

Travel Talk

News from Louisiana's Other Side - Shreveport-Bossier Convention & Tourist Bureau



May -
June
2009

P.R.I.D.E. Event To Recognize Tourism Stars

The stars of Shreveport-Bossier's tourism industry will be honored on Thursday, May 14 at the tourist bureau's 2009 P.R.I.D.E. (Proud Residents Involved in Developing our Economy) Awards Gala.

This year's evening event will showcase the leading efforts of the more than 11,000 tourism industry employees in Caddo and Bossier Parishes.

The P.R.I.D.E. Awards Gala will begin at 6:30 p.m., followed by the awards ceremony from 7 p.m.-9 p.m. at DiamondJacks Casino & Resort. The cost is \$25 for an individual and \$200 for a table. Entertainment will be provided.

But before the celebration can begin, the tourist bureau needs your nominations. Please contact Kathy Melancon to receive and submit nomination, or to R.S.V.P. for the event at 429-0654.



Debbie Coleman (right), director of sales at the Clarion Shreveport, joins tourist bureau President Stacy Brown for a photo at the 2008 P.R.I.D.E. Awards Gala.

a.m.-1 p.m., May 5, at the Louisiana Boardwalk. The games will take place in the grass area outside of Bass Pro Shops.

"Each year the Hospitality Olympics is a popular event among industry professionals," Brown said. "These individuals can compete against each other while networking in a fun environment, complete with a variety of fun team challenges."

The tourist bureau began hosting the Hospitality Olympics in 2002 as a means for hotel/motel, restaurant and attractions industry professionals to network.

Teams have the opportunity to win cash prizes, including \$400 for first place, \$300 for second place and \$200 for third place. Door prizes and T-shirts also will be available for participants.

To sign your team up today, for entry forms or for more information, contact Kathy Melancon at 429-0654.

HOSPITALITY OLYMPIC STARS NEEDED

The tourist bureau will host the 2009 Hospitality Olympics, from 8:30

Bureau Earns Addy Awards

The tourist bureau earned five Addy Awards for various advertising and marketing initiatives.

Those nods include two Gold Addy Awards, one each for the Louisiana's Other Side Jingle and the Louisiana's Other Side five-minute promotional video, both produced by CRM Studios.

The tourist bureau also swiped three Bronze Addy Awards for advertising produced by Gorilla Design Studio. Those recognitions included the Louisiana's Other Side advertising campaign, the Louisiana's Other Side 2008 Style Book and the Retire Bossier website.

The ADDY Awards are awarded locally through the Shreveport-Bossier chapter of the American Advertising Federation. The awards are given to advertisers in the community that exemplify creative, quality work and dedication.

Dates to Remember:

Hospitality Olympics

5-5, 8:30 a.m.-1 p.m., Louisiana Boardwalk.

PRIDE Awards

5-14, 6:30 p.m. Cocktail; 7 p.m.-9 p.m., DiamondJacks.

Louisiana Restaurant Assn.

5-13, 6 p.m., Artspace
6-8, 11 a.m., Annual Golf Tournament, Olde Oaks Golf Club

Attractions Association

5-13; 6-10, 10 a.m., Location TBA.

Hospitality Breakfast

6-3, 8 a.m., Harrah's Louisiana Downs.

Shreveport-Bossier Hotel & Lodging Association

5-12; 6-9, 11 a.m., Location TBA.
Information: Bob Gansfuss, 629-4458.

Calendar of Events

May/June

- 5/1-3** The Last Lullaby, directed by Jeffrey Goodman. Regal Cinema, Louisiana Boardwalk.
- 5/1-6/21** The Odyssey of Jean Despujols. Meadows Museum of Art at Centenary College.
- 5/2-3** 2009 Le Tour des Jardins (Tour of Gardens). Shreveport-Bossier.
- 5/2** Manon Lescaut, by Shreveport Opera. Riverview Theater and Riverview Hall.
- 5/3** Paint the Parks: A Norton Special Exhibition. R.W. Norton Art Gallery.
- 5/9-10** Barksdale Air Force Base 2009 Air Show. Barksdale Air Force Base.
- 5/9** The Lead Belly Blues Festival. Festival Plaza.
- 5/16** Chimpanzee Discovery Day. Chimp Haven.
- 5/15-25** Bossier City State Fair. Harrah's Louisiana Downs.
- 5/21-24** Mudbug Madness. Festival Plaza.
- 5/21** Classical Mystery Tour. Strand Theatre.
- 5/22** Friday Night Freak-Out: Dazed and Confused. Robinson Film Center.
- 5/23** Mummies - Secrets of the Pharaohs IMAX. Sci-Port: Louisiana's Science Center.
- 5/24** Hurricane on the Bayou IMAX Film. Sci-Port: Louisiana's Science Center.
- 5/30-6/28** 64th Annual Handicap Tournament. Doubles & Singles. Holiday Lanes.
- 5/30-10/24** 5-30 10/24 Shreve Town Ghost Walk. Downtown Shreveport.
- 6/11-21** Tidewater. Louisiana State University in Shreveport Theatre.
- 6/13** Author Author Book Festival. Municipal Memorial Auditorium.
- 6/13** Shreveport Aftershock vs. The Dallas Diamonds. Independence Stadium.
- 6/19-21** Let the Good Times Roll Festival. Festival Plaza.
- 6/20** Spiderman at Water Town USA. Water Town USA.
- 6/20** Chimpanzee Discovery Day. Chimp Haven.
- 6/20-21** Father's Day: BIG TOYS. Sci-Port: Louisiana's Science Center.
- 6/27** Sunflower Trail and Festival. Gilliam.
- 6/25-7/6** Sleeping Beauty. Marjorie Lyons Playhouse.
- 6/15-18** Modern Day Teen Etiquette. LSUS.
- 6/15-19** Hammin' It Up! LSUS.
- 6/15-19** Swingin' & a Dancin' (ages 13 & Up). LSUS.



