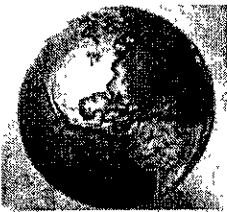


ROGER BROOKS / DESTINATION DEVELOPMENT, INC.

Community/Tourism Assessment & Workshop

- Fee: \$8,500 inclusive
 - \$5000 - City of Rapid City
 - \$3500 - Anticipate splitting the remaining fee between CVB, United Downtown Association and the Rapid City Hospitality Association, plus a nominal admission fee for the workshop

- Timeframe: Week of August 27, 2006
 - * Monday a.m. - travel
 - * Monday p.m. - Tuesday - Wednesday - on own for familiarization, observation and assessment
 - * Thursday - City assessment from 8:30-10:30 a.m.; workshop from 11:00 a.m. - 1:00 p.m.
 - * Thursday p.m. - travel



October 2005

19



SPEAKING ENGAGEMENTS & WORKSHOPS



Roger Brooks

CEO and founding partner, Destination Development, Inc



A founding member of the award-winning Destination Development team, Roger has worked in the tourism and resort development industry for twenty-five years, becoming one of the most recognized experts in the industry.

Author of the book "The 25 Immutable Rules of Successful Tourism," Roger's dynamic approach and tell-it-like-it-is style have earned him the nickname "the Dr Phil of Tourism." One of the world's most popular public speakers on the subject of tourism, consumer trends, branding, and marketing, Roger has developed a series of highly entertaining and educational workshops and keynote addresses, which have consistently earned him "excellent" and "best speaker" accolades at the numerous conferences across the continent.

Having assisted more than 260 communities throughout North America and abroad, Roger's knowledge of the industry includes hundreds of case histories and interesting stories full of how-they-did-it examples, many of which are showcased, using photos and video clips, in his workshops and keynote addresses.

Roger's multimedia workshops provide examples and ideas pertaining to all types of destinations so that every attendee goes home with specific, practical measures they can implement immediately. With a deep appreciation for rural areas seeking to diversify their economies, Roger has spent years developing creative solutions for rural and resort communities. Roger's enthusiasm is contagious, energizing communities and tourism-oriented businesses about the possibilities.

Well known for his step-by-step instructions in helping communities make something happen, Roger has assisted destination resorts and communities throughout the US and Canada in developing themes, creating branding and repositioning programs, and building tourism development plans, and he has recruited more than \$2.8 billion in new tourism development projects to communities and resort projects.

Roger's wealth of experience includes assisting at the ground floor level of resort development including Whistler Resort, British Columbia, Harbour Town, Hilton Head Island, S.C., Sunriver Resort, in central Oregon, Copper Mountain Resort, Colorado, and others. Roger's cut-to-the-chase, bottom-line style has gained him international recognition as the "can do professional" in terms of product development, branding and marketing of the tourism industry.

Key areas of expertise:

Product development, programming, branding, marketing, advertising, and public relations

Introduction to Destination Development

For nearly 25 years, the award-winning Destination Development team has been doing just that — developing outstanding destinations. Working with communities and resorts throughout North America, Destination Development assists each in achieving greater economic growth and prosperity.

From the creation of tourism development and marketing plans, branding programs, award-winning marketing and sales materials, to planning services for destination resorts, cultural arts and event centers, sports facilities, amphitheaters, tourist attractions, visitor amenities, and revitalized downtown shopping districts, Destination Development, Inc. has become the leading tourism/resort consulting firm in the U.S.

Destination Development also produces wayfinding and signage programs, feasibility studies, market assessments, and guides the branding/theme development process for communities, attractions and resorts.

The team offers tourism economic development and branding workshops, training and education programs, as well as keynote addresses. Roger Brooks, the company's CEO, is one of the most sought after and highest-rated speakers at tourism and economic development conferences around the world.

