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|   | <p>Cheryl Smith, Regional Tourism Representative<br/>Georgia Dept of Economic Development<br/>Tourism Division ~ Northeast Georgia Mountains</p> <p>csmith@georgia.org<br/>P: 770-535-5757 ~ C: 678-640-4355<br/>PO Box 3116, Gainesville, GA 30503</p> |
| <p><a href="http://www.ExploreGeorgia.org">www.ExploreGeorgia.org</a> ~ <a href="http://www.GeorgiaMountains.org">www.GeorgiaMountains.org</a><br/>Tourism news/updates on Twitter.com: <b>NEGATourism</b></p> |   |

## NORTHEAST GEORGIA MOUNTAINS REGIONAL TOURISM REPORT October 2009

### TOURISM DIVISION UPDATE

- The **Georgia Governor's Conference on Tourism** at Lake Lanier Islands Resort was outstanding. I'm sure everyone who attended enjoyed themselves and learned a lot! If you attended and want to relive the event, go to [www.longexposures.com/llggtc2009/index.html](http://www.longexposures.com/llggtc2009/index.html). A big round of **Thanks You's** go to Stacey Dickson and her staff along with the staff at Lake Lanier Islands and Julie Musselman of the GA Association of CVBs! They all did an awesome job of putting on the conference with the help of many others. The 2010 Georgia Governor's Conference on Tourism will be in Athens, Georgia. Make plans now to attend.

- **The Georgia Mobile Travel Guide is live!**
  1. **On your PC:** <http://cityguides2go.mobi/georgia>
  2. **On your mobile phone:** <http://www.exploregeorgia.org>

Increase your sales opportunities. Connect with 61.7 million annual Georgia visitors. **Contact Franci Edgerly now to secure your presence on the Georgia Mobile Travel Guide before the October 31, 2009 deadline and price increase! Don't miss out on this important new marketing channel while your competition already reaps the benefits!** The following is a sample of organizations who already committed to an enhanced presence on the Georgia Mobile Travel Guide: Athens, Alpharetta, Blairsville, Columbus, Clayton County, Covington-Newton, Jekyll Island, Lake Lanier, Macon, Madison, Marietta, Pooler, Port Wentworth, Richmond Hill, Sandy Springs, Tanger Outlets, Jekyll Island Club Hotel and Hampton Inn Brunswick - to name just a few.

**Franci Edgerly** | President & CEO | ITI Marketing, Inc.  
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- **Georgia Visitor Information Centers**
  - **Georgia's Visitor Information Centers Win International Marketing Award - Recognized with Mercury Award for Tourism Partnership Promotion Program.** Go to [www.georgia.org/Press/Pages/default.aspx](http://www.georgia.org/Press/Pages/default.aspx) for recent Press Releases.
  - There seems to be some confusion as to what centers are closing two days a week. When we started out Plains, Columbus, Westpoint, and Sylvania were to close on Tuesday and Wednesdays. At present Sylvania is the only center that is closing on these days. Columbus is back to operating normal, Plains has an extension until October, and Westpoint was just granted an extension as well. We are working on getting the funds to keep Westpoint and Plains open. We will keep you posted as progress is made.
  - Contact me for copy of the 2009 August VIC Activity Report and 2009 August VIC Summary
  - **SAVE THE DATE** for Georgia Holiday Happening at the Georgia VIC 1-20 West Augusta: December 11th, 2009 1-3pm - They would like to invite all our tourism partners to come promote their community, hotel, business, restaurant, event... If anyone has any suggestions on how to improve this event they would love your suggestions or input! Last year fun was had by all...Let's do it again this year! Contact Margie Chamberlain at [mchamberlain@georgia.org](mailto:mchamberlain@georgia.org) for more info.
  - The staff at the Georgia Visitor Information Center in Lavonia would like to invite you to come and be a part of "Georgia For the Holidays" any day during the months of November and December (pick your date). Come to the center and promote your attractions, holiday events, hotel packages, discounts for shopping, etc. There is no charge to do this. Please contact Pat Pierson to set up a date. Email her at [pperson@georgia.org](mailto:pperson@georgia.org) or call her at (706)356-4019

