

Industry Briefs

The **Shreveport-Bossier Sports Commission** hosted the Collegiate Wakeboard National Finals, May 24-26, at Riverview Park in downtown Shreveport attracting approximately 1200 spectators. The finals featured 12 teams with seven riders each working their way through seven different heats. Competing universities include: Wisconsin Ball State, Virginia Tech, Florida, Florida Gulf Coast, Ole Miss, Miss St, Louisiana Monroe, Louisiana Tech, Texas Tech, Central Washington and Tennessee. The Sports Commission has won the bid to host the 2014 event.

Joanna Folsie-Alexander is the new director of sales for **Sunrise Hospitality**, which oversees several hotels in Shreveport-Bossier and West Monroe. She previously worked in the same position for Quality Inn & Suites, Rodeway Inn & Suites and Country Hearth Inn.

Sid Crump is now the director of sales for **Candlewood Suites in Shreveport**. Before coming to the hotel, he was director of sales for Ramada Inn & Conference Center in Bossier.

Felicia Graham has been named the director of sales for the Holiday Inn Shreveport West.

Log on to www.shreveport-bossier.org/partners for industry events and updates

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news from shreveport-bossier convention & tourist bureau

TRAVEL TALK

July-Aug. 2013

Shreveport-Bossier to Host 2013 Forrest Wood Cup

FLW and the Shreveport-Bossier Sports Commission will be hosting the Forrest Wood Cup, the world championship of bass fishing, Aug. 15-18, 2013, on the Red River. The last time the Forrest Wood Cup, the sport's premier event, was held in Shreveport-Bossier was 2000 and Dion Hibdon of Sunrise Beach, Mo., made professional fishing history by becoming the second man to win both major championships in the sport of bass fishing.

"We couldn't be more excited to be bringing the 2013 Forrest Wood Cup to the Red River," said Kathy Fennel, FLW president of operations. "We've had massive success hosting tournaments in Shreveport-Bossier in the past and the attendance at our previous events has made bringing our championship back an obvious choice. The bass fishing fans in Louisiana have always been extremely passionate and enthusiastic, and



The 2013 Forrest Wood Cup tournament will attract 46 professionals and 46 co-anglers to Shreveport-Bossier area this August.

we're proud to be bringing our championship event to them."

Shreveport is a very familiar destination for FLW staff and anglers. The 2000 Forrest Wood Cup and numerous Walmart FLW Tour events have been held on the Red River in Shreveport-Bossier and the area's fans have always packed the venues.

"We love having FLW come to the Shreveport-Bossier area and were thrilled to secure the world championship of bass fishing," said Kelly Wells, vice president of sports and tourism marketing for the Shreveport-Bossier Sports Commission. "The Sports Commission is excited to bring another high quality event that the entire community can enjoy and rally behind."

In addition to the tournament and international media coverage it will receive, the FLW Expo, which will feature hundreds of exhibits and activities, will be held at the Shreveport Convention Center and the live weigh-ins will be held at CenturyLink Center. For more information visit shreveport-bossiersports.com.

American Basketball Association's Southeast Texas Mavericks Relocating to Shreveport-Bossier

Maverick International Co-owner Jerry Nelson, Jr. and Coach Steve S. Tucker recently announced that the Southeast Texas Mavericks, an ABA league-affiliated team, is relocating to Shreveport-Bossier. Nelson is currently in negotiations with Hirsch Coliseum to be the team's new home. The first games will be played in November of this year.

"Based on the initial community response we have received from the Shreveport-Bossier area, this just seems like the place to be and the time is right," said Coach Tucker.

The Southeast Texas Mavericks, the original team, was headquartered in Beaumont, Texas. The team's ownership

decided to move the team and rename it the Shreveport-Bossier Mavericks. The ABA is fully backing the move and Shreveport currently does not have a professional sports team.

The ABA's website, abalive.com says there are more 100 ABA teams in the US, Canada, Bahamas and China. For more information about the team or sponsorship contact Debra Green, marketing manager, at 254-592-3662 or dghgreen@yahoo.com. Also visit www.abamavericks.com.



The Shreveport-Bossier Mavericks Co-owner, Jerry Nelson Jr. (pictured above), held a news conference to announce the new team and relocation.

"The family-friendly side of Shreveport-Bossier City includes: a. Attractions along the Red River; b. Copeland's Cheesecake Bistro; c. Strawn's Eat Shop; d. Sci-Port, a science center with activities for children; and e. shopping at the Louisiana Boardwalk."