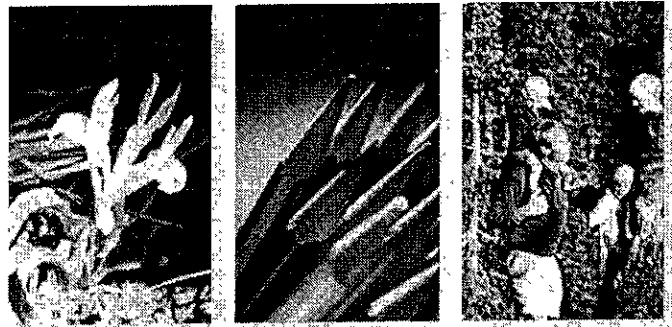
The Destination Development team has assisted more than 260 communities throughout North America and abroad, as well as dozens of states, provinces, tribes, counties, and regions with their tourism efforts. The company has also recruited nearly \$3 billion in private investment to communities and resort areas throughout North America.

Hand-picked from around the country, the DDI team includes some of the most creative minds in the business — minds that know how people move, and know what moves people. And perhaps best of all, the team specializes in getting communities excited about the possibilities. The company only accepts work from six clients at any one time, so the principals of the firm can remain actively involved with each project.

If you'd like to see a package of sample projects, please contact anyone at the DDI team office.

100% tourism, 100% of the time.

Destination
Development



A few speaking engagement reviews

The following are just a very few of the reviews Roger Brooks has received for his speaking engagements

"I thought I'd take this opportunity to say once again how much I enjoyed your participation in the Northwest Economic Development Conference last week. It was, without a doubt, one of the best conferences I've attended, due in large part to your presentation."

- K. Viehoever, Manager, Tourism Industry Services
Oregon Tourism Commission

"I had the genuine pleasure of hearing you at the OTIA Conference in Tulsa. Your presentation was not only outstanding, but worth the entire registration price of the conference!"

- Bill Jeffers, Discoveryland, OK
National Home of Rodgers & Hammerstein's Oklahoma

"Thank you for the WONDERFUL job you did at the national Keep America Beautiful mid-year forum. Everyone was very impressed, complimentary, and enthusiastic after your keynote address. You truly were a big hit! Your presentation was everything and more as to what we expected."

- Joe Labato, Director, New Mexico Clean & Beautiful

"Wow! Your presentations were very well received and all of the feedback to date is extremely positive."

- Debbie Scott, Executive Director, Tourism Association of New Mexico

"We artisans here in Crawford Bay have made changes already and plan more shortly. If you ever have a chance to come through, notice the banners, signs, and public bathroom signs and know you have made a difference!"

- Janet Wallace, Crawford Bay, BC

"Roger was hands-down the best speaker at the 2004 Missouri Governor's Conference on Tourism."

- Amy Supple

"Your presentation far exceeded my expectations, which were already high! I was particularly impressed by your knowledge and understanding of the critical role that good signage plays in marketing to tourists/travelers."

- Derrick Maso, Sign GrafX Group, LLC, Hadley, MA

"Congratulations again on a great, great keynote presentation!"

- Carl Wilgus, Administrator, Idaho Division of Tourism

"I've spoken with several other folks who were at the meeting that day and we all concur - your presentation was great!!! Thank you very much for your expertise and insights. It will prove most helpful in elevating the professionalism of our industry."

- D. Blankenship, CHA, Peppertec Inns

"Wow! You were soooo popular! Thank you for being a part of Nevada's Rural Roundup! The only complaint I got was that I didn't give you enough time! Fantastic presentation."