- **The 2008 Tourism Economic Impact Numbers** – (preliminary data) is available under “Industry Research” on MarketGeorgia.org- or click on the link below for more info.  
www.georgia.org/GeorgiaIndustries/Tourism/Pages/IndustryResearch.aspx
- **The Georgia Tourism Division will again be participating as sponsors of the National Tour Association (NTA) Annual Marketplace and the American Bus Association (ABA) Annual Marketplace.** This sponsorship provides us with a booth on the marketplace floor where we will maximize our exposure in this market. Georgia's theme for this year's marketplace is *Civil War-Sesquicentennial Commemoration*. We will distribute Georgia items, Sesquicentennial and Civil War itineraries, and giveaways commemorating Georgia's role in the war at the booth. Please contact Katie Baasen via email for more information or to participate, kbaasen@georgia.org.

Co-ops are available for state partners:

Kudzu Sponsorship - NTA: \$500 and ABA: \$350

Peach Sponsorship - NTA: \$750 and ABA: \$650

- **More improvements to [www.ExploreGeorgia.org](http://www.ExploreGeorgia.org)**
  - Fall Landing page (and hero callout on HP)
    - <http://www.exploregeorgia.org/fall>
  - Recommended Search
    - All featured cities have been flagged as recommended search results; our content manager will be actively updating recommended search results going forward. Example:  
<http://www.exploregeorgia.org/Search?Keywords=athens>
  - Rich Text Editor in Partner Admin (bold, bullets, paragraphs) which will allow for much easier reading of listings
    - Listing Description
    - Event Description
    - Offer Description
  - Mobile Pieces
    - Callout on HP under More Ways to Explore Georgia
    - Redirect only homepage to mobile site (not entire site)
  - Maintenance Fixes
    - Request access to DMOs
    - Create new account from Get a Card button on Dream Pass page
    - Removal of comments on Travel Guide order form
  - New Partner Admin instructions are available. Contact me at [csmith@georgia.org](mailto:csmith@georgia.org) if you would like a copy of the instructions.
  - **New Regional Pages:** At the Governor's Tourism Conference at Lake Lanier Islands, GDEcD unveiled the new component of [www.exploregeorgia.org](http://www.exploregeorgia.org) which will directly and positively impact all nine travel regions. New regional pages will be developed for all of the State's nine travel regions giving more exposure and depth to the region's placement on the state tourism site. It will also provide an interactive experience for the consumer on the website. Cheryl Smith will be working on putting together Northeast Georgia Mountains page. This is NOT exclusive to the regional travel association, but will certainly be very helpful for the organization. You may also be called on to help provide high resolution (300 dpi or greater) photos for the new page. Events and content will be pulled from your partner pages as well so be sure to make your content the best it can be! Contact Cheryl Smith with questions that you may have.
- **Co-Op Marketing Grants:** Congratulations go to Rabun County, Stephens County, Hospitality Highway and Dahlonega for successful applications. There were three others that applied that did not get funded, mostly due to the fact that \$500,000 of our budget was eliminated. I will be meeting with those who did not receive grants to go over their applications in an effort to work on improving them for the next round of grants.
- **The Tourism Product Development Grant** awards will be announced by October 30<sup>th</sup>.
- **The Georgia Travel Guide will feature a new way to enhance your listings (attractions and accommodations) in the 2010 issue.** Make your attraction or lodging property pop-out by contacting Jill Teter about the new enhanced listing marketing opportunity. Jill can be reached at [j\\_teter@bellsouth.net](mailto:j_teter@bellsouth.net). **Enhanced Accommodations Ads \$1,250-** Includes photo, 30 word description and contact information. Listing will be in a colored box that coordinates with the state region it resides in. **Enhanced Listings Ads \$950-** Includes photo, 25

word description and contact information. Listing will be in a colored box that coordinates with the state region it resides in.

