

# Industry Briefs

## Board of Directors

The Remington Suite and Hotel Spa announced Jennifer Taylor as the new corporate sales manager. Jennifer is a native of Shreveport with a B.A. in Mass Communications from Southern University A & M College in Baton Rouge and is currently pursuing her MBA. She was recently recognized by the Shreveport Chamber of Commerce as the "Top 40 Under 40." Jennifer participates in the Shreveport-Bossier Junior League, the Louisiana Association for the Blind, and is Chair of the Shreveport Common Task Force.

Shreveport-Bossier recently landed the 2014 North American Mature Publishers Association (NAMPA) annual convention. It will be held in at the Horseshoe Casino and Resort, Sept. 28 – Oct 1. The event is an opportunity to showcase the Shreveport-Bossier area and gain exposure to more than 9 million readers nationwide. In addition, the North American Travel Journalists Association (NATJA) announced Shreveport, Louisiana as the host city for the upcoming 2013 NATJA conference scheduled on Oct. 8-11.

The Louisiana Office of Tourism (LOT) marketing grants for qualifying festivals, sporting events, competitions or grand openings of new tourism attractions are available now. Should you have any questions about the grant guidelines or wish to submit an event summary for review, please contact Judy Hlloran at (225) 342-8121 or email jhlloran@cr.la.gov. Deadline is March 15.

Log on to [www.shreveport-bossier.org/partners](http://www.shreveport-bossier.org/partners) for industry events and updates

**Betty Matthews,**  
Chairman  
Caddo Parish  
Commission\*

**Jerry Kolniak,**  
Vice-Chairman  
Louisiana  
Restaurant Assn.\*

**Mary Dunn,**  
Treasurer  
Attractions Assn.\*

**Sherry Stuckey,**  
Secretary  
Shreveport-Bossier  
Hotel & Lodging  
Assn.\*

**Luke Turner,**  
Immediate Past  
Chairman  
Bossier Parish  
Police Jury\*

**Ray Ferland,**  
Shreveport-Bossier  
Hotel & Lodging  
Assn.\*

**Inki Shaver,**  
Shreveport-Bossier  
Hotel & Lodging  
Assn.\*

**Tom Lubbe,**  
Shreveport-Bossier  
Hotel & Lodging  
Assn.\*

**Matthew Schupbach,**  
Louisiana Downs/  
Attraction Assn.\*

**Mark Garrett,**  
Greater Shreveport  
Chamber of  
Commerce\*

**Debra Hamilton,**  
Bossier Office of  
Community Services\*

**Tommy Clark,**  
Bossier Chamber  
of Commerce.\*

**Chloe Duplessis,**  
African-American  
Chamber of  
Commerce\*

**Ray Tromba,**  
Bossier City  
Mayor's Office\*

**Jim Johnson,**  
Bossier Rural  
Municipalities\*

**Kathy Jackson,**  
Caddo Rural  
Municipalities\*

**Tari Bradford**  
Shreveport  
Mayor's Office\*

**Patricia Wooldridge**  
Caddo Rural  
Municipalities\*

\*Appointing  
Organization



news from shreveport-bossier convention & tourist bureau

# TRAVEL TALK

March - April 2013

## Sci-Port: Louisiana's Science Center Named 2012 Attraction of the Year



Sci-Port: Louisiana's Science Center receives highest honor.

Sci-Port: Louisiana's Science Center was awarded the Louisiana Travel and Promotion Association's 2012 Louey Award for Attraction of the Year by Lt. Gov. Jay Dardenne on January 24. Dardenne presented the award to Sci-Port's President/CEO Ann Fumarolo.

"It is truly an honor for Sci-Port to receive this award. We are so appreciative of the support from the state and our local tourist bureau for helping bring more visitors to see

Sci-Port and what we offer the community," said Fumarolo.

Sci-Port has garnered public and media attention with nationally renowned exhibits such as **BODIES REVEALED**, which attracted more than 40,000 visitors, and the Titanic exhibit.

Most recently they expanded their reach to include evening events targeting the 21 and older crowd with the new **SCIENCE ON THE ROCKS** series. Sci-Port's Donor Relations and Events Marketing Manager Kourtney Washington said, "Science on the Rocks is informal, topical science presented in a social atmosphere and is something new we can offer to a 21 and older audience."

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NAMPA Convention coming to Shreveport on back

## Dates to Remember:

### Hospitality Breakfast

Mar. 6, 8 a.m., Shreveport Country Club  
Apr. 3, 8 a.m., Homewood Suites, Bossier

### P.R.I.D.E Awards

May 9, 6:30-9 p.m., Sam's Town Hotel and Casino

### Louisiana Restaurants Association

Mar. 12, March 12, 2:30 p.m., O'Brien's Pub, Bossier  
Apr. TBD



Convention & Tourist Bureau  
629 Spring Street  
Shreveport, LA 71101



## Shreveport-Bossier to celebrate 10,000 rooms

With the grand opening of the dual-branded Hilton Garden Inn and Homewood Suites by Hilton on Wed., March 6, Shreveport-Bossier celebrates the 10,000 hotel room mark. This opening makes Shreveport-Bossier more appealing to the meeting planners for groups and conventions including corporate, medical, religious, and social (e.g. fraternities, sororities, etc.) markets.