- Larry Friedman, Rural Programs Manager, Nevada Commission on Tourism

Reviews (continued)

"He does a very good job of making people realize the potential and power of tourism!"
- Chris Hughes, Ontario conference 2005

Your recent presentation for the City of Gig Harbor was quite enlightening. I am so impressed with your provocative approach and comprehensive visions. Community development has always fascinated me and I look forward to your return visit. What opportunities?
- Kistin Grose, Fox Island, WA

"The votes are in and the results have been tabulated. The people have spoken. You're absolutely the best."
- Dr. Maury Forman, Director of Education and Training, Washington State Office of Trade and Economic Development

"Your presentation helped make the Symposium a real success and a great event for all who attended."
- Marcheta Sparrow, President/ CEO Kentucky Tourism Council

"Sure enjoyed hearing Roger yesterday! So did everybody in the audience! Great speaker! So glad we have him to help us with Nevada City."
- Sandy Sindt, Sierra Economic Development Div.

"Session evaluations have been compiled and I think you will be pleased with the results. Your session, 'The 15 Immutable Rules of Successful Tourism' received an overall rating of 4.85 on a five point scale, tops of all the presenters. Thank you for providing our delegates such an interesting and informative keynote address."
- Jeff Wohlt, Missouri Division of Tourism

"FABULOUS presentation. I had several people stop me and rave at how much they enjoyed it. Thanks for all you do!"
- B. Smith, Exec. Director, Grays Harbor Tourism

"What a hit you were! Thank you so much for teaching all of us about what makes a successful economic development program! The illustrations and personal experience just made your whole presentation come alive."
- C. Buxton, Program Coordinator, Leadership Snohomish County

"For me, your presentation was the highlight of the conference. Thanks!"
- San Luis Obispo County Planning official

"Feedback from our participants indicated that you were well prepared and a wonderful presenter! Even the other speakers liked you as well!"
- S. Ward, Exec. Director, Snohomish County Tourism Council

"FANTASTIC keynote presentation!"
- Rob Wallace, VP Communications, Keep America Beautiful, Inc.

"You're a great speaker - both in content and talent. I have mentioned you to many other people and can't wait to hear you again."
- Erik Wolf, Director, Culinary Tourism

Workshops & keynote addresses

As one of the most recognized experts in the field of tourism, Roger Brooks is often referred to as the "Dr. Phil of Tourism." His dynamic approach and tell-it-like-it-is style has made him one of the nation's most popular public speakers on the subjects of tourism development, marketing and branding, and he continues to energize audiences around the country with his enthusiasm for the industry. Roger's dozens of case histories and interesting stories full of how-they-did-it examples (using photographs and video clips) motivate people to take action in their own communities. He is nearly always the top-rated speaker at conferences.



With expertise in product development, branding, marketing, advertising, and public relations, Roger has developed a series of highly entertaining and educational workshops. He prepares new workshops continually, and updates and improves ones hosted over the years. Roger is often called upon to develop custom workshops or keynote addresses to a certain overall theme. If it has to do with tourism, he can do it.

Here is a sample of workshops available

THE NEW AGE OF TOURISM: IS IT WORKING FOR YOU?

In this entertaining and insightful keynote, you'll learn the top tourism trends of the new Experience Economy and how to tap into each. Through video clips, humorous stories and a dozen case histories, Roger's cut-to-the-chase style (which has earned him the nickname, "The Dr. Phil of Tourism") will energize you and give you refreshing ideas on how to take your tourism efforts to the next level.

DESTINATION DOWNTOWN: THE TEN STEPS TO A VIBRANT DOWNTOWN

Downtowns throughout North America are faced with do or die scenarios as "neighborhood retail" replaces traditional downtown shopping. In this insightful and entertaining workshop, you'll learn the ten steps to take your downtown to the next level - making it a true destination for locals and visitors alike. Showcasing more than a dozen case histories, with dozens of photos and video clips, you'll see what works - and what doesn't - in reinventing downtowns, the heart and soul of every community.

THE SEVEN IMMUTABLE RULES OF A SUCCESSFUL DOWNTOWN

From the book *The 25 Immutable Rules of Successful Tourism*, you'll learn the rules of gateways, wayfinding, downtown signage, amenities, business mix, critical mass, events, beautification, and parking. Through dozens of photos and case histories, learn what other communities have done to create successful product development and marketing programs.