- Georgia's online **Tourism Satellite Account (TSA)** platform is live and is posted on the industry section of [www.MarketGeorgia.org](http://www.MarketGeorgia.org). This online platform includes both county and statewide information. It gives full details of the economic contribution by industry and the composition of tourism. The TSA shows the true comparison of the tourism industry to other industries.

## **SURVEYS, MARKETING, TRAVEL & INDUSTRY TRENDS**

- **Hotel Occupancy Seen Higher, On Discounts** -- Hotel occupancy will likely gain strength in late 2009 and 2010, but profit will remain elusive as hotels continue to use heavily discounted rates to draw in more travelers, according to a revised U.S. lodging forecast from PricewaterhouseCoopers. The revision shows revenue down 16.1 percent in 2009 and flat revenue in 2010, compared with the company's June forecast of a revenue decrease of 15.7 percent in 2009 and a slight increase in 2010 revenue of 1.6 percent. While the occupancy forecast for 2009 is slightly stronger than the company predicted in June, it comes at the expense of room rates. Occupancy is expected to come in at 55.5 percent in 2009, up from the June forecast of 55.1 percent. 2010 occupancy is forecasted at 56.1 percent. To find out more, visit <http://online.wsj.com/article/SB10001424052970204348804574403220470945760.html>.
- **Driving Itineraries Growing in Popularity and Number** – Looking to add some meaning and direction to your next road trip? Then pick an interest and follow the trail. The number of themed U.S. driving itineraries is growing, targeting everyone from bluegrass fans to cheese lovers. North Carolina has the Barbecue Trail, Connecticut an Art Trail and, in Arizona, a Salsa Trail. These routes typically are organized by tourism bureaus hoping to drive traffic to off-the-beaten-path spots. On their own, the small towns and hidden byways might not rate as a destination, but as part of a larger journey they offer big rewards. To find out more, visit [www.usatoday.com/travel/destinations/2009-09-10-trails-road-trips\\_N.htm](http://www.usatoday.com/travel/destinations/2009-09-10-trails-road-trips_N.htm).
- **Studies Show Cost-Cutting Travel Moves Can Hurt Profits** – Businesses that drastically cut back on travel may be sacrificing profits for short-term savings, according to two new studies released this week. The reports, commissioned by groups representing the travel industry, sought to show in dollars and cents the effect travel can have on a business' bottom line at a time when companies have slashed travel in response to falling revenue and a public perception that some trips are more excess than necessity. The IHS report determined that U.S. companies are potentially missing out on \$193 billion in profits this year because most are not spending what they should on business trips. Another study, conducted by Oxford Economics, also found a link between travel and corporate profitability. Each dollar spent on travel by a U.S. company can generate an average \$3.80 in profit and \$12.50 in increased revenue. To find out more, visit [www.usatoday.com/money/industries/travel/2009-09-15-studies-cost-travel\\_N.htm](http://www.usatoday.com/money/industries/travel/2009-09-15-studies-cost-travel_N.htm).
- **New travel tours embrace 'Cougar' trend (USA TODAY)** By Jayne Clark: Mancations came and went. The girlfriend getaway thing jumped the shark a while ago. Now, the latest travel promotion is targeting "cougars" — older women looking to snare younger men. (Think Demi Moore and Ashton Kutcher.) With ABC's new series Cougar Town getting ink, this particular fad may not fade anytime soon. Much as we'd like it to. Calling Mrs. Robinson! Among the cougar-nip: A singles travel agency is sponsoring a three-night cougar cruise on a Carnival ship in December (888-286-8687; [singlestravelcompany.com](http://singlestravelcompany.com)). San Francisco-based Personality Hotels has rolled out a "Cougars With Personality" package, which nabs a night at the Hotel Diva, two animal-print thongs and a professional bra-fitting at the local Nordstrom. Rates start at \$199 — male "cub" not included. (800-553-1900). [www.usatoday.com/travel/news/2009-09-24-cougar-tours\\_N.htm](http://www.usatoday.com/travel/news/2009-09-24-cougar-tours_N.htm)
- **People spending more time on social sites...Nielsen report follows company's decision to team up with Facebook (Associated Press):** Americans have been devoting 17 percent of all their Internet time to social networks like Facebook and blogging Web sites like Blogger. The percentage for last month is up from 6 percent a year earlier. The report comes from Nielsen and follows its decision to team up with Facebook on a marketing program that helps advertisers measure how well their ads work on the online hangout. Nielsen estimates that ad spending on leading social-network and blogging sites more than doubled year-over-year, to about \$108 million for the month. This happened even as several industries decreased their overall ad spending.
- **Study: Children Who Traveled Over Summer Did Better Than Those Who Didn't --** It's now official: children who travel over summer break did better in reading, math and their general knowledge than those who did not, says a U.S. Dept. of Education study. A series of analyses were conducted to determine the relationship between summer vacation travel and academic achievement in children entering first grade. Specifically, the study explored whether going on a vacation, the number of days spent on a vacation and places