— IN Magazine



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July/August

- 7/2 The Matthew Davidson Band, Superior Grill
- 7/3 Jimmy Buffet, Margaritaville Casino and Resort
- 7/4 KTBS Independence Day Festival, Festival Plaza
- 7/4 Lee Greenwood, Margaritaville Casino and Resort
- 7/5 Movies and Moonbeams: Captain America, RiverView Park
- 7/6 If You Give a Mouse a Cookie: Shreveport Little Theatre
- 7/7 9 to 5, The Musical. Marjorie Lyons Playhouse
- 7/9 Candlebox Live, Riverside Warehouse
- 7/13 Bill Engvall, Margaritaville Casino and Resort
- 7/17 Advocare V100 Bowl Kickoff Luncheon featuring Jason Witten. Shreveport Convention Center.
- 7/26 Marshall Tucker Band, Margaritaville Casino and Resort
- 7/27 1st Annual Hip Hop Cowboys Summer Rodeo, Hirsch Memorial Coliseum
- 8/1 Science on the Rocks: The Science of Wine, Sci-Port: Louisiana's Science Center
- 8/3 Ascend Combat "Chaos 3," Shreveport Convention Center
- 8/3-4 Classic Arms Gun and Knife Show, RiverView Hall
- 8/3 IronFish Kids Triathlon, Cypress Black Bayou Recreation Center
- 8/3 Jazz in the Park, Chris Hayes Park and Recreation Center
- 8/10 Loretta Lynn, Riverdome at Horseshoe Casino and Hotel
- 8/12 Robin & the Bluebirds. Horseshoe Casino and Hotel
- 8/16 Movies and Moonbeams: High School Musical 3, Valencia Park
- 8/17 Shreveport Farmer's Market. Festival Plaza
- 8/24 LeAnn Rimes, Margaritaville Casino and Resort
- 8/30 Merle Haggard, Horseshoe Casino and Hotel
- 8/31 Shreveport Town Ghost Walk. Caddo Parish Courthouse

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Your Bureau at Work

Stacy Brown, president, attended U.S. Travel's International Pow Wow (IPW) 2013, June 8-12 at the Las Vegas Convention Center in Las Vegas, NV. The IPW attracts more than 5,000 attendees who are international travel buyers, domestic travel buyers and international journalists representing more than 70 countries. Brown shared booths with the Louisiana Scenic Byway and the Louisiana Office of Tourism and had scheduled appointments with attendees interested in learning more about the Shreveport-Bossier area.



Stacy Brown, President, Shreveport-Bossier Convention & Tourist Bureau

Kim Brice, vice president of convention marketing, organized a sales mission with 23 area hotels, May 21-23, to make more than 150 sales calls to local businesses and companies, encouraging them to bring regional, national and international conferences they attend or organize elsewhere home to Shreveport-Bossier.

Suzanne Manfredi, convention sales manager, attended the Louisiana United Methodist Conference, June 2-5, in Baton Rouge. More than 1,200 attend this conference every year. Manfredi met potential meeting planners for the religious market.

Kelly Wells, vice president of sports and tourism with the Shreveport-Bossier Sports Commission, traveled to Chicago, Ill, June 3-7, with the Louisiana Office to Tourism to make sales calls to group tour operators. He hoped to meet with about 20 potential clients.

Erica Howard, tourism sales manager, attended the Travel Alliance Partners (TAP) conference June 2-6 in Norfolk, Va. Howard had appointments with 30 of the 31 group tour operators present. In 2012, Shreveport-Bossier hosted the annual conference. June 10-12, she made sales calls in Jackson, Mississippi.

Deann Jewell, communications coordinator, attended the Vocus Conference in Washington D.C., June 18-21 to hone her public relations and news release distribution skills.

Luke Turner Appointed to Serve on Louisiana Racing Commission

Luke Turner, of Bossier City, has been appointed by Governor Bobby Jindal to serve as Bossier Parish's representative to the Louisiana Racing Commission. The 13-member commission reviews, regulates, governs and supervises all forms of horse racing and pari-mutuel wagering in the State of Louisiana. All commissioners are appointed by the Governor and subject to State Senate confirmation.