YOUR TOWN ONLINE: TIPS AND TRICKS TO CREATING AN INTERNET PROGRAM THAT WILL INCREASE SALES

The number one resource for travel planning is now the internet. From the new book, *Your Town Online*, learn more than a dozen tips and tricks that you can employ, at low cost, to maximize your internet marketing and website development efforts. You'll preview a dozen effective tourism websites, and learn how to get noticed, and how to keep your customers coming back to your site AND to your community.

Workshops & keynote addresses

SELL THE RAPIDS, NOT THE RIVER: WELCOME TO THE EXPERIENCE ECONOMY

In this fascinating and entertaining keynote/general session address, you'll see how communities are using show-stopping experiences to brand (or re-brand) their communities or regions. Through video clips, dozens of photos and case histories, discover the steps to creating outstanding or wacky experiences that set you apart from the competition and keep visitors coming back for more.

SEVEN IMMUTABLE RULES OF SUCCESSFUL TOURISM

If you can't get visitors to stop in your community, how are you going to get them to stay? From the popular book *The 25 Immutable Rules of Successful Tourism*, learn seven of the rules covering a variety of topics including branding, marketing, product development, signage and gateways, and more. Very entertaining and insightful, this multi-media keynote or general session workshop will give attendees bottom-line actions they can take today to make a difference tomorrow.

MORE RULES OF SUCCESSFUL TOURISM

A perfect breakout session following the Seven Immutable Rules, this workshop showcases additional rules such as "Restrooms Attract More Than Flies," "Critical Mass is Not Just a Religious Experience," and "Real Men Don't Ask For Directions." This workshop is sure to entertain and educate attendees and provides a number of bottom-line suggestions on how to increase tourism spending in every community.

THE TRUTH ABOUT BRANDING: THE TEN THINGS YOU NEED TO KNOW

Branding is the keyword of the decade, and this keynote or general session workshop demystifies and explains the process of branding for both communities and businesses in the tourism industry. Using case histories, video clips, dozens of photos, and humorous stories, attendees will learn what it takes to create a successful brand and how it translates to cash. This is an excellent workshop for cities, counties, regions, and downtowns working to reenergize their economic development and/or revitalization efforts.

INSANITY HAS ITS OWN REWARDS

In this keynote or general session workshop, attendees will see how far communities will go to get attention for their branding and marketing efforts. Showcasing nearly 20 case histories, attendees will see that "thinking outside the box" can sometimes be taken to a whole new level – but nonetheless effective. Using video clips and photography, attendees will see how communities and businesses have leveraged everything from being branded "The Armpit of America" to capitalizing on the legend of "Mike the Headless Chicken." Fun, informative, and educational, this session is sure to give communities and businesses fresh ideas on how to garner more publicity – and sales.

CONNECTING THE DOTS: REAL MEN DON'T ASK FOR DIRECTIONS

If it's not easy to find, chances are your customers will simply move on and you lose the sale. And if they find you, is your signage good enough to close the sale? In this entertaining and educational workshop attendees will learn the seven immutable rules of signage covering retail and business signage, the creation of wayfinding systems, gateways, brand development through signage programs, and the use of sandwich boards, billboards, blade signs, and shopping district exterior displays. The workshop includes real-life examples shown in dozens of photographs, sure to spark ideas for attendees.

Workshops & keynote addresses

DESTINATION DEVELOPMENT: THE SEVEN STEPS TO RECRUITING TOURISM PROJECTS AND PRIVATE INVESTMENT

This workshop gives economic development and tourism professionals the step-by-step process used to recruit private-industry tourism development projects. Roger Brooks and his team has attracted nearly \$2.8 billion in new construction projects to destination resorts and rural areas throughout North America and abroad. Using case histories, the workshop will walk attendees through the process used to attract new investment to communities, including the recruitment costs and return on investment.

