

Michigan Association of  
Convention & Visitor Bureaus  
17<sup>th</sup> Annual  
Educational Conference



October 3 -5, 2010  
McCamly Plaza Hotel  
Battle Creek, MI

**MACVB's Mission**

*The Michigan Association of Convention & Visitor Bureaus is an organization of Convention & Visitor Bureau Chief Executive Officers whose mission is to serve as the advocate for its members through education and communication, while representing their legislative interests.*



**MACVB Educational Conference Keynote Speaker – Chris Adams, Miles Media**

Chris Adams has world-wide experience in tourism, new technology and new media. Chris is Director of Online Marketing for Miles Media Group [www.milesmedia.com](http://www.milesmedia.com), the largest destination media company in North America serving more than 10 State Tourism Organizations and 30+ Convention and Visitor Bureaus including the States of Florida, Louisiana, and Pennsylvania and the cities of Chicago and San Antonio. Miles also serves destination clients in the Pacific Rim.

Chris has also served as CEO of a New Zealand CVB (Tourism Coromandel [www.thecoromandel.com](http://www.thecoromandel.com)), head of marketing for the South Pacific's largest tourism publisher, Jasons Travel Media Ltd ([www.jasons.com](http://www.jasons.com)) and Assistant to the General Manager at Sky Television in London ([www.sky.co.uk](http://www.sky.co.uk)).

Chris is a Board member of the US Centre for Sustainable Tourism [www.sustainabletourism.org](http://www.sustainabletourism.org) and currently is based in Auckland, New Zealand with regular trips back to the USA. He has written and spoken widely on tourism, new media and the environment at regional, national and international conferences in the US, New Zealand and Australia.

Chris has an MBA from the University of Colorado at Boulder and a Bachelor of Management Studies with Honours from Waikato University.

For more see: [www.linkedin.com/in/kiwicolorado](http://www.linkedin.com/in/kiwicolorado) and [www.twitter.com/kiwicolorado](http://www.twitter.com/kiwicolorado)



**MACVB Conference Speaker - Dave Serino, Gammet Interactive**

Dave Serino is a travel and tourism industry veteran who has leveraged internet technologies to drive the sales and marketing process for the past 15 years. Prior to founding Gammet Interactive in 2000 - which serves clients in all sectors of the travel industry - Dave held sales and marketing positions at resort hotels, convention and visitors bureaus, and a tourism technology company.

In July of 2009, he developed one of the first tourism-focused social media ranking systems titled- "*How Social is Your DMO?*" The study was a comprehensive assessment of the 50 state tourism offices and benchmarked each organization's efforts on several social media platforms.

To date, Dave has presented educational sessions at more than 75 travel industry conferences. He is a featured presenter for the Certified Destination Management Executive Program (CDME), which is conducted by Purdue University and sponsored by the Destination Marketing Association International (DMAI). He is also the founder of the inaugural *Symposium on the Use of Social Media in the Tourism Industry*, which will be held in Loudoun County, Virginia, November 17-19, 2010 – [www.facebook.com/SoMeTourism](http://www.facebook.com/SoMeTourism). You can follow him on Twitter – [www.twitter.com/GammetGuy](http://www.twitter.com/GammetGuy) - Fan on Facebook - [www.facebook.com/gammet](http://www.facebook.com/gammet) and read more at - [www.DaveSerinoBlogs.com](http://www.DaveSerinoBlogs.com).

## MACVB 2010 Educational Conference Schedule

Day 1

### Sunday, October 3, 2010

3:00 p.m. – 5:00 p.m. **MACVB Board Meeting**

4:00 p.m. **Vendor & Silent Auction set-up**

5:45 p.m. **Meet in hotel lobby**, depart for restaurant

6:00 p.m. to 8:00 p.m. **Dinner at Arcadia Brewery** (*two block walk from the hotel, self pay*) [www.arcadiaales.com](http://www.arcadiaales.com)

8:00 p.m. **Hotel lounge**, open until midnight

Day 2

### Monday, October 4, 2010

7:30 a.m. – 8:30 a.m. **Vendor and Silent Auction set-up**

7:30 a.m. - 8:30 a.m. **Continental Breakfast**

8:30 a.m. **Silent Auction begins**

8:30 a.m. to 10:00 a.m. **Keynote Speaker: Chris Adams, Miles Media**

**“Navigator: Navigating the Perfect Storm for CVBs”**

Destination marketing organizations are facing unprecedented challenges and opportunities. Six major trends are radically reshaping many basic assumptions around which DMOs have developed over the last 100+ years. These trends go to the heart of the role and relevance of DMOs in the coming decade and beyond. Michigan – as home to the world’s oldest CVB – can also take a lead in developing “CVBs of the future”. This ‘must see’ session highlights the six major trends impacting CVBs including the media revolution, mobile, social media and demographic shifts and discusses the essential marketing and publishing strategies any DMO will need to remain relevant and meaningful in this new decade. The session is interactive – with time set aside for facilitating discussion on the trends, challenges and opportunities facing Michigan CVBs.

