and Sell More*. Some things you want to create on a FAN page would be an **Information Tab, Welcome Tab** and **Events Tab**. All of these are very important when using Social Media. Also scheduling set up time for updating your information and adding content is also very important. Social Media can be a full time job in itself so have a plan before you get started. There are several items to consider before using Social Media but it is a wonderful tool when promoting your product or business. But first you have to get started...so what are you waiting for let's get started!

Denise Montgomery, Visitor Services Rep.



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facebook

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