THE TEN IMMUTABLE RULES TO CREATING EFFECTIVE ADS AND MARKETING MATERIALS

Only ten percent of all tourism advertising is effective. Only 25% of tourism-related marketing materials and websites are good enough to actually close the sale. Learn the ten rules to creating effective print ads, brochures, and websites. You'll see dozens of examples, ideas, tips and tricks you can implement to make sure your advertising and marketing efforts are successful. Learn which colors, text and wording, graphic design, key messages, and branding are essential for a profitable advertising program.

MARKETING ON A MINISCULE BUDGET

Tips and tricks for getting the most bang for the marketing dollar: how to get free publicity, how to cater to niche groups, how to build a professional photo library inexpensively, how to develop a press kit and make it work for you, how, where, and when to place ads to maximize budgets, the power of partnerships and buying co-ops, and marketing to niche markets.

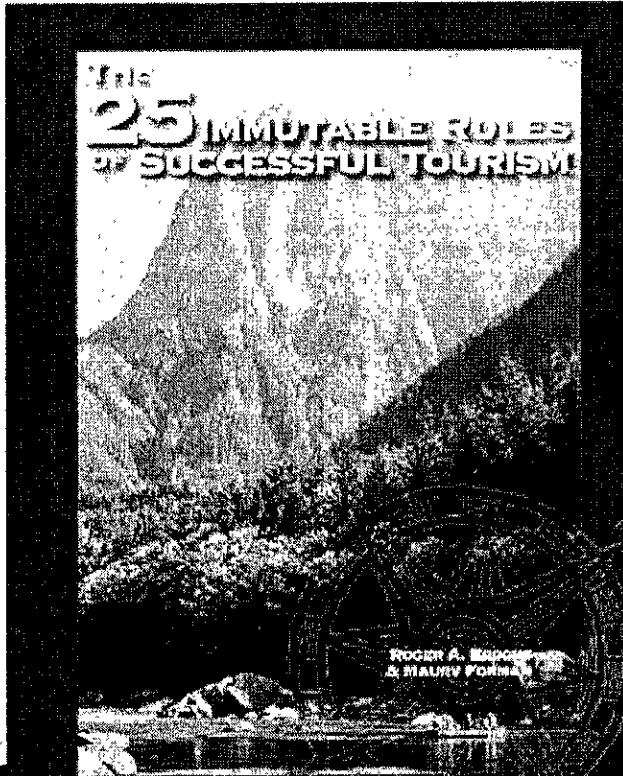
THE 10 STEPS TO DEVELOPING A THEME

This workshop showcases numerous case histories of small towns that have developed themes, whether event driven, architectural, cultural, or a marketing theme. Learn the ins and outs, the do's and don'ts, and the successes and struggles of creating a themed town.

ARE YOU SEEING A RETURN ON YOUR INVESTMENT? THE RULES OF LODGING & RESTAURANT TAXES. CUTTING THROUGH THE POLITICS.

Are you investing your tourism tax dollars or are they simply grant funds with no return on the investment? Most communities struggle with the use of these taxes. Cut through the politics by creating investment strategies that will result in growing the fund and increasing tourism spending in the community. This workshop takes a hard look at events, museums, local tourism organizations, advertising and promotions, and provides you with ten things you should consider when allocating these funds.

The book

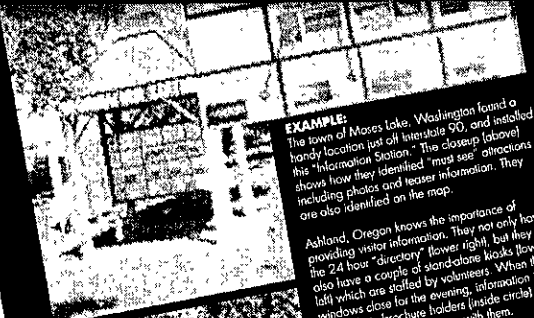


The title says it all. This beautiful 55 page color book gives communities the tools they need for a successful tourism program. From 'Success Begins With a Good Architect' to 'Parking is Not Just For Lovers' to 'Sell the Rapids, Not the River', this book is a must for anyone in the tourism industry. The senior economist of the prestigious Conference Board in New York recently called this book one of the best that he has seen on the subject.