"A lot of large conventions will not consider a destination unless there are 10,000 rooms or more. Now, we are able to approach those meeting planners that were unavailable to us before," said Dianna Douglas, regional sales manager at the Shreveport-Bossier Convention and Tourist Bureau.

The Hilton Garden Inn and Homewood Suites by Hilton Shreveport-Bossier, Louisiana's first dual-branded hotel, provides groups amenities

and services that maximize their budgets, including 9,000-square-feet of event space, additional meeting space, the Grand Dahlia Ballroom, a 24/7 business center, free Wi-Fi, full-service restaurant and bar, and on-site catering.



Hilton Garden Inn and Homewood Suites opening marks 10,000 rooms.

Situated next to I-20, the Hilton Garden Inn and Homewood Suites by Hilton Shreveport-Bossier offers guests centralized accessibility to restaurants and attractions in the area. Attractions include casinos, museums, an alligator park, gardens, and more. With this hotel opening, the Shreveport-Bossier area is ready to showcase all that Northwest Louisiana has to offer groups and large conferences.

For more information about the new hotel opening, please visit the website at [www.homewoodsuites3.hilton.com](http://www.homewoodsuites3.hilton.com). For a complete list of area hotels visit [www.shreveport-bossier.org](http://www.shreveport-bossier.org).

"Separated by the Red River with a neon-lit bridge, Shreveport-Bossier, La. is where cowboy and Cajun come together..." - Southern Traveler

# Your Bureau at Work



Stacy Brown  
President

Stacy Brown, president, attended Mardi Gras celebrations in Washington D.C. with **Luke Turner**, former chairman and board of directors in February. While in D.C., Stacy and Luke met with a corporation for travel promotion called Brand USA, and discussed entering a cooperative partnership, making the State of Louisiana the first to do so. The cooperative partnership will exist in three languages: French, Spanish, and German.

**Sheila Norman**, sports tourism administrator, is coordinating and promoting upcoming sports events including the LHSAA State Basketball Northern Regional Semi-Finals at CenturyLink Center, the Bass Federation's state high school bass tournament at Caddo Lake, the high school All-Star basketball games at Centenary College, the Bassmaster Open Series, and the LHSAA State Boys and Girls Golf Championship.

**Carolyn Dowden**, convention services coordinator, recently attended Barksdale Airforce Base's 60th Anniversary of the 307th celebration on Feb. 8 and provided visitors guides, maps, copies of the Locals Eat Here guide, and the 10 Free Things to See and Do brochure to generate future visitation.

Feb. 9-14, Carolyn met with military event planners in Myrtle Beach, SC at the Your Military Reunion Connection (YMRC) that expressed interest in Shreveport-Bossier. Carolyn said, "I hope to visit with as many planners as possible to promote more military groups for Shreveport-Bossier."

**Deann Jewell** recently joined the staff as communications coordinator. Deann is a native of Shreveport and has a B.A. in English from Louisiana State University in Shreveport, as well as a M.S. in Mass Communications from Middle Tennessee State University. She has experience ranging from writing for *The Forum*, assisting in the marketing/pr efforts at the Louisiana State Exhibit Museum, and acting as a marketing consultant in music entertainment. Deann is committed to volunteer work in KAIROS Prison Ministry, feeding the homeless in downtown Shreveport, and at church.

**Larry Haygood** has recently joined the bureau as the communications intern. Larry is a native of Shreveport and has a B.A. in Mass Communications, as well as a M.S. in Sports Administration from Grambling State University. Before the bureau, he worked as a project assistant at Chloe Duplessis Consulting, coached basketball at Chattahoochee Technical College, and played in a professional basketball tour in China.

## Shreveport Common Gets New Additions

Shreveport Regional Arts Council is welcoming the spring season with a burst of new additions to the area's downtown cultural arts scene.

Most recently, SRAC will celebrate the opening of their new headquarters, Central ArtStation and on March 21, they will host an open house to showcase the expansion of Artspace at the 700 block of Texas Street, held 5:30 to 8 p.m. during the monthly TNT Express Thursday Night Trolley Tour.

The new additions mark the latest chapter, not only for the local arts agency, but for the area's burgeoning arts and entertainment community known as Shreveport Common.

"Shreveport Common is the new art and culture district of downtown and these two phases of Artspace and Central ArtStation are just such huge components of success," Downtown Shreveport Development Authority Executive Director Liz Swaine said.

The area encompasses nine blocks, bordered

by Louisiana Street, Milam Street, Oakland Cemetery, Austin Place, the Union Pacific Railroad track and a new gateway to downtown at the Common Street Viaduct.

