



PO Box 14629
Tallahassee, FL 32317 USA

FLORIDA ASSOCIATION OF CONVENTION & VISITOR BUREAUS
2010 ANNUAL MEETING

October 20-22, 2010
Hampton Inn & Suites
Gainesville, Florida

**FLORIDA ASSOCIATION OF
CONVENTION & VISITOR BUREAUS**

*The community of Florida's tourism
promotion leaders for sharing ideas,
developing joint campaigns and
participating in education.*

**2010
Annual
Meeting**

Shaping the Future of
Destination Marketing

Gainesville, FL
October 20-22

Register Today at
FACVB.org





It is my pleasure to invite you to the 2010 FACVB Annual Meeting, this year's largest gathering of Florida's destination marketing organization executives and industry suppliers.

We had a big surprise this year with that oil spill. It impacted everyone throughout Florida, but no one more than our colleagues in North Florida. It's important for each of us to remind visitors that "Florida is open for business. The beaches are clean and as beautiful as ever."

Difficult times call for new ideas, visions and strategies. To provide you with the knowledge and resources you need to succeed and prosper in the coming year, we have created a one-of-a-kind program. It features CVB group discussions on five major issues affecting our destinations as well as presentations by some of the best-known leaders of our industry.

Critical issues affecting our industry will be addressed:

- A workshop to help you make your board and industry more productive for your bureau
- Essential insights into the upcoming elections and how Florida's new leaders will impact the tourism industry
- Tourism implications of immigration reform proposals
- Status of Tourist Development Tax holiday proposals
- New ways to work together to promote our destinations

There will be a lot of networking opportunities. You'll be able to meet with our outstanding speakers, other attendees and the industry's finest sponsors. I think you will agree this is an event at which you and your organization will want to be represented. The Florida Association of Convention & Visitor Bureaus looks forward to welcoming you to this important meeting.

Sincerely,

Roland Loog
 Chairman of the Board, Florida Association of Convention & Visitor Bureaus
 Director, Alachua County Tourist Development Council

PO Box 14629, Tallahassee, FL 32317

p: 850.222.6000

f: 850.222.6002

Schedule at a Glance

Wednesday, October 20, 2010

- 1:00 pm - 4:00 pm Board of Director's Meeting
- 4:00 pm - 6:00 pm Registration Desk Open
- 6:00 pm - 7:00 pm Welcome Reception at Harry's Seafood Bar & Grille

Sponsored by: VISITFLORIDA.COM

Thursday, October 21, 2010

- 8:30 am - 9:30 am State of the State Forum
- 9:45 am - 10:45 am STS and Tourism in the Southeast:
Southeast Tourism Society talks about tourism in the region, what's happening in Washington and trends for the future
- 10:45 am - 11:30 am Becoming Well-Known as the
 Tourism Czar in Your Community
- 11:30 am - 1:00 pm Networking Luncheon at Ti Amo!
 Mediterranean Restaurant & Bar

Sponsored by: **PROF, INC.**

- 1:00 pm - 5:00 pm Mastering the Board Game: *Defining Board/Staff Roles, Relationships and Leadership*
- 6:00 pm - 10:00 pm Show Us Your Spirit!

Sponsored by: **MilesMediaGroup**

Friday, October 22, 2010

- 8:30 am - Noon CVB/TDC Industry Summit Meeting

Annual Meeting Agenda

Thursday, October 21, 2010

State of the State Forum

A review of what's going on around the state and the issues impacting CVBs/TDCs within their communities. This program will give you essential insights into what's happening in communities throughout Florida and will help to identify new trends.



STS and Tourism in the Southeast: Southeast Tourism Society talks about tourism in the region, what's happening in Washington and trends for the future

Bill Hardman
President & CEO, Southeast Tourism Society

With a new agency promoting travel to the United States, revised visa requirements for visitors to the United States as well as legislation providing grants to destination marketing organizations, there are several new developments you need to know about at the federal level. This program will provide you with a briefing on what's happened over the last year as well as an outlook of what to expect.

As president & CEO of Southeast Tourism Society, Bill Hardman directs the organization's efforts in promoting travel to the 12 southeastern states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. STS promotes the Southeast through cooperative marketing efforts, provides continuing education programs for its members and represents the legislative interests of the tourism industry in the southeast region.

Thursday, October 21, 2010 (continued)



Becoming Well-Known as the Tourism Czar in Your Community

Robert Skrob, CPA, CAE

Wouldn't it be nice if you could get everyone in your community to believe you when you talk about the tourism industry? How about creating a "buzz" around everything you do so your community knows about it? If nothing else, how about getting the benefit of the doubt so individuals trust that you have positive intentions and they are eager to help you accomplish your mission?

It's all possible, there is a template radio show producers follow when they create new "talent." They create and develop a persona that attracts listeners from their desired demographic for their advertisers.

Love them or hate them, today's talk show host celebrities have several things in common. While on their surface, it may appear that Oprah, Dr. Phil, Tony Robbins, John Gray, Howard Stern, Rush Limbaugh, and Regis Philbin are completely different, they are each doing the same things to make themselves into a "star" and "expert" within their target audiences. In reality, the only thing that is different is their target audiences. By following the template each of these celebrities use, you can generate "celebrity power" for yourself within your own community.