Be sure to submit your Shreveport-Bossier events regularly at www.ShreveportBossierFunGuide.com

Your Bureau at Work For You



Suzanne Manfredi
Convention
Sales Manager

Convention Sales Manager **Suzanne Manfredi** earned her Tourism Marketing Professional certification as a 2009 graduate of the Southeast Tourism Society's Marketing College. Suzanne and Presi-



Brandy Evans
Vice President of
Communications

dent **Stacy Brown**, traveled to Montgomery, Ala., March 22-25, to attend the graduation at the society's spring meeting.

Vice President of Communications **Brandy Evans** and Product Development/Research

Manager **Kathy Melancon** traveled to Santa Monica, Calif., April 16-18, to attend the Association of Film Commissioners International Trade Show 2009. The tourist bureau partnered with the City of

Shreveport, Bossier City and the Bossier Economic Foundation in representing the sister cities. Some 325 producers, directors and film liasons visited the Shreveport-Bossier booth to learn more about local film opportunities.

Gain National Acclaim: As Host To Visiting Travel Writers

Since January, Panderina Soumas has received great exposure for her Bossier City business, Soumas Heritage Creole Gift Shop and Gallery – without advertising costs.

Not only was she featured in regional publications, but also in the international publication, *The Epoch Times*.

Soumas is one of many Shreveport-Bossier business owners, restaurateurs and hoteliers that have earned exposure – regionally, nationally and beyond, by participating in media tours sponsored by the tourist bureau.

The guided, four-day media tours give travel writers an opportunity to familiarize themselves and their readers with Shreveport-Bossier and Caddo and Bossier Parishes.

The tours generally focus on a specific theme – from Mardi Gras, to Mudbug Madness, to the Holiday Trail of Lights and more. The bureau hosts several tours annually.

In addition to Soumas' shop, media guests this year have learned about honey at Hummer and Son Honey Farm in Bossier City, tasted King Cakes at The Dough Basket in Shreveport, watched chimps play at Chimp Haven, and dined on the



Panderina Soumas recently hosted a group of travel writers at Soumas Heritage Creole Gift Shop and Gallery on a state media tour through north Louisiana.

balcony at The Robinson Film Center, among dozens of other one-of-a-kind visitor experiences.

After welcoming travel writer Harry Shattuck at Fertitta's Delicatessen, owner Agatha Fertitta McCall served visitors who raved about the restaurant's feature in the *Houston Chronicle*.

In addition to restaurants and attractions, the Clarion Shreveport, the Holiday Inn Shreveport West and the Holiday Inn Downtown Shreveport and Avis Rent A Car are among other businesses that have participated in tourist bureau sponsored media tours or provided services for travel writers.

For more information about participation, contact Tarah Holland at 429-0653 or via email at tholland@sbctb.org.

"The many people we met really enhanced the tour and made it stand out from other tours I have experienced."

- Shirley Blevings, Travel Writer
GSA Magazine, Vancouver, British Columbia, Canada