visited were linked to academic achievement in the areas of reading, mathematics and general knowledge. "Children that traveled with their family over summer vacation scored higher on academic achievement assessment tests than those who did not travel. The days spent on family summer vacation trips had a modest significant relationship with academic achievement," the study found. To find out more, visit [www.travelmole.com/stories/1138613.php?mpnlog=1&m\\_id=s~T\\_s~~A\\_rs~](http://www.travelmole.com/stories/1138613.php?mpnlog=1&m_id=s~T_s~~A_rs~).

- **Nielsen: Facebook, Twitter Grab Bigger Share of Web Traffic --**

Web surfers in the United States are spending much more of their Internet time on social networking and blog sites such as Facebook and Twitter than they did a year ago, according to a report from The Nielsen Co. The time spent by Americans last month on social networking rose to 17 percent of all time on the Internet from 6 percent in August 2008. Advertising spending on social-networking sites and blogs more than doubled despite the recession, rising to \$108 million last month from \$49 million in August of last year. To find out more, visit [http://triangle.bizjournals.com/triangle/stories/2009/09/28/daily12.html?ed=2009-09-28&ana=e\\_du\\_pap](http://triangle.bizjournals.com/triangle/stories/2009/09/28/daily12.html?ed=2009-09-28&ana=e_du_pap).

- **Travel Sector Takes Steps to Resist Flu** – The travel industry was hard hit after the first reports of swine flu emerged from Mexico in the spring. Trips were canceled, destination weddings were moved elsewhere and flights were grounded as traveler demand plummeted. So the industry, already reeling from the effects of the recession, has reason to be cautious as the autumn flu season gets under way. Still, because the H1N1 pandemic strain has generally not been more virulent than ordinary seasonal flu, airports, hotels and airlines are trying to find a balance between showing that they are taking substantive steps and not acting so aggressively that they set off a panic among travelers. Their actions can best be described as preventive. So instead of cutting back on high-traffic services like buffet dining in areas affected by the virus, as they did in the spring, hotel representatives say they are focusing on day-to-day measures. To find out more, visit the NY Times by [clicking here](#). For official information about the flu, visit <http://www.flu.gov> or <http://www.immunizenc.org/images/PDFs/H1N1%20Flier%20English.pdf>.

- **Hotels, Restaurants Prepare to Keep Out Unwelcome Flu Visitor** – As if the hospitality and tourism industries don't have enough to worry about these days, they must also prepare for the potential escalation of the H1N1 virus. So far, there are no travel restrictions in place regarding swine flu, according to the World Health Organization. But hoteliers and other industries associated with tourism must also find a delicate balance between informing their employees and guests about the risks without discouraging travel. Travelers will most likely see a lot more bottles of antibacterial hand gel in hotels these days. In the back of the house, employees are seeing a lot more posters with tips on handwashing and other recommendations for keeping the virus at bay, including symptoms and admonitions to stay home when feeling ill. To find out more, visit <http://albuquerque.bizjournals.com/albuquerque/tt>.