In addition to providing office space for staff, the facility also will include 4,000 square feet of rehearsal and production space, called the Engine Room, for performance rehearsals, workshops, demonstrations and more. Visitors will be able to explore the work of local artists in the Emerging Artists Gallery and national artists in residency will have a space in the Artist's Tower.

Visit the Shreveport Regional Arts Council website at [www.shrevearts.org](http://www.shrevearts.org)

and click on the "Community" tab, like their page on Facebook or call (318) 673-6500 to learn more about Shreveport Common. Visit the Shreveport-Bossier Fun Guide at [www.shreveportbossierfun-guide.com](http://www.shreveportbossierfun-guide.com) to find out about this and other events happening in Shreveport-Bossier.



Shreveport Common

Louisiana's Newest Creative Place: Progress Report



## The Shreveport-Bossier Attractions Association Hosts "Engineering Experiences" Seminar

The Shreveport-Bossier Attractions Association, in partnership with the Shreveport-Bossier Convention and Tourist Bureau, hosts four quarterly seminars to help attractions improve their marketing and business strategies. The first seminar of 2013, "Engineering Transformational Experiences," was Jan. 28, at Harrah's Louisiana Downs.

The featured speaker was Joe Veneto, aka "the Opportunity Guy". He is an expert in the creation, design, scripting and staging of experiential tourism products.

Veneto helped attractions identify solutions to ever decreasing attendance to increase competitive advantages. "The Opportunity Guy teaches people how to create transformational experiences with what they have –



Joe Veneto aka "The Opportunity Guy" featured speaker at Attractions seminar.

their story," said Julia Foley, president of the SBAA.

Foley attended Joe's workshop on Engineering Transformation Experiences in October 2012 in Columbus, OH. She implemented some of the ideas at Artspace. Veneto's workshop covered how to engage visitors, create customer connections and make deposits into customers' emotional bank accounts.

After the seminar, the tourist bureau sent a survey to the attendees. The tourist bureau is still compiling the results of the initial survey email. Everyone who attended

is encouraged to complete it. The program development committee of the tourist bureau's board of directors will be reviewing the ideas on the surveys for future collaboration. To complete the survey, please visit [www.surveymonkey.com/s/PGSM7XM](http://www.surveymonkey.com/s/PGSM7XM).

## Tourist Bureau Taking P.R.I.D.E. Nominations

The Shreveport-Bossier Convention and Tourist Bureau is seeking nominations for the 2013 P.R.I.D.E. (Proud Residents Involved in Developing the Economy) Awards from businesses and organizations involved in Shreveport-Bossier's tourism and hospitality industry. The P.R.I.D.E. Awards are held annually during the month of May, which is Tourism Awareness Month, to recognize star employees in more than 25 categories, ranging from Outstanding Valet to Outstanding Hotel Executive. The 2013 P.R.I.D.E. Awards dinner will begin at 6:30 pm, Thursday, May 10 at Sam's Town Casino and Hotel.

To make a nomination visit [www.shreveport-bossier.org/partners/pride](http://www.shreveport-bossier.org/partners/pride). For more information contact Sports and Events Manager Suzy Sanchez at [ssanchez@sbctb.org](mailto:ssanchez@sbctb.org). Nomination forms will be accepted through 11:55 p.m., April 15. There is no cost to nominate employees. Businesses may nominate two employees per category. Cost to attend the awards dinner is \$40 per person. The top three nominees in each category may attend the dinner free of charge, courtesy of the Shreveport-Bossier Convention and Tourist Bureau.

## Sci-Port

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Stacy Brown, president of the Shreveport-Bossier Convention and Tourist Bureau, said, "We are so excited that Sci-Port has been recognized by the Louisiana Travel Promotion Association as Attraction of the Year. Sci-Port continues to wow our visitors with amazing exhibits and exciting programs that attract people from throughout the Ark-La-Tex."

In addition to bringing tourists into the Shreveport-Bossier area, Sci-Port has generated community partnerships, as well as developed new programs and demonstrations for school groups and the public. For more information on new programs and upcoming events, please visit [www.sciport.org](http://www.sciport.org).

## CONVENTION CALENDAR

DATE	EVENT
March 1-2	LHSAA Northern Regional Semi-finals
March 3-5	17th Biennial Southern Silvicultural Research Conference
March 4-5	Spring Tradeshow Harrison Expo
March 8-10	2013-Transmission Parts Supply Conference
March 10	High School Bass Championship
April 11-14	RV Rally
April 12-13	Cottillon Ball – Holiday In Dixie
April 17-19	2013-Annual State Conference Louisiana Health Information Management Association
April 19-21	2013-Annual Meeting Louisiana Urological Society
April 20-21	Quad State Bass Tournament
April 25-27	BASS Open

For a complete list of upcoming conventions/sporting events visit [www.shreveport-bossier.org/meetings/calendar](http://www.shreveport-bossier.org/meetings/calendar)