10:00 a.m. – 10:15 a.m. **Break** - sponsored by Traverse City Area CVB

10:15 a.m. – noon **Dave Serino, Gammet Interactive “How to Develop an Online Marketing Campaign with Advertising and Social Media Applications”**

noon. – 12:50 p.m. – **Lunch**

1:00 – 3:00 p.m., **Shirtsleeves Session – moderated by Michael Zumbaugh, Greater Lansing CVB**

3:00 p.m. – 3:15 p.m. **Informal Break**

3:15 p.m. – 4:00 p.m. **Shirtsleeves Session Continues**

4:00 p.m. – 4:30 p.m. – **Visit Sponsors and Silent Auction**

4:30 p.m.- 5:30 p.m. **“Promoting Your Community’s Culinary Attractions”, speaker Linda Jones** - with wine tasting sponsored by the Michigan Department of Agriculture and the Michigan Culinary Tourism Alliance

5:30 p.m. **Meet in Hotel lobby for walk to Clara’s on the River**

5:40 p.m. **Dinner at Clara’s on the River**

7:00 p.m. **Entertainment at Firekeeper's Casino, Dean Trailways motorcoach departs for casino at 7:00 p.m. from Clara's on the River**

*Firekeeper's Casino has more than 2,600 slot machines, live table games, bingo and live entertainment. The casino is the playground for adult visitors. Socialize in the Kabaret or choose from 1 of 5 restaurants, including a sports bar.*

9:30 p.m. **Return to McCamly Plaza Hotel**

*Motorcoach departs the casino at 9:30 p.m. (only one run for motorcoach from casino) (Shuttle Service and cab service are available for a fee for those who wish to stay later.)*

**Hotel Lounge open until midnight.**

Day 3

**Tuesday, October 5, 2010**

7:30 a.m. – 8:45 a.m. **Vendor Displays & Silent Auction continued**

8:45 a.m. **Silent Auction closes**

8:00 a.m. – 9:00 a.m. – **Full Breakfast Buffet**

9:00 a.m. – 10:00 a.m. **Legislative Panel – Bill Lobenherz, Brendan Ringlever, MLC and guest panelists t.b.a.**

10:00 a.m. – 10:15 a.m. **Mini-break**

*Announcement of Silent Auction winners*

*Please pay a final visit to our sponsors and thank them for their sponsorship*

10:15 a.m. to Noon **“Social Media Applications and Tourism Case Studies”**

**Dave Serino, Gammet Interactive/Michigan E-specials**

**Lunch – noon to 1 p.m.,** Soup and Sandwich Buffet

**Silent Auction items awarded – Sally Laukitis & Debra Yee, MACVB Education Committee**

12:55 p.m. **Departure**

***Travel Safely!***

### **SILENT AUCTION**

Place your bids on a variety of gifts and packages at the 12<sup>th</sup> Annual MACVB Silent Auction. All monies raised will benefit the MACVB PAC. *(Personal checks only will be accepted per State of Michigan PAC regulations.)*

**A very special Thank You to our sponsors!**

**Gold Sponsors:**

**Battle Creek Convention & Visitors Bureau  
Booth, Inc.  
Dean Trailways  
Midwest Living Magazine  
WJR Radio**

**Silver sponsors:**

**AAA Living  
Michigan eSpecials/Gammet Interactive  
Gaslight Media  
Long Weekends/Ohio Magazine**

**Bronze Sponsors:**

**Group Tour Magazine  
Michigan Golfer  
Michigan Meetings & Events  
Traverse City CVB**

*AND many thanks to the 2010 Educational Conference Planning Committee:*

*Co-Chair, Mary Carroll, Benzie County CVB  
Co-Chair, Chris Rowley, Mount Pleasant Area CVB  
Barbara Barden, Livingston County CVB  
Debbie Locke-Daniel, Ypsilanti Area CVB  
Jamie Furbush, Frankenmuth CVB  
Mary Kerr, Ann Arbor CVB  
Sally Laukitis, Holland Area CVB  
Dawn Whitcomb, Battle Creek/Calhoun County CVB  
Debra Yee, Coldwater Country*

**Hotel Arrangements:**

McCamly Plaza Hotel  
50 Capital Avenue SW  
Battle Creek, MI 49017-3515  
Phone: 269-963-7050 (phone or see online link for registration below)  
[www.mccamlyplaza.com](http://www.mccamlyplaza.com)

Discounted rate of \$99, be sure to indicate the "Michigan Assn. of CVBs room block" when you register.  
[https://reservations.ihotelier.com/crs/g\\_reservation.cfm?groupID=494862&hotelID=11822](https://reservations.ihotelier.com/crs/g_reservation.cfm?groupID=494862&hotelID=11822)  
Deadline for reservations is Sept. 16. Check-in time is 3 p.m.  
Rate extended for Saturday, October 2 and Tuesday, October 5.



MACVB Educational Conference Registration Fees

- \_\_\_ \$190 MACVB Member before September 15
- \_\_\_ \$125 Add'l MACVB member bureau attendee if postmarked before September 15
- \_\_\_ \$125 MACVB member – one day only (indicate Monday or Tuesday)
- \_\_\_ \$215 Non-MACVB member bureau
- \_\_\_ \$125 Spouse
- \*\* \$ 25 *Add \$25 to ALL FEES if postmarked after September 15, 2010.*

Name \_\_\_\_\_

Name \_\_\_\_\_

Spouse/Guest Name \_\_\_\_\_

CVB \_\_\_\_\_

Address \_\_\_\_\_

City/Zip \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Add'l Staff Email: \_\_\_\_\_

Any special needs or dietary concerns (please list here):

**Make checks payable to: MACVB**

Mail form with payment to: MACVB, PO Box 304, Stanwood, MI 49346

Phone: 231-823-0015, email: [kldraves@tucker-usa.com](mailto:kldraves@tucker-usa.com)

Recommended conference attire: CONFERENCE CASUAL