- **Airlines Add Surcharge For Travel Around Holidays** – The number of days passengers must pay extra for flying during busy holiday periods has jumped. Several airlines are now charging a \$10 "peak-travel" surcharge per flight on 13 days around Thanksgiving, Christmas and other holidays. It's not all bad news for travelers, though. Ticket prices for Thanksgiving and Christmas are 12-15 percent lower than last year because of decreased demand and cheaper jet fuel. To find out more, visit [http://www.usatoday.com/travel/flights/2009-10-07-peak-air-travel-surcharges\\_N.htm](http://www.usatoday.com/travel/flights/2009-10-07-peak-air-travel-surcharges_N.htm).

- **Articles/News – Contact me for a copy...**

- Travel marketers coping with new trend
- Simplify Twitter with Useful Applications
- Basics of Creating a Search Engine Friendly Website
- Basics on Press Releases

- **Media Requests**

- **Georgia Magazine** needs photos of towns decorated (with captions please), pictures of holiday festivals, holiday plays, anything along these lines for an expanded feature of Christmas Around Georgia. No promises being made, just need the shots in case they have the space for the feature. If you have good quality, high resolution photos (at least 300dpi), please send them to the editor, Ann Orowski, **ASAP**, to: [ann.owroski@georgiaemc.com](mailto:ann.owroski@georgiaemc.com)  
Also, **Calendar deadline for Jan 2010 issue is Nov. 1st** – submit events to [calendar@georgiaemc.com](mailto:calendar@georgiaemc.com).
- Journalist Heidi Hughes, writes a "destinations" and a "calendar" column for Nature Society News, a national monthly, and is working on a **story about winter eagle-watching**. She'd like to include information about what's available in Georgia (winter eagle-watch locations and programs, events or festivals?)

She's also interested in receiving news releases (via email) about nature-based and eco-tourism events, festivals and programs. No deadline specified. Contact Heidi Hughes directly at 715-673-4799 or [hvhughes@gmail.com](mailto:hvhughes@gmail.com).

## OTHER IMPORTANT STUFF

- **Georgia Agri-tourism Conference** - This year, there will be three Agritourism Workshops to serve the state in North Georgia, Central Georgia and South Georgia. You may sign up for the workshop nearest you. Go to [www.areg.caes.uga.edu](http://www.areg.caes.uga.edu). If you can't make this symposium, check out the other dates and locations:

- North Georgia, The Dillard House, Dillard, GA, November 5-6, 2009
- Central Georgia, Oakhurst Farm, West Point, GA, December 2-3, 2009
- South Georgia, Location TBD early 2010

**NEEDED:** We are looking for items to include in the registration goodie bags such as food items or useful Georgia made/Georgia grown items. We need a total of 50 items from Northeast Georgia. If you have 5 jars of jam/jellies, 5 bags of corn meal, 5 mugs, etc. that we can add up for a total of 50 items, that would be awesome! So, anything you can offer is appreciated and will be used to promote your location.

If you have anything you would like to donate for this effort, you can send to me at PO Box 3116, Gainesville, GA 30503 or I will be glad to come pick them up. If you have anything you'd like to donate for a door prize, we can use it as well.

Feel free to call me (770-535-5757) if you have any questions. **Deadline to Cheryl Smith: Friday, Oct. 23rd.**

