



Brad Henry
Governor

Mary Fallin
Lt. Governor

Kathryn L. Taylor
Secretary of Commerce and Tourism

Robb Gray
Director
Tourism and Recreation Department

Hardy Watkins
Deputy Director
Tourism and Recreation Department

Tina Gilliland, CAE
Director
Travel and Tourism Division

Krista Townsend
Editor
Tourism Momentum

Important Dates

Oklahoma Tourism and Recreation Commission Meeting
1:00 p.m.
November 18
OKC Chamber of Commerce
123 Park Avenue
OKC

Oklahoma Tourism Promotion Advisory Committee Meeting
10:00 a.m.
December 9
Location TBA



Tourism Momentum

NEWS FOR STAKEHOLDERS IN OKLAHOMA TOURISM

Tourism Conference Propels Industry Forward

The 2004 Governor’s Conference on Tourism held Oct. 18–19 in Midwest City was a resounding success. Attendance at the conference reached an all-time high of 433, with industry representatives from throughout Oklahoma, as well as parts of Texas, Arkansas, Alabama, Illinois, Wyoming, California and Michigan.

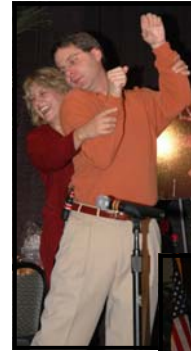
“Judging from the comments we received on the conference evaluation forms, the conference was a huge success!” said Debra Bailey, OTIA President/CEO.

“Attendance continues to grow each year and we were especially pleased to see so many new faces. From the powerful keynotes presented to the workshops and round-table discussions, the educational opportunities were bountiful and informative.”

The conference theme was “Connecting for the Future—Bringing All the Tourism Pieces Together” and featured workshop sessions on a variety of industry topics including agritourism, event planning

and round-table discussions on strategies and tactics related to web sites, publications, public relations and marketing.

The keynote speaker on the first day of the conference featured tourism futurist Ed Barlow. Barlow captivated



Joel Zeff, along with Janet Wapata & Chad Huntington, keep the fun & laughter going

attendees with his intuitive and well-studied perspective on what the future holds for the tourism industry. Barlow delivered meaningful information in a dynamic and entertaining manner.

The second day’s keynote speaker was humorist Joel Zeff who kept the audience laughing,

cheering and energized. Zeff used humor to convey his message on how to build teamwork and hone communication skills within a corporate environment. Zeff really had attendees rolling when he unknowingly and relentlessly harassed Lt. Governor Mary Fallin’s patrol officer!

Monday evening’s Redbud Awards dinner presentation honored the best of Oklahoma’s tourism attractions, events and marketing efforts.



Attendees enjoy the fine fare at the reception held on the Bricktown Canal

The evening commenced with a reception and wine festival hosted by the Bricktown Association and the Oklahoma Grape Growers and Winemakers Association in

Continued on p. 2)



Ed Barlow



Nancy Phillips of Tulsa CVB leading a roundtable discussion

**KFOR-TV
Channel 4
For the Weekend
4:30 pm Each Thursday**

Catch Tourism Deputy Director Hardy Watkins at 4:30 p.m. each Thursday on "For the Weekend" with Linda Cavanaugh for the latest information on events throughout Oklahoma.

Nov 4

Holiday Events & Shopping

- Keepsake Candles Holiday Open House—Bartlesville
- Red Dirt Soap Company—Bartlesville
- Christmas at the Belvidere—Claremore

Nov 11

Outlaws & Legends

- Horse Thief Canyon Ranch—Perkins
- Bonnie & Clyde Cabin—Medicine Park
- Geronimo—Ft. Sill

Nov 18

Guthrie Attractions

- Territorial Christmas Production at the Pollard Theater
- Scottish Rite Temple
- Territorial Christmas Ball at the newly-renovated Dominion House

Nov 25

No show due to the Thanksgiving Day holiday.



Governor's Conference (Cont'd from p. 1)

front of the Sonic Center just off the Bricktown Canal in Oklahoma City.

The dinner presentation was held at the Reed Center in Midwest City and was emceed by Lt. Governor Mary Fallin, Tourism Department Director Robb Gray, and assisted by OTIA Chair Ervalene Jenkins and OTRD Public Relations Specialist Krista Townsend. A total of 51 awards were handed out by the Oklahoma Travel Industry Association and the Oklahoma Tourism & Recreation Department. Top winners for the evening included Oklahoma's Lake & Trail Country, Tidal School Vineyards



Maura McDermott (2nd from left) accepts the Redbud Award for Overstreet-Kerr. Also pictured L to R are OTIA Chair Ervalene Jenkins, Lt. Gov. Mary Fallin, Tourism Dir. Robb Gray

in Drumright, Coleman Theatre in Miami, and Overstreet-Kerr Historical Farm in Keota.

For a complete list of Redbud Award winners and

their photographs, visit www.TravelOK.com/mediaprof/photography.asp.

Official dates for next year's Governor's Conference on



John Rohloff of Arbuckle Wilderness with pet monkey

Tourism have not yet been set, but it promises to be just as informative and entertaining as this year's conference,

so watch for dates in an upcoming issue of Tourism Momentum.

Tourism Staff Chatting Their Way Across State

OTRD staff will be sharing travel information and vacation ideas during the following scheduled speaking engagements in November:

7 pm, Nov 3 – Ron Stahl will discuss vacation opportunities/weekend trips & extreme sporting to the OKC Outdoor Network.

6 pm, Nov 5 – Hardy Watkins will tell the Emeriti Association of OKC about vacation opportunities.



Ron Stahl with Discover Oklahoma

11:30 am, Nov 8—Keith Farris will share info on vacationing & economic tourism development to the Independent Insurance Agents Assn in OKC.