Books are available at a discount for conferences and trade shows. Contact Becky Durkin at DDI for more information and costs.

Written by Roger Brooks and Dr. Maury Forman

www.destinationdevelopment.com/books2.htm



EXAMPLE: The town of Moses Lake, Washington found a handy location just off Interstate 90, and installed this "Information Station." The closeup (above) shows how they identified "must see" attractions including photos and teaser information. They are also identified on the map.



Adland, Oregon knows the importance of providing visitor information. They not only have a 24 hour "directory" (lower right), but they also have a couple of stand-alone kiosks (lower left) which are staffed by volunteers. When the windows close for the evening, information is available in brochure holders (inside circle) so visitors can take information with them.



Rule 10 KIOSKS NEVER SLEEP

The 365 and 24/7 rule

The primary objective of a visitor information center is to do exactly what its name implies: provide information. A visitor center typically provides information on recreation and other activities. The center should be located in a convenient location, such as a scenic overlook, which may be a parking area. The center should be staffed by volunteers who are trained to provide information. The center should be open 24 hours a day, 365 days a year.

However, it is not enough to have a kiosk. The kiosk should be designed to be user-friendly and easy to use. The kiosk should be located in a convenient location, such as a scenic overlook, which may be a parking area. The kiosk should be staffed by volunteers who are trained to provide information. The kiosk should be open 24 hours a day, 365 days a year.

There are five keys to having a successful kiosk program. The first key is to have a clear purpose for the kiosk. The second key is to have a user-friendly design. The third key is to have a convenient location. The fourth key is to have a staff of trained volunteers. The fifth key is to have a budget that allows for the kiosk to be open 24 hours a day, 365 days a year.

Speaking engagement clients

The following is a partial list of organizations who have retained Roger Brooks for workshops and/or speaking engagements, most of them either keynote or general session addresses

Partial list of speaking engagement clients:

- Washington State Tourism
- Idaho Division of Tourism
- Alabama Bureau of Tourism & Travel
- Illinois Bureau of Tourism
- Missouri Division of Tourism
- Nevada Commission on Tourism
- Oregon Tourism Commission
- Wyoming Travel & Tourism
- Nova Scotia Dept of Tourism, Culture & Heritage
- Association of Washington Cities
- Arizona Planning Association
- California Economic Development (CALED)
- Huntsville/Walker County CVB, Texas
- City of Blaine, Washington
- Borrego Springs California
- Lake Conroe Area CVB, Texas
- Travel Industry Association of America (TIA)
- Wisconsin Dells CVB, Wisconsin
- Washington Dept of Trade & Economic Dev
- City of Ocean Shores, Washington
- City of Kingman, Arizona
- Mt. Shasta, California
- Grays Harbor Tourism, Washington
- Aroostook County Partnership, Maine
- Pioneer Valley Planning Commission, MA
- London/Laurel County Tourism Commission, KY
- Comox Valley Economic Development, B.C.
- City of Gig Harbor, Washington
- Teton Valley Chamber of Commerce, Idaho
- Big Sky, Montana
- City of Enumclaw, Washington
- Fallon, Nevada CVB
- Environmental Protection Agency (Super Fund)
- Lewiston, Idaho (port, city, chamber)
- Okanogan County, Washington
- Pacific NW Economic Development Council
- Fallbrook, California
- City of Ellensburg, Washington
- Inland Northwest Partners (econ dev)
- Economic Development for Central Oregon
- Wisconsin State Tourism
- Nebraska Travel & Tourism Division
- Florida Tourism
- Kentucky Department of Travel
- Montana Travel Promotion Division
- New Mexico Department of Tourism
- Texas Travel Industry Association
- Ontario Ministry of Tourism & Recreation
- Kentucky Tourism Council
- Texas Municipal League
- University of California, Chico
- Snohomish County, Washington
- Washington Assn of Visitor Info Centers
- San Diego County, California
- Yosemite/Sierra Visitors Bureau, CA
- Beaumont, Texas CVB
- Fox Cities CVB, Wisconsin
- Rural Economic Dev Through Tourism, NM
- Dawson Creek Chamber B.C.
- Washington Finance Officers Association
- Lake County, California
- City of Long Beach, Washington
- Winnemucca, Nevada, CVB
- City of Round Rock, Texas
- Communities of Kellogg & Wallace, Idaho
- Baker City/County, Oregon
- Olympia/Thurston County VCB, WA
- Yellowstone/Teton Territory, Idaho
- City of Kemmerer, Wyoming
- City of Oak Harbor, Washington
- Klickitat County, Washington
- Elko, Nevada CVB
- Libby/Lincoln County, Montana
- Clarkston, Washington (port, city, chamber)
- Nevada City, CA
- Hawthorne/Mineral County, Nevada
- City of St. Maries, Idaho
- Jacob's Ladder Scenic Byway, MA
- Siskiyou County, California
- City of Lynnwood, Washington