- **CONSUMER TRAVEL/TRADE SHOWS**

- **AARP Life@50+ Expo** - Las Vegas, NV - October 22 -24, 2009 (**consumer show**) They are expecting more than 25,000 members and others from all over the United States and abroad to attend the event. The AARP Vegas@50+ event is a great opportunity for your organization to collaborate with AARP and to reach the 50+ audience. It is an opportunity to increase Georgia's visibility among baby boomers; a demographic comprising 26 percent of the U.S. population and a driving force in the market place. Pam Kruseck ([pkruiseck@georgia.org](mailto:pkruiseck@georgia.org)) will attend.
- **Snowbird Extravaganza** - Lakeland, FL - January 26 - 27, 2010- (**consumer show**) Expected attendance is 30,000 to 35,000 attendees of which 60% are Canadian Snowbirds and 40% are American Winter Residents. Last year attendees enjoyed the excitement, education, information and variety of activities. Consumer Sales Manager Pam Kruseck ([pkruiseck@georgia.org](mailto:pkruiseck@georgia.org)) will attend.
- **Southern Women's Show** - Savannah, GA - February 5 - 7, 2010 (**consumer show**) The Southern Women's Show attracts more than 12,000 women over a 3-day period. These consumer shows target women with give-a-ways and tips on beauty, cooking, fashion, health & well-being, shopping, travel and much more! Consumer Sales Manager Pam Kruseck ([pkruiseck@georgia.org](mailto:pkruiseck@georgia.org)) will attend.

- **REGIONAL ORGANIZATION HIGHLIGHT:**

**Georgia Mountains Foodways Alliance (GMFA):** We are a non-profit organization dedicated to the celebration, promotion and preservation of the authentic food culture of the Georgia Mountains. Our Alliance encompasses a field to table spectrum from agriculture to fine dining and includes farmers, producers, vintners, inquisitive eaters, good cooks, culinary historians, chefs, food journalists, restaurateurs, culinary tourists, artisans and manufacturers.

The Alliance identifies and nurtures Georgia's varied community culinary heritages through education, networking, public relations, regional cooperation and the sponsoring and promotion of local food and local wine events.

We invite you to join our organization through membership - but you are also welcome to subscribe to our newsletter to keep apprised of local and regional events that support and promote local products.

They invite you to join the Alliance: **Join the Alliance!** 2009/10 Dues are \$12/year for single, one vote membership; \$24/year for family/business, one vote membership. For more information on where to send your check call Cricket Werkheiser at (706) 782-1520. [www.georgiafoodways.org](http://www.georgiafoodways.org)

- **MEDIA INFO/REQUESTS/ADVERTISING:**

- **Note regarding from travel writer:** When sending out news & info, writers have requested web links, so make sure more detailed info is posted on your websites before you send out press releases, news, event info, etc and that you have your website/web link on what you send out.
- Because the state is not doing a state field trip guide this year, the **Georgia Voyager Magazine** will be doing an extra publication this year in November. The **Field Trip Guide** will be handed out at the National Social Studies Conference that is being held at the World Congress Center in Atlanta this year.

The Georgia Voyager is partnering with the Georgia Economic Development and will be helping to sponsor the National Conference. The field trip guide will be handed out to all of the 3,000 visitors that come in for the conference. The publication will also be going out to the schools in Georgia, CVB's, the State Capitol, and all the Educational Conferences. We do not only hit public schools but private schools, Christian schools, and home schools as well. If you are interested in working with us on the Field trip guide for Georgia please contact us soon. Please reserve your space as soon as possible our deadline for the field trip guide will be Oct. 20. If you need any additional information please let me know and I will be happy to speak with you or send you the information. Thank you for your time and I look forward to hearing from you soon.

Contact: Leslie Hodge, Vice President/ WesMar Publishing/DBA Voyager Publications  
220 College Avenue/Suite 412, Athens, Georgia 30601  
Office/800-243-6991 ~ FAX/706-548-8608 ~ Cell/678-977-1239

