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**News from Georgia Tourism:**

- **Please join me in welcoming Paul Selby to the Georgia Department of Economic Development as Director of the Visitor Information Center Program.** Paul brings more than 15 years of sales, customer service, and hospitality and tourism experience to the Tourism division. He previously served as Manager of Leisure Sales at the Georgia Aquarium. He also led the start-up of the Aquarium's call center, where he led a group of more than 25 operators handling consumer calls. Paul's email is [pselby@georgia.org](mailto:pselby@georgia.org)
- Are you looking to blow the roof off your barn and maximize your agribusiness potential? Come and hear from local, regional, and national experts on **"who, what, where, when, and how" to expand your agribusiness partnerships, sales, and profits. Wed. September 21<sup>st</sup> - 8:00am-4:30pm at Ogeechee Technical College** in Statesboro.
- The Georgia Department of Economic Development and the Georgia Council for the Arts have posted the **2012 Tourism Product Development Grants info on [www.georgia.org/GeorgiaIndustries/Tourism/Programs/Pages/Grants.aspx](http://www.georgia.org/GeorgiaIndustries/Tourism/Programs/Pages/Grants.aspx)** Application **deadline is September 30, 2011.**
- **The Georgia Tourism Division has developed some exciting opportunities to help you reach your audiences to drive visitation and tourism spending in Georgia. The FY12 Grant and Co-Op Programs** were designed to: support both Fall and Spring marketing efforts; provide a diverse mix of opportunities across a variety of media channels and audiences with the best potential for return on investment; and save you money through significant discounts by leveraging of our collective efforts. Visit [www.marketgeorgia.org](http://www.marketgeorgia.org) - click "Programs and Services" then click "Grants".
- **The new online Brochure Room is a feature of ExploreGeorgia.org that enables consumers to order brochures online.** Consumers can see a listing of available brochures from around the state. Visitors click on the brochure(s) they want and our fulfillment operation will send out the requested brochure(s) along with the State Travel Guide and standard fulfillment packet. At the end of each month, partners who participate will receive an invoice with a listing of the individuals to whom their materials were sent. Go to [www.marketgeorgia.org](http://www.marketgeorgia.org) (click "Programs and Services" then click "Brochure Room") for more info on how to participate in the Online Brochure Room.
- **The Celebrating Rural Georgia Conference will be held in Tifton on October 12th.** Governor Nathan Deal will be speaking about rural Georgia. If you have any questions, please contact Nancy Cobb at [nancy.cobb@onegeorgia.org](mailto:nancy.cobb@onegeorgia.org) or call 404.679.4186.
- **The GA Visitor Information Center (VIC) in Ringgold** needs videos and small display items from the Classic South (promoting your community or attraction) for the VIC. Contact Elaine Watkins at the Center- [ewatkins@georgia.org](mailto:ewatkins@georgia.org) for more information.

- **MOBILE EXPLOREGEORGIA.ORG** GDEcD has partnered with ITI-Marketing to develop a brand new, consumer friendly mobile site. [m.ExploreGeorgia.org](http://m.ExploreGeorgia.org). This new state-of-the-art mobile site is designed for the travel consumer on the go, with emphasis on functionality and features that enable easy access, advanced search and partner links and previews that will enable you to put your brand and your message in front of millions of travel consumers. With more travelers reaching for their mobile devices to search for travel information, this mobile site will provide you an outstanding opportunity to interact with your target travel audience just as they are actively seeking your info. E-mail: [info@iti-marketing.com](mailto:info@iti-marketing.com) or call (912) 267-1558 if you would like more information.
- **GDEcD will be participating in the AARP Life@50+ Expo September 22 - 24, 2011 in Los Angeles; CA.** AARP is expecting more than 25,000 members and others from all over the US and abroad to attend. The AARP Life@50+ event is a great opportunity to collaborate with AARP and to reach the 50+ audience. It is an opportunity to increase Georgia's visibility among baby boomers. GDEcD is offering a trade co-op for this show - we will distribute your brochure to the attendees in exchange for you sending 300 lapel pins. For co-op information, please contact Pam Kruseck at [pkruseck@georgia.org](mailto:pkruseck@georgia.org)
- **The Georgia National Fair will take place in Perry, GA from October 6 - 16, 2011.** The annual, state-sponsored Georgia National Fair is Georgia's celebration of its youth, agriculture, and heritage. The Fair has been designated as a 'Top 50 Fair in North America' by Amusement Business magazine. Fairgoers will be treated to one of the state's best family-oriented, entertainment values showcasing education and fun. Please contact Dot Davis via email at [ddavis@georgia.org](mailto:ddavis@georgia.org) for co-op information.
- **GDEcD will be participating in the Rejuvenate Marketplace Nov. 7- 9, 2011 in San Jose, CA.** Rejuvenate Marketplace is an educational conference designed specifically for meeting planners who organize meetings and conferences for faith-based organizations. The three-day event includes a reverse trade show with one-on-one appointments between planners and suppliers; an all-day planner boot camp for novices and professional planners; several general sessions and two days of sessions covering basic planning topics, business skills and strategy, technology tools and social media, and program innovations. Pam Kruseck will be attending and Co-op info tba.
- **Pam Kruseck will be attending AAA Carolinas Superbowl of Knowledge November 18 - 19, 2011 in Greensboro, NC.** 'Superbowl of Knowledge' is an annual gathering of AAA Carolinas Travel Counselors and staff to learn about new offers and tourism products for their members. AAA Carolinas is expecting 300 employees including Travel Counselors and Drive Vacation Specialists. A lunchtime tradeshow allows Travel Counselors an opportunity to meet with us and gather information.
- **GDEcD will once again be participating as sponsors for the National Tour Association (NTA) Annual Convention from December 5 - 9, 2011 and the American Bus Association (ABA) Annual Marketplace from January 6 - 10, 2012.** As part of our sponsorships we will have a booth on the marketplace floor which will allow maximum exposure to all attendees and provide us a better opportunity to sell Georgia. We are changing our level of participation this year for ABA and will be the show bag sponsor - as such we will offer co-sponsorship to our partners. Co-op information for both NTA and ABA will be available soon.
- **Make your plans to participate in the "2011 Georgia for the Holidays" promotion at the Georgia Visitor Information Center – Lavonia/I-85 South** This is a great time to showcase attractions, holiday events, hotels, restaurants and discounts for shopping in your area! PICK YOUR DAY!!! During November and December. Contact Pat Pierson at (706)356-4019 or email [ppierson@georgia.org](mailto:ppierson@georgia.org)