This session will reveal for the first time Robert Skrob's "Great 8 Pillars of Creating Crowds of Raving Fans." A personal branding guide Robert created for himself more than 10 years ago to use as a template for every meeting, written report and telephone call. Robert has been the executive director of the Florida Association of Convention and Visitor Bureaus since January 2001. During that time Robert has grown FACVB from revenues of \$27,000 a year to more than \$203,000 with the association membership representing 99.99% of all Tourist Development Taxes collected throughout Florida.

After this session you'll have a good overview of the levers you have at hand to pull to generate increased cooperation from your partners, better recognition of your contribution by elected officials and an improved standing in the visitor origination markets for your community. All of which are essential to your work in bringing more customers to your tourism industry.

Thursday, October 21, 2010 (continued)

Mastering the Board Game: Defining Board/Staff Roles, Relationships and Leadership

Bill Charney, *Charney Associates*

Bill Charney is one of the nation's most respected consultants in board leadership and governance. Charney Associates provides governance training to boards wishing to clarify roles, expectations and accountability for their organizations, including nonprofits, governmental agencies and many trade associations. One of the great strengths that Charney brings to FACVB's workshop is the breadth of perspectives from his own experience. He has an MBA in organization management from the University of Colorado at Boulder. He's been a consultant/advisor to hundreds of boards. He's served on many boards, two of which he chaired. And he's seen and experienced boards from the "CEO's perspective," having served nine years as a highly successful CEO of a nonprofit in Denver.

Charney co-authored "The Board Member's Playbook," a groundbreaking resource for board decision-making. He is a contributing author to Wiley's Board Leadership governance journal, and he is particularly well regarded for his expertise in the policy governance framework. "Mastering the Board Game™" workshop participants recognize universal challenges of the board/staff relationship and how employing new strategies to address these complex issues transforms the dysfunctional or merely adequate board into the collaborative and exceptional one.

In addition to the skill-building for board members, the workshop offers CEOs and senior staff member attendees new understandings and insights into how to support their boards in elevating their governance leadership, such as:

- Identifying "owners" needs
- Defining board and staff roles
- Differentiating board from executive leadership
- Determining direction with a long-range perspective
- Delegating effectively
- Creating effective policies
- Monitoring policy implementation
- Exercising group (not individual) authority
- Defining success in terms of outcomes, not activities

Participants leave with a clear understanding of the distinctions between governance and management as well as how boards can create maximum benefit/achievement of purpose by empowering staff, but with systematic accountability.

Annual Meeting Agenda

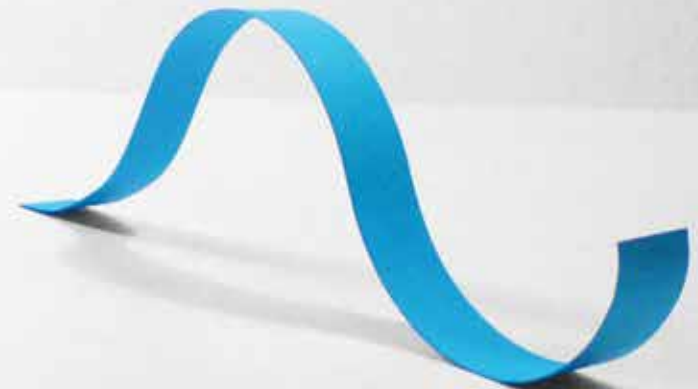
Friday, October 22, 2010

CVB/TDC Industry Summit Meeting

Many tourism leaders are facing unprecedented scrutiny as they work to bring visitors to their communities. Because of the economic downturn, Tourist Development Taxes that fund tourism marketing activities are lower than in previous years. Plus, many local governments are using already reduced Tourist Development Taxes to fund General Fund revenue shortfalls. This is in stark contrast to 2001, when communities invested more money in tourism marketing to spur travel to their communities. These and other issues impacting your bureau can be best solved by us working together. After all, that's what the FACVB was created to do.

This session is dedicated to bringing the industry together, briefing you on several important issues, getting your input and building a consensus. We will address the following:

- Immigration reform in Florida and its impact on the tourism industry
- Tourist Development Tax holiday currently being offered as a way for the lodging industry to "get back on its feet"
- Funding request for VISIT FLORIDA
- Protecting the current uses of Tourist Development Taxes
- Update on lawsuits and legislation related to Internet retailers throughout Florida
- Status of tourism marketing funding from BP
- Tourist Development Taxes on business loss payments to hotels
- Federal legislation that would provide federal tourism marketing grants to local CVBs



The 2010 FACVB Annual Meeting

is being held in conjunction with the

UF | Tourism Crisis Management Institute

Tourism Crisis Management Leadership Workshop
Hampton Inn & Suites, Downtown Gainesville
October 19-20, 2010

Will you be ready when a crisis impacts your local tourism industry?

Come learn with us what the leaders in the industry have to say about being prepared and what happens when you are not. Plan to interact and brainstorm with our guest speakers and to benchmark best practices for crisis management. We welcome speakers from the travel, attractions, DMO and lodging industries as well as local, state and international representatives experienced in crisis management.