- **GFEA Comes to You:** The Georgia Festivals and Events Association in partnership with Southeast Tourism Society will host a series of three One-Day Seminars throughout Georgia (Tifton, Dahlonega and Sandy Springs). If you produce a festival or special event, interested to obtain additional sponsorship support or need creative ways to market your event, plan to attend a seminar close to you. The seminars are open to everyone, including festival managers and event planners, parks and recreations professionals, government agencies, chambers and CVBs, amusement attractions, arts organizations and students interested in special events planning. For schedule information, go to [www.georgiafestivals.org](http://www.georgiafestivals.org) To register, go to [http://georgiafestivals.org/happening/one\\_day\\_registration\\_09.pdf](http://georgiafestivals.org/happening/one_day_registration_09.pdf)
- **Budget Travel Seeking America's Coolest Small Town Nominations** - Budget Travel is taking nominations for America's Coolest Small Towns 2010. Here's what they are looking for: "First, your town must have a population under 10,000 – we're talking small towns, not big cities. It's also got to be on the upswing, a place that's beginning to draw attention – and new residents – because of the quality of life, arts and restaurant scene, or proximity to nature. And cool doesn't mean quaint. We want towns with an edge, so think avant-garde galleries, not country stores." The publication even offers five questions that should be considered for a nomination. To nominate, visit [www.budgettravel.com/bt-srv/coolestsmalltowns/nominate\\_2010.html](http://www.budgettravel.com/bt-srv/coolestsmalltowns/nominate_2010.html).
- **Quilt Trail in North Carolina...should we create one in North Georgia?**  
Nearly 300 quilt panels have gone up so far in the counties of Ashe, Avery, Madison, Mitchell, Yancey and Watauga, forming a Quilt Trail of sorts. More are being added every month, and Haywood County is planning to start its own. County arts councils are spearheading the efforts. The idea is to celebrate local heritage and create community spirit while attracting tourists. Tracking down the panels has become a game for some. To find out more, visit [www.charlotteobserver.com/474/story/977950.html](http://www.charlotteobserver.com/474/story/977950.html).

## **DATES TO REMEMBER**

Go to [www.marketgeorgia.org](http://www.marketgeorgia.org) and click on **Travel Industry Events**. Contact me if you would like to submit a tourism industry event (meeting, conference, etc.)

### **STS Top 20 Events Nominations:**

To be considered, an event must have an attendance of at least 1,000 and be in its third year of existence. There is a \$10.00 entry fee required per event. Top 20 Events strongly encourages entrants to support nominations by providing supporting material such as photos, posters, brochures, press releases, news clippings and/or volunteer programs. To find out more, visit [www.southeasttourism.org/top20/](http://www.southeasttourism.org/top20/).

**October 9**

**STS Top 20 Events Nomination Deadline for April, May & June 2010.** For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).

- November 5** **NE GA Mountains Travel Association Legislative Reception – Dillard House, Dillard, GA** Go to [www.GeorgiaMountains.org](http://www.GeorgiaMountains.org) for more information.
- November 5-6** **Agritourism Symposium**, Dillard [www.areg.caes.uga.edu](http://www.areg.caes.uga.edu)
- November 9** **“Effective Fundraising Planning” seminar** [www.FoxTheatreInstitute.org](http://www.FoxTheatreInstitute.org) **Fox Theatre Institute** asks you to save the date! EFFECTIVE FUNDRAISING PLANNING presented by Lisa Duck Kennedy Monday, November 9, 2009 from 10am-4pm at the Fox Theatre, Egyptian Ballroom, 660 Peachtree Street, Atlanta, GA. For more information, contact Carmie McDonald at [carmie.mcdonald@foxtheatre.org](mailto:carmie.mcdonald@foxtheatre.org). Check out their website [www.foxtheatreinstitute.org](http://www.foxtheatreinstitute.org).
- December 9** **Northeast Georgia Mountains Regional Travel Association Meeting, Babyland General Hospital, Cleveland, GA** [www.GeorgiaMountains.org](http://www.GeorgiaMountains.org)
- January 8, '10** **STS Top 20 Events Nomination Deadline for July, August, & September 2010.** For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).
- January 25-26, '10** **Joy Walstrum from the Tourism Development Alliance of Georgia will present “Tourism Grassroots 101” on January 25<sup>th</sup> (location to be announced) and Tourism Day at the Capitol will be held on January 26<sup>th</sup>.**
- April 9, '10** **STS Top 20 Events Nomination Deadline for October, November, & December.** For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).
- July 16, '10** **STS Top 20 Events Nomination Deadline for January, February & March 2011.** For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).