- **Hotel/ Motel Tax Questions?** Jonathan Sharpe (DCA) oversees the Hotel Motel Tax collections. He is assisted by James Stevens, DCA's Hotel Motel Tax expert. For questions about Hotel/Motel tax contact: Jonathan Sharpe- 404-679-4996- email [jonathan.sharpe@dca.ga.gov](mailto:jonathan.sharpe@dca.ga.gov) or James Stevens- 404-679-0591 email: [james.stevens@dca.ga.gov](mailto:james.stevens@dca.ga.gov)
- **ExploreGeorgia updates:** Please remember to add New Hotels, New Attractions and Special Offers to the website as well as all your 2012 special events. A logo or photo must be included with all listings. The more information you provide in your listing, the more likely you will be featured in one of our many newsletters.
- **To sign-up for the monthly "Peachbyte"** newsletter which gives you all the latest Georgia Tourism News please email [peachbyte@georgia.org](mailto:peachbyte@georgia.org)
- **Ga. Tourism Industry Calendar** – For a listing of tourism industry events visit [www.georgia.org/GeorgialIndustries/Tourism/Pages/IndustryCalendar.aspx](http://www.georgia.org/GeorgialIndustries/Tourism/Pages/IndustryCalendar.aspx)
- **Not Camera Ready?** Learn how to become Camera Ready at: <http://www.georgia.org/GeorgialIndustries/Entertainment/FilmTV/cameraready/Pages/default.aspx>

### **Regional News**

**A VERY SPECIAL THANK YOU TO SHELLY CLARK from the Columbia County CVB for serving as the "Classic South Team Leader" for the Georgia Smackdown Competition.** Thanks to everyone that made it possible for the Classic South to win 2<sup>nd</sup> place (\$25,000) in the competition! **GO CLASSIC SOUTH!!**

**The Top Winter Events for 2012 have been announced by the Southeast Tourism Society. Congratulations to the Augusta Futurity; St. Marys 18th Annual Mardi Gras Festival; & Parade, Rock, Roll & Run in Downtown Albany; and the Macon, Georgia International Cherry Blossom Festival for being included.**

**Congratulations to the Augusta Canal Authority for winning the 2011 Georgia's Conference Award for Product Development at the annual conference in Macon.**

**Congratulations to Johnson County on being named one of Georgia's Camera Ready Communities during the Governor's Conference on Tourism in Macon!**

**I wanted to thank each and every one of my great Classic South Tourism Partners for nominating me for the Tom Kilgore Lifetime Achievement Award – I am truly honored to have received this award and it would not have been possible for me to achieve this without the support of each of you! I am so blessed to have the best regional partners in the State of Georgia!**

### **Mark Your Calendars:**

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|----------------------------|---|
| <b>September 27, 2011:</b> | Classic South Travel Association Meeting- Washington- Callaway Plantation - 10:00am-noon. |
| <b>October 7, 2011:</b>    | STS Top 20 Events deadline-for April, May and June 2012                                   |
| <b>November 2-5, 2011:</b> | Clarks Hill Partnership Media Tour  |
| <b>November 15, 2011:</b>  | Classic South Travel Association Meeting- Augusta- Location TBD. 10:00am- noon            |
| <b>January 6 2012:</b>     | STS Top 20 Events deadline for July, August, September 2012                               |

**January 24, 2012:** Tourism Day at the Capitol – Atlanta

**January 30- February 2, 2012:** Classic South Fam Tour- Georgia Visitor Center's

**April 6, 2012:** STS Top 20 Events deadline for events in  
October/November/December 2012