Convention Calendar - May/June

Date	Event	Hotel
5/03- 5/07	OCS 49 Alumni Association – 2009 Reunion	Sam's Town Hotel & Casino Shreveport
5/07- 5/08	Military Order of Purple Heart Convention	Holiday Inn Downtown/Riverfront
5/07- 5/08	Fit For Life – Multiple Events	Clarion Hotel Shreveport
5/13- 5/16	International Association of Administrative Professionals – 2009 Annual Meeting	Hilton Hotel Shreveport
5/13- 5/14	Noche de Gala Hispanic Festival	Boomtown Casino & Hotel
5/14- 5/15	Bossier High Class of 1959 Reunion	DiamondJacks Casino and Resort
5/18- 5/23	Society of Southwest Archivists	Sam's Town Hotel & Casino Shreveport
5/19- 5/23	La. Association of Orthotist & Prosthetists – 2009	Hilton Hotel Shreveport
5/21- 5/23	Ark-La-Tex Oilmen's Golf Association Tournament	Hilton Hotel Shreveport
5/26- 5/30	Bomb NAV – 2009 Reunion	Sam's Town Hotel & Casino Shreveport
5/28- 5/29	Exquisite Event Planning – Tolbert Graduation	Clarion Hotel Shreveport
6/03- 6/05	La. State Association of Letter Carriers	Sam's Town Hotel & Casino Shreveport
6/08- 6/10	La. Division of International Association for Identification	Holiday Inn Shreveport West
6/09- 6/13	American Postal Workers Union State Conference	Holiday Inn Shreveport West
6/13- 6/16	Noel Memorial United Methodist Church – 2009 Women's Missionary	Holiday Inn Downtown/Riverfront
6/15- 6/17	Air Force Cyberspace Symposium	Hilton Hotel Shreveport
6/24- 6/26	2009 U.S. Army Americal Division Reunion	DiamondJacks Casino and Resort
6/27- 6/29	Louisiana Retailers Association – 2009 Meeting	Horseshoe Casino & Hotel

Upload To GPS Systems; Bureau To Launch Promotion

Nowadays, most travelers don't stray too far from home without their trusty **GPS/navigation systems**. Not only do they get drivers where they want to go, but often times a few bonus places in between.

That's why it's a great idea to be sure that your business or restaurant is listed in GPS/navigation system databases.

Visit the following GPS mapping system providers for more details on databases:

- Tele Atlas – provides the source data to companies such as Google, TomTom and several automobile manufacturers;
- NAVTEQ – similar to Tele Atlas;
- Garmin – manufactures GPS devices;
- Rand McNally – offers online mapping and print mapping options;
- Google Maps – provides online maps and directions;
- MapQuest – provides online maps and directions. ■



Are visitors finding your business? Be sure to include your updated information in GPS/navigation system databases for easy traveler access.

The tourist bureau will launch its newest tourism promotion, entitled **Show Us Your Other Side**, during National Tourism Awareness Week in May.

The video promotion seeks to promote awareness of the Louisiana's Other Side brand among area residents and visitors.

To be eligible, entrants must create a video describing *their* Shreveport-Bossier – why and what they love about Louisiana's Other Side.

And there's a cash prize in store for the best video. The winning entry, which will be voted by website viewers, will premiere at The Robinson Film Center and receive a \$2,500 grand prize.

Please encourage local residents and visitors to enter. Industry partners and their families are not eligible. Forward potential entrants to the tourist bureau's communications department at 429-0638. ■

Industry Briefs

Tourist Bureau Hires New Regional Sales Manger

The tourist bureau welcomes Dianna Douglas as its Regional Convention Sales Manager. Douglas' primary responsibility will be booking city-wide convention and meeting business of 450 or more room nights. Douglas previously worked for the Ford Park Event Center in Beaumont, Texas.

Restaurant Announces Front of the House Leader

Jay Falardeau recently became maitre d' at Ernest's Orleans Restaurant in Shreveport. The St. Paul, Minn. native has lived in the area for about 20 years and has worked at the restaurant for about eight years.

Eldorado Appoints Director of Facilities

Eldorado Resort Casino Shreveport announced the appointment of Connor McLaughlin as director of facilities. He will oversee all maintenance and repair of the Eldorado property. He will also manage all special projects.

Tourist Bureau to Host Strategic Sales Meeting in May

The tourist bureau will host its next strategic sales meeting-luncheon, from 11:30 a.m.-1 p.m., May 6, at Artspace. The cost for lunch is \$10 per person.



Convention & Tourist Bureau
629 Spring Street
Shreveport, LA 71101

Board of Directors

Marty Young,
Chairman
Attractions Assn.*

John Hubbard,
Vice Chairman
Bossier Chamber of
Commerce*

Frederick Henson,
Treasurer
African-American
Chamber of
Commerce*

Jim Johnson,
Secretary
Bossier Rural
Municipalities*

Joyce Jeffrey,
Bossier Mayor's
Office*

Keisha Shields,
Shreveport-Bossier
Hotel Lodging
Assn.*

Luke Turner,
Bossier Parish
Police Jury*

Kathy Jackson,
Caddo Rural
Municipalities*

Ray Ferland,
Shreveport-Bossier
Hotel Lodging
Assn.*

Bob Gansfuss,
Shreveport-Bossier
Hotel Lodging
Assn.*

Betty Matthews,
Caddo Parish
Commission*

Debra Hamilton,
Bossier Office of
Community Ser-
vices*

Sarah Parsons,
Shreveport-Bossier
Hotel Lodging
Assn.*

Jerry Kolniak,
Louisiana
Restaurant
Assn.*

Thaddeus Pugh,
Shreveport Mayor's
Office*

Valarie Gunn,
Greater Shreveport
Chamber of
Commerce*

*Appointing
Organization