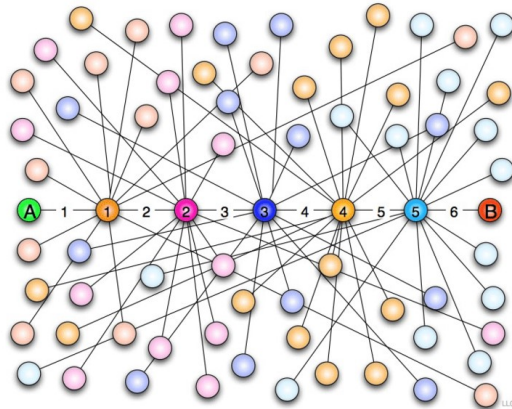


## How You Can Help Bring More Visitors to Irving



### **First – consider your professional circles, both in terms of your employer and your trade.**

Does your company host meetings on a regular basis that require employee travel? Do you know who plans these events or is responsible for travel management?

Are you a member of a state or national trade association – such as the American Bar Association, Texas Society of CPAs, American College of Emergency Physicians, Promotional Products Association?

Are you a member of any professional fraternities or sororities?

Do you serve on any committees or as part of the board of these?

Do you know the CEO, Executive Director or Chair of any of these associations well?

### **Second – consider your outside-of-work circle.**

Are you a member of a religious organization or church group that participates in regional, state or national gatherings?

Is there a military veteran in your circle who participates in military reunions, or is a member of an active reunion group?

Are you involved with any hobbies – scrapbooking, triathlons, barbershop harmony – that allow you to travel to hobby-related conventions?

Were you involved with a fraternity or sorority in college that holds annual/occasional reunions?

Do you serve on any committees or in a leadership role with any of these organizations?

Do you know any of the organization's main decision makers well?