Participants will learn the four phases of tourism crisis management planning, which include Reduction, Readiness, Response and Recovery. You will walk away from the workshop with a template your organization can use to build your Tourism Crisis Management Plan.

This event is endorsed by the FACVB Board of Directors. The Tourism Crisis Management Institute is offering FACVB members who register for this and the FACVB Annual Meeting a special workshop discounted fee of \$299.00 rather than the advertised early registration fee of \$375.00 and \$450 late fee. If you plan to attend both meetings, you can register using the form on the back of this brochure.

Please contact

Ann Koralewski at 352.294.0845
to register separately from the FACVB Annual Meeting,
or with questions about the workshop.



Experience Beautiful Downtown Gainesville

Great news! You won't be held captive in a hotel for the entire event. Our meal events will be held at different restaurants within close walking distance of the Hampton Inn & Suites. You will get to discover the great southern charm of Florida's own Hogtown.



Reception at Harry's Seafood Bar & Grille

October 20, 2010
6:00 pm – 7:00 pm

Harry's Seafood Bar & Grille
110 SE 1st Street
Gainesville, FL 32601

Sponsored by: VISITFLORIDA.COM

Luncheon at Ti Amo!

October 21, 2010
11:30 am – 1:00 pm

Ti Amo! Mediterranean Restaurant & Bar
12 SE 2nd Avenue
Gainesville, FL 32601



Sponsored by: **PROF, INC.**



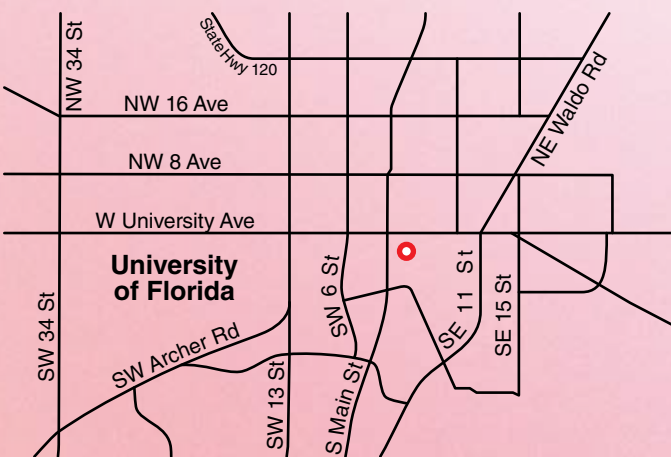
Show Us Your Spirit!

October 21, 2010
6:00 pm – 10:00 pm

Mark's Prime Steakhouse
201 SE 2nd Avenue
Gainesville, FL 32601

Sponsored by: **MilesMediaGroup**

Convenient and Economical Location



101 SE 1st Avenue
Gainesville, FL 32601
352.240.9300

Hampton Inn & Suites rates will begin at \$119 per night. Call 352.240.9300 for reservations, and be sure to mention Florida Association of Convention & Visitor Bureaus to receive the reduced rate. Reservations should be made before Wednesday, September 29, 2010, to guarantee rate and availability.



This is a Green Meeting!

VisitGainesville is sponsoring carbon offsets for this conference. This is a grant program to encourage planners to pick Gainesville to host their meetings. Neutral Gator is a nonprofit organization that organizes green events and helps calculate and organize the carbon offset. For the FACVB meeting, the offset will be weatherizing homes for low-income communities so those families can save money and our state can use less electricity through individual efficiencies.

NEUTRAL GATOR

Leaving footprints on the competition, not the environment

2010 FACVB Annual Meeting Registration Form

Use one form for up to four registrants from the same company.
Use copies of this to register more people. *Do Not Miss Out!*

Registrant Information

Registration Contact Name _____		Company _____		
Address _____		City _____	State _____	Zip _____
Phone _____	Fax _____	e-mail _____		

Registration Fees

Please circle the correct amount for each registrant and write his/her name on the line provided.

	Member	Affiliate Member	Crisis Mgmt. Workshop	After Oct. 15 th	Total
#1 _____	\$245	\$495	\$299	\$100	\$ _____
#2 _____	\$195	\$295	\$299	\$100	\$ _____
#3 _____	\$195	\$295	\$299	\$100	\$ _____
#4 _____	\$195	\$295	\$299	\$100	\$ _____

Grand Total \$ _____

Method of Payment

Check (payable to FACVB) Visa MasterCard American Express

Card Number _____	Expiration Date _____	Authorization Code _____
Name on Card _____	Signature _____	

Three Ways to Register

Mail: FACVB
Post Office Box 14629
Tallahassee, FL 32317
Phone: 850.222.6000
Fax: 850.222.6002



Cancellation Policy: A refund of your registration fee will be made minus a \$25 processing fee, if cancellation is received in writing at least seven days prior to the date of the event. Alternates are encouraged to attend for any pre-registrant who is unable to attend. For our compliance with the Americans with Disabilities Act, please contact our office if you need any special accommodations. A minimum of seven days notice is required.