Turner is the immediate past chairman of the Board of Directors of the Shreveport-Bossier Convention and Tourist Bureau, where he has served as a board



Turner is immediate past chairman of the board of directors of the Shreveport-Bossier Convention and Tourist Bureau.

member for 12 years and is a two-time past chairman. Other board organizations with whom Turner serves or has served include: past chairman of the Northwest Louisiana Food Bank, three-time past chairman of the Bossier Planning and Zoning Board of Adjustments, and current chairman of Bossier Communication 9-1-1 as well as the Bossier Parish Community College Athletic Board. Turner is also a member and past king of the Krewe of Elders.



Keynote speaker Judy Randall (pictured above) spoke about building revenue for attractions at the seminar, "Build Your Attraction's Revenue and Financial Strength," on Monday, May 13.

Upcoming Attractions Association Seminar

Next quarter's Attractions Association seminar is scheduled for Monday, September 16, 9 a.m. – 2 p.m., at Sci-Port: Louisiana's Science Center. The focus of the seminar will be the marketing side of attractions and will include a presentation about the tourist bureau's services, a panel discussion from for-profit and on-profit, small and large attractions that have worked with the bureau and a presentation about media buying strategies by Peggy Yervanian, director of training services at Paragon Media.



Shreveport-Bossier Attractions Took Center Stage at the Shreveport-Bossier Attractions Expo

The Shreveport Bossier Convention and Tourist Bureau and the Shreveport-Bossier Attractions Association hosted the Shreveport-Bossier Attraction Expo, May 10, at the Greenwood Welcome Center, located at 9945 I-20 West in Shreveport on the Louisiana/Texas border. The Greenwood Welcome Center sees some 8,500 people a month.

Participating local attractions showcased Shreveport-Bossier's family-oriented experiences. Presentations included a bowling lane set-up by Holiday Lanes, a taxidermy exhibition by Touchstone Wildlife and Art Museum, a hands-on experience with Sci-Port: Louisiana's Science Center, a display by the Multicultural Center of the South and a display from the Shreveport-Bossier Convention and Tourist Bureau.

"Most of our visitors think of us as a gaming destination and our casinos have done so much to grow tourism in Shreveport-Bossier," said



The Shreveport-Bossier Attraction Expo featured the family side of Shreveport-Bossier attractions to visitors on Friday, May 10.

Stacy Brown, president of the tourist bureau. "But we wanted this expo to show people that we also offer family attractions."

In addition, throughout June and July, the tourist bureau and the attractions association will host a featured attraction at the Greenwood Welcome Center. Featured attraction dates and times are 10 a.m. – 2 p.m., Friday, June 14, June 28, July 12 and July 26.

The featured attraction should include a manned station with a display and an experiential exhibit. Tables and tablecloths will be provided by the tourist bureau.

If you would like to be a featured attraction, contact Deann Jewell, communications coordinator, at djewell@sbctb.org or (318) 429-0645 to reserve your date.

Why Should You Use the Simpleview Extranet?

At the beginning of 2013, the bureau migrated to a new CRM system called Simpleview. The new database is much more full-featured than the previous system, iDSS. This is especially true for industry partners.

By using the Simpleview Extranet, partners can now easily manage their account information, view and respond to sales and service leads, input lead pickup, manage contact information, edit listing descriptions, add images and manage the amenities for their business.

Partners can also review the benefits provided to them by the tourist bureau, including partner events, advertising participation, mentions in articles generated by PR and social media efforts, visits by tourist bureau-sponsored FAM trips and site visits, and much more.

Partners with Extranet access can login at extranet.shreveport.simpleview-crm.com/login/. If you have forgotten your password, just click the "Forgot Password?" link, enter your email address, and the system will generate a new password and email it to you.

If you have not yet been set up with Extranet access, contact the tourist bureau for help. Accommodation partners can contact Kim Brice, vice president of convention sales, at 318-429-0629 or kbrice@sbctb.org. All others can contact Pat Gill, Internet & systems manager, at 318-429-0630 or pgill@sbctb.org.

Once logged in to the Extranet, be sure to click on the Partner Bulletins menu item and download the document about using the Simpleview Extranet. This will help guide you through the process.

CONVENTION CALENDAR

DATE	EVENT
July 1-2	Louisiana Hospital Association
July 12	Sickle Cell Softball Tournament
July 18-20	McGraw-Hill School Corporate Education Companies
July 19-22	Townsquare Sportsman's Expo
Aug. 3	LSUHSC Cardiovascular Conference
Aug. 15	Louisiana Shale Oil and Gas Show
Aug. 16	TBF Junior World Championship
Aug. 30-31	Louisiana School Boards Association