



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

9:30 a.m.

January 20, 2005

OKC Chamber of Commerce

123 Park Avenue
Oklahoma City

Oklahoma Tourism Promotion Advisory Committee Meeting

9:00 a.m.

January 13, 2005

Ackerman McQueen
1601 N.W. Expressway
21st Floor
Oklahoma City



Tourism Momentum

NEWS FOR STAKEHOLDERS IN OKLAHOMA TOURISM

Message from the Director of Travel & Tourism



Tina Gilliland

As we start a new year in the great state of Oklahoma, I look forward to all the exciting opportunities for growth and expansion which lie ahead of us. I'm very excited and honored to be leading the Travel & Tourism Division into this new year. It is a privilege to follow the experienced and visionary Travel & Tourism directors that have led before me.

Please know that as this new year dawns, I take very seriously the responsibility of administering the programs that promote Oklahoma as a travel destination. We have an experienced, professional staff that has, and will continue, to work diligently on your behalf. As we look to the future, I want to insure that the Travel & Tourism Division is serving as *the* leader in Oklahoma tourism, and that we are providing programs and services that benefit each of you. It's what

you deserve – nothing less.

Our role is to drive tourism in this state that benefits *you* as tourism providers. We are in this together. All of us at the Travel & Tourism Division want to hear from you. Please let us know what programs are performing for you, and just as importantly, let us know if there are programs or services that are not currently being provided that would be beneficial.

We believe in an open-door policy that fosters communication and partnership. We will not only work *with* all of you, we will work *for* all of you. We must constantly be looking towards the future. I look forward to working with each and every one of you as we charge ahead and create a new chapter in the history of tourism in Oklahoma. We are all leaving our mark on this great state.

Here's to an exciting, prosperous, wonderful New Year! We are pleased to be at your service.

Military Personnel to Learn More About Oklahoma

The Oklahoma Tourism & Recreation Department, with sponsorship from the Green Country Marketing Association and its members, will be coordinating and hosting an informational conference for military personnel.

The purpose of the conference is to provide information and opportunities to military personnel for onsite visits to various attractions in northeast/eastern Oklahoma and is designed to compliment existing literature distribution. Much of the personnel planning to attend the conference are in positions that direct and guide other

military personnel to attractions, events, facilities and other activities.

In addition to providing valuable information to military personnel, this program provides first-hand knowledge for the participant to "sell" the experience to others at their military base.

We are excited and hopeful about the opportunity to be proactive with the military population.

The four-day conference is scheduled for Apr. 5 – 8, 2005. For more information, contact Jim Blankenship at 405-521-2781.

**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.

January 6

What's New in OKC

- Harkins Theatre
- Oklahoma History Center
- Oklahoma River Project

January 13

Places for Pets

- Pet-Friendly Bed & Breakfasts—Statewide
- Dog Parks—Statewide

January 20

Vicarious Visits

- Tea Room Party—OKC
- Jasmine Moran Children's Museum—Seminole
- Stone Lion Inn—Guthrie

January 27

This n' That

- Nostalgic Station—El Reno
- Spring Hill Farms Organic Food—Mountain Park west of Lawton
- Tower Café—Okarche

Film Commission Appoints New Members

The **2005 Oklahoma Film and Video Production Guide** has arrived! It has been mailed out to those on the request list. More will be distributed at festivals and trade shows this spring, so keep an eye out for it.

New members have been appointed to the Oklahoma Film & Music Advisory Commission for two-year terms. In addition to **Acting Chair Lt. Governor Mary Fallin**, the newly-appointed members are:

Byron Berline

- Owner of Double Stop Fiddle Shop, Guthrie
- Frontman for the Grammy-nominated Byron Berline Band
- Extensive television and movie soundtrack credits

Charles "Chuck" Cissel

- Successful Broadway performer and Arista Records recording artist
- Chief Executive Officer of the Oklahoma Jazz Hall of Fame at the Greenwood Cultural Center, Tulsa

David Fitzgerald (reappointment)

- Owner, David Fitzgerald & Associates Photography Studio
- Author and photographer, Oklahoma and Oklahoma II books

Gray Frederickson (reappointment)

- Film Producer and President, Graymark Productions, Oklahoma City
- Associate professor at several Oklahoma colleges and universities

Ms. Margo Gray

- President, Horizon Engineering Services Company (Tulsa and Albuquerque)
- President, American Indian Chamber of Commerce

Kathy Henry

- 25-year career in advertising and marketing in the US and Europe, including Vice-President of Marketing for

McDonald's Europe.

- Current title: President, Zepper Entertainment, LLC (Tulsa-based Film Production company with feature projects in development).

Jeanne Hoffman Smith (reappointment)

- Private practice social worker for families and children
- Endows the following:
 1. Jeanne Hoffman Smith Chair of Film & Video Studies, OU
 2. Film Series, Oklahoma Museum of Art
 3. OCU's Thatcher Hoffman Smith Speaker's Series

Steve Ripley

- Producer of multi-platinum selling act The Tractors
- Creator of the Red Dirt Records label
- Proprietor of Church Studios, Tulsa. (Formerly Shelter Studio)

(Cont'd on p. 3)

Max Weitzenhoffer

Make this Year the Time to Discover Oklahoma

Each Sunday learn more about Oklahoma by picking up the *Destinations* section of *The Oklahoman*. OTRD's weekly "Discover Oklahoma" column features information on exciting places and events across Oklahoma.

Find out what's new and hot around the state in 2005 in the Jan. 9 issue when we feature an article on new attractions in the new year.



Looking for something fun to do across

the state each month in '05? Then don't miss our Jan. 16 article on activities for each month of this year.

As it gets closer to Valentine's Day, you might be thinking of that special

someone and dreaming of getting away from it all.

The Jan. 23 column will feature all you need to know on romantic lodge getaways at beautiful Oklahoma resorts, state parks, and bed & breakfast venues.





Discover Oklahoma Television Show

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

January 8

Animal lovers' show featuring the Oklahoma City and Tulsa zoos, pet-friendly Bed & Breakfasts, and a dog park. Also featuring the Deep Fork Grill restaurant in Oklahoma City. This show will be pre-empted in Lawton.

January 15

No show in Oklahoma City or Tulsa due to pre-emption. Lawton will air the Jan. 8 animal lovers' show.

January 22

Theme is "Vicarious Visits" showcasing murder mysteries at Stone Lion Inn in Guthrie, A Spot for Tea in Oklahoma City, Jasmine Moran Children's Museum in Seminole, Kids Corral at National Cowboy & Western Heritage Museum in OKC, and The Palace Café in Tulsa.

January 29

Nostalgic Station in El Reno, Tower Café in Okarche, Spring Hill Farms Organic Food in Mountain Park west of Lawton, Tom and Jerry's Steak and Fish Grille in OKC.

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

Film Commission (Cont'd from p. 2)

- Appointed by Governor Brad Henry in 2003 to a seven-year term on the Board of Regents.
- Served in a voluntary role as producing director for the Musical Theatre Department at OU
- Highly acclaimed independent producer of New York and London theatre productions
- The recipient of numerous Tony, Olivier, Evening Standard and Drama Critics Awards

duction companies on the following projects:

- "Wisteria: The True Story of Albert Fish", a \$1.5 million independent feature set in the 20s and 30s will begin a four-week film shoot in Guthrie and Pawhuska on Mar. 21. Twelve people, including six principal cast members, will be coming in from Los Angeles. The remainder of the cast and crew will be hired in Oklahoma. It will be filmed in its entirety within the

state. Tecumseh native Brett Cranford will produce.

- Oklahoma filmmaker Sterlin Harjo's short film "Goodnight Irene," shot in Wewoka in 2004, will screen at the 2005 Sundance Film Festival on Jan. 20 in Park City, UT. Harjo, a native of Holdenville, is also in preparation to shoot a feature-length film in Holdenville and Tulsa this spring.

The Film Commission is also working with film pro-

20 Reasons to Visit State Parks in 2005



Lake Murray State Park

If you've pledged to spend more time with loved ones during the new year by getting out and discovering Oklahoma, here are 20 good reasons for visiting your favorite state park:

1. Family togetherness.
2. Rest and relaxation.
3. Trails, trails, trails.
4. Off-road recreation.
5. Camping.
6. Cabins.
7. Lodges.

8. Swimming pools.
 9. Water sports.
 10. Nature centers and naturalist programs.
 11. Watchable wildlife.
 12. Golf.
 13. Rock climbing and rappelling.
 14. Fishing.
 15. Cavern tours and wild-caving.
 16. Group camps.
 17. Community buildings.
 18. Fun stuff.
 19. Gift certificates.
 20. Discover history.
- But the best reason of all is just to enjoy the recreational facilities that are offered at the state's parks, lodges and golf courses.

Oklahoma Today

The Jan/Feb issue of *Oklahoma Today* hit newsstands Jan. 1 and features:

- An article on Oklahoma lawyer Fern Holland who was slain in Iraq while attempting to help Iraqi women. *Oklahoma Today* has named her Oklahoman of the Year for 2004;
- Excerpt from an *Oklahoma Reads Oklahoma* book selection, "Walking the Choctaw Road;" and
- A weekend in Ardmore getaway guide.

For subscription information, call 800-777-1793 or visit www.oklahomatoday.com.

Tourism Momentum

IS PRODUCED BY THE TRAVEL & TOURISM DIVISION OF THE OKLAHOMA TOURISM & RECREATION DEPARTMENT
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New Positions, New Faces Constitute New Year

OTRD would like to congratulate Barbie Elder on her new position of Destination Development Manager for the Travel & Tourism Division (T & T).

The Travel Development section recently underwent restructuring and will now encompass a Destination Development section as well as a Travel Development section. Working in conjunction, these two sections will focus on destination tourism development/product development

and sales, respectfully . Elder has already assumed the new position and will lead the newly-created Destination Development side. Elder has worked for T & T for 23 years. Congratulations to Barbie!

Applications are currently under review for the Travel Development Manager position.

Sandy Pantlik assumes the position of Director of Public Relations for T & T on Jan. 10. Pantlik, who

served in numerous roles for the division including Director of Communications from 1988 to 2000, now returns to take a leadership role in Travel & Tourism as Director of Public Relations.

Pantlik most recently served as Manager of Public Relations and Image Development for the Oklahoma City Chamber of Commerce. Welcome back, Sandy!

Terri Wilkerson has been

promoted to the position of Executive Assistant to Robb Gray, OTRD Executive Director, and Hardy Watkins, OTRD Deputy Director.

Wilkerson previously served as Administrative Assistant and Office Manager for the Travel & Tourism Division. She has been with OTRD for 21 years. Congratulations Terri!

State Attractions Receive Awards

- A 2004 GEMmy Award was presented to the National Cowboy and Western Heritage Museum in Oklahoma City. GEMmy's are presented by the Midwest Travel Writers Association to travel destinations deemed to be true "gems" in the travel experience.
- The Sam Noble Oklahoma Museum of Natural History in Norman received national recognition by being selected for the Award for Outstanding Commitment to the Preservation and Care of Collections. Heritage Preservation and the American Institute for Conservation of Historic and Artistic Works gave this award jointly. In other news, SNOMNH was recently awarded subsequent accreditation from the American Association of Museums.

State Parks Web Site Goes Live with New Look

Take a virtual tour of Oklahoma's beautiful state parks and resorts at the newly redesigned Oklahoma Parks, Resorts & Golf's Web site.

The site contains everything you might want to know about an Oklahoma state park from monthly events to vacation and weekend getaway package deals.

There's also golf news, information on fishing, and a region map for your use.

While at the site, check out the photo gallery of amazing shots detailing the beauty of our state parks and resorts. Or take an online video tour to see actual video clips of various parks and their activities.

"The new Oklahoma Parks, Resorts and Golf Web site gives us the opportunity to really showcase what is available throughout our remark-

able state parks," said Jeff Erwin,

Oklahoma Parks, Resorts & Golf Director. "Additionally, the improved functionality allows us to keep the public informed of interesting, educational and just plain "fun" events that are going on throughout the state parks."

The site will also guide you as to which parks offer cabins and other amenities, information on booking conferences, reunions or group meetings, and a calendar of events. You may also keep up with all park news by subscribing to a free monthly e-newsletter.

Visit www.TourOklahoma.com to plan your next visit to an Oklahoma state park, resort or golf course.