Nov 15—Ron Stahl will address vacation-

ing and how OTRD promotes Oklahoma with SOLO at the Skyline restaurant in OKC.

11:45 am, Nov 23—The Kiwana Club will learn more about Discover Oklahoma when Ron Stahl speaks to them at the Dixie Diner in OKC.

For more information or to schedule a speaker, please contact Leann Overstake at 405-521-2414 or email lovestake@otrd.state.ok.us.

Discover Oklahoma Column to Visit Alabaster Caverns, X-Mas Tree Farms

November topics for the Discover Oklahoma weekly column, featured in the *Destinations* travel section of the Sunday edition of *The Oklahoman*, include:

November 7 – Alabaster Caverns' (near Freedom) new state-of-the-art lighting system.

November 14 – Private cabins available for rent at Beavers Bend State Resort Park near Broken Bow.

November 21 – Find out where to get your Christmas tree when Christmas tree farms across the state are spotlighted.

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IS PRODUCED BY THE TRAVEL & TOURISM DIVISION OF THE OKLAHOMA TOURISM & RECREATION DEPARTMENT
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Film & Music Office a Hub of Activity

The Film & Music Office is abuzz with change and activity.

Jill Simpson recently accepted the position of Director of the Film & Music Office. Simpson has an extensive background in film and television production that includes 18 years of experience and a stint in Los Angeles working in film and television production. She most recently served as Manager of Contract Compliance for OTRD.

"Jill has proven her talent as a film industry professional and as an accomplished, dedicated member of our department," said Robb Gray, Tourism Department Director. "Her measured, strategic approach combined with her creative outlook offers great potential for the state's film and music initiatives."

Simpson said one of her main objectives for the department is to build a solid infrastructure in Oklahoma

for the film industry and not just focus on recruiting.

"Our mission is to develop a strong, capital base for motion pictures, television and music productions in order to achieve a more independent, self-supporting industry," stated Simpson.

Simpson said they are proud to announce the release of their Film & Music Production Guide in December which has taken months to produce.

"It's the first comprehensive production guide to come out of this office in about five years," said Simpson.

The 375-page guide is essentially a handbook for anyone working in film and television production and will contain profiles of communities throughout the state, production guidelines, and a 47-page color photo spread.

"We really made an effort to showcase the smaller communities," explained Jill Porter, film development coordinator. "Including population,

statistics, points of interest and photos."

The guide will be sent to studios and production companies across the nation as well as hundreds of Oklahomans.

Simpson also plans to work extensively with chambers of commerce and Main Street organizations across the state.

Other activities of the office include redesigning the website to include an online production guide and streaming video, as well as instituting a strong internship program.

Oklahoma Today

The Nov/Dec issue of *Oklahoma Today* magazine hit newsstands Nov. 2. Highlights of this issue include:

Tour of Duty—A look at the 45th Infantry Division, liberators of the Dachau concentration camp and considered one of the fiercest band of brothers, as this one-of-kind museum celebrates its important history.

The Mummy—Did John Wilkes Booth die in Enid, OK? Was his corpse embalmed, mummified and put on the carnival circuit? Find out this and more as the writer takes you on a discovery.

Also featuring a **Getaway Guide** to small town Main Streets and a piece on **Oklahoma book clubs**.

Pick up your copy at local newsstands, select Barnes & Noble book stores, at OTRD offices at 15 N. Robinson in downtown Oklahoma City, or through our subscription service.

For subscription information, call 800-777-1793 or visit their web site at www.oklahomatoday.com.

Travel Development

OTRD's Travel Development staff is on the move in November attending conferences.

Barbie Elder attended an agritourism conference in Great Bend, KS on Nov. 3-4 as an educational opportunity to learn the details of how Kansas is promoting agritourism. Elder plans to use that knowledge to enhance promotion of agritourism in Oklahoma.

On Nov. 12-16, Barbie will be in Toronto, Canada for the National Tour Association Annual Conference where she has appointments with tour operators from across the U.S. and

Canada to discuss tour packages to Oklahoma.

Gwyneth Windon will be attending the Cultural & Heritage Tourism Alliance Forum Nov. 17-20. The forum is for marketing professionals "who share the challenge of attracting cultural and heritage tourists to their towns, cities, regions and states." The goal of the organization is to establish a better presence of cultural and heritage tourism leadership as a whole and to address national challenges in the cultural and heritage tourism industry.



Discover Oklahoma Television Show

Catch *Discover Oklahoma* at 6:30 p.m. Saturdays on KWTN-9 in Oklahoma City, KOTV-6 in Tulsa, and KSWO-7 in Lawton. Highlights for the November episodes of *Discover Oklahoma* include:

November 6

"Oklahoma Outlaws, Legends and Folklore" featuring Horse Thief Canyon Ranch in Perkins, Robbers Cave in Wilburton and Bonnie & Clyde cabin in Medicine Park.

November 13

"Treasure Hunts" will feature panning for gold near Turner Falls in Davis, using metal detectors at state parks, and treasure myths of the Great Salt Plains in northwestern Oklahoma.

November 20

"Hearth & Home" will showcase cold-weather getaways/best fireplaces at state resorts, comfort food at Grandma's Lil' Kitchen in Midwest City, and Farrell's Family Bread in Tulsa.

November 27

"Holiday Special" featuring Ponca City angels, helicopter light flights in Midwest City, Bethany and Yukon, and North Pole City Santa in Oklahoma City.

Please note that listed topics are subject to change. If you have story ideas for *Discover Oklahoma*, contact Becky King at 405-522-0615, email at Becky@TravelOK.com or Angie Hanson at 405-522-3935, email at Angie@TravelOK.com.