

# REGISTRATION

Full Name  
Organization  
Title  
Industry  
Address  
City | State | Zip  
Home phone  
Work phone  
Email Address

DOB -or- SS  
(to assist the college in identifying your correctly)

## FEE

Payment due upon registration.  
Visa & Mastercard accepted

### Member of Tri-State Tourism

**\$65** person [Early Bird Feb 1st]  
**\$75** person

### Non-Members

**\$75** person [Early Bird Feb 1st]  
**\$85** person

To register:

Call Mary Jane @ 563.557.8271 ext. 380  
Email krapflm@nicc.edu  
Fax 563.557.0319  
Mail NICC Town Clock Center  
for Professional Development  
680 Main st.  
Dubuque, IA 52001

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### GOLD SPONSORS



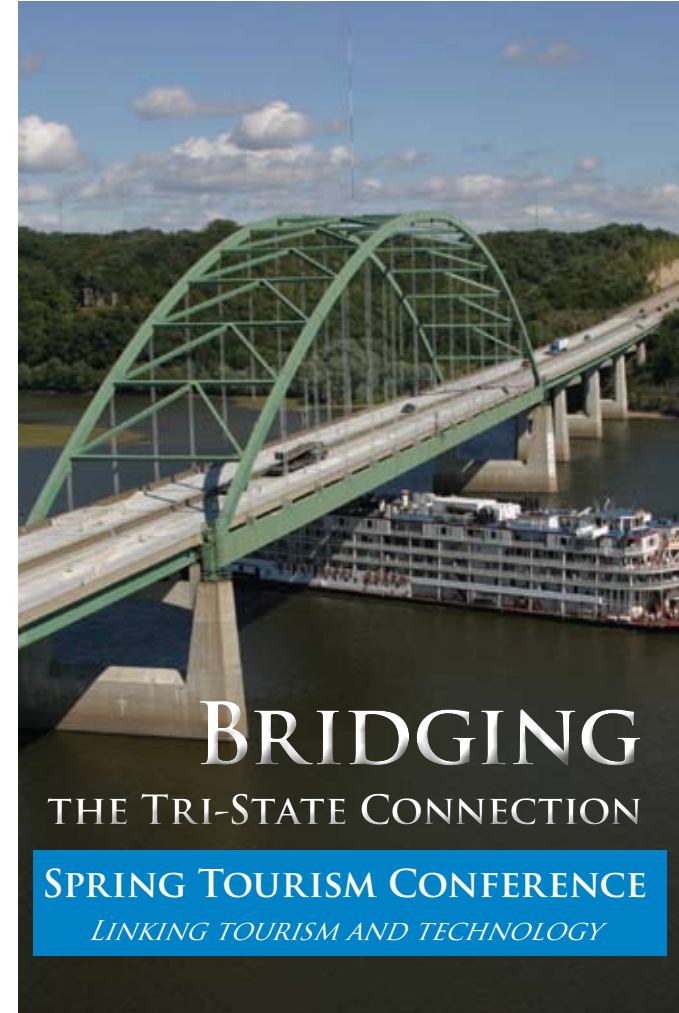
### SILVER SPONSORS



Sinsinawa Mound Center  
585 County Road Z  
Sinsinawa, WI 53824-9701

# TRI-STATE TOURISM COUNCIL

PROUDLY PRESENTS THE 3RD ANNUAL



THURSDAY, MARCH 12, 2009

GOVERNOR DODGE  
HOTEL & CONVENTION CENTER  
300 W BUSINESS HIGHWAY 151  
PLATTEVILLE, WI

# BRIDGING THE TRI-STATE CONNECTION

8 - 8:45 a.m.  
**REGISTRATION  
& CONTINENTAL  
BREAKFAST**



Sinsinawa Mound Center  
585 County Road Z  
Sinsinawa, WI 53824-9701

8:45 - 9 a.m.  
**WELCOME & ANNOUNCEMENTS**  
Colleen Myers, President of  
Tri-State Tourism Council

9 - 10 a.m.

Keynote Presentation  
**WHY JUST "SURVIVE" WHEN  
YOU CAN GROW?**  
**HOT IDEAS TO BUILD YOUR TOURISM  
BUSINESS IN TODAY'S ECONOMY**  
James Schneider, Blue Chip Marketing, Inc.

10 - 10:15 a.m.  
**MORNING COFFEE BREAK  
EXHIBITOR HALL  
NETWORKING**



10:15 - 11:15 a.m.

**THE DRIVING FORCE BEHIND  
REPEAT BUSINESS**

Dave Decker, Tri-State Travel

**VIRTUAL TOURS:  
BRINGING PEOPLE & PLACES  
TOGETHER**

Michael Cole, Videoparks.com

11:15 - 11:45 a.m.  
**EXHIBITOR HALL NETWORKING**



11:45 a.m. - 1 p.m.  
Lunch Keynote Speaker

**STATE OF TOURISM  
DISCUSSION PANEL**

Illinois: Bonnie Heimbach, Executive  
Director of the Northern  
Illinois Tourism Development  
Office

Iowa: Carrie Koelker, Executive  
Director of the Eastern Iowa  
Tourism Association

Wisconsin: (TBA)

1:15 - 2:15 p.m.

**MAINTAINING AN  
EFFECTIVE WEBSITE**

**THE KEY TO SURVIVAL IN ROUGH TIMES**  
Ralph Kluseman, Principal and Community  
Development Director

**GEOCACHING 101**

**THE INNOVATIVE WAY TO BRING  
TOURISTS TO YOUR DOOR**

Renee A. Vanselow, Recreation Supervisor, City  
of Greenfield, Wisconsin

[www.TRISTATETOURISM.com](http://www.TRISTATETOURISM.com)

2:15 - 2:30 p.m.  
**AFTERNOON COFFEE BREAK  
EXHIBITOR HALL  
NETWORKING**



2:30 - 3:30 p.m.

**THE LATEST IN PRINT AND WEB  
MARKETING**

Vickie Dirksen, Media/Project Support  
Coordinator, Mission Creative

**STRESS MANAGEMENT  
KEEPING THINGS IN PERSPECTIVE**

Linda Metzger,  
Business Owner, Jitterz and  
Badger Brothers Coffee

3:30 - 4 p.m.

**CONFERENCE WRAP-UP**

4 - 5:30 p.m.

**NETWORKING SOCIAL**

We invite you to unwind and take advantage  
of this opportunity to network and compare  
notes with your fellow tourism professionals  
while enjoying food & spirits sponsored  
by Potosi Brewery, Blackhawk  
Waterways CVB and Eastern Iowa  
DMA Network.