The 2005 engagement calendar

The following is a partial list of speaking engagements scheduled or given in 2005 as of mid-August. Roger's calendar fills quickly, so it's important to reserve dates if you'd like him to speak at an upcoming conference.

Jan. 19	Granbury, TX	Assessment workshop
Jan. 24	Nevada City, CA	Branding workshop/training
Feb. 16	Gig Harbor, WA	Assessment workshop
Feb. 23	Skamania County, WA	Assessment workshop
Mar. 10, 11	Vancouver, BC	Econ Dev Conf. - Branding
Mar. 15	Nevada City, CA	Workshops (part II)
Mar. 17	City of Enumclaw, WA	Assessment workshop
Mar. 21	Madison, WI	Customer service training
Mar. 23	Appleton, WI	Assessment workshop
Mar. 24	Oak Harbor, WA	Tourism development planning
Mar. 30	Deerhurst, Ontario	Keynote provincial tourism conference
Mar. 31	Chicago, IL	Governors Conference breakout session
Apr. 11	Pendleton, OR	Governors Conference keynote
Apr. 13	Halifax, Nova Scotia	Destination Development conference keynote
Apr. 19	Casper, WY	Governors Conference general & breakout sessions
Apr. 26	Deming, NM	Tourism Development conference keynote
May 11	Lebanon, KY	Assessment workshop
May 16	Kemmerer, WY	Tourism development presentation
Jun. 23	Kennewick, WA	Wa Assoc of Cities breakout session
Jun. 27, 28	Nelson, BC	Two days training and workshops
Jun. 30	Bend, OR	Central Oregon Visitors Assoc keynote
Jul. 8	Phoenix, AZ	Governors Conference keynote
Jul. 19	Doo County, WI	Assessment workshop
Jul. 21	Coeur d'Alene, ID	Branding workshop
Jul. 28	Albuquerque, NM	Clean & Beautiful conference keynote
Aug. 4	Ellensburg, WA	NW Economic Dev Course tourism keynote
Aug. 12	Battle Creek, MI	Tourism development planning
Aug. 13-14	Coeur d'Alene, ID	ESFO - TIA educational conference
Aug. 22	Alsip, IL	Team Illinois - Educational Forum
Aug. 29	Hawthorne, NV	Branding development, planning update
Sep. 8	Lander, WY	Wyoming Economic Development conference
Sep. 13	Atascadero, CA	Assessment workshop
Sep. 22	Franklin, TN	Tennessee Governors Conference keynote
Sep. 27	Aberdeen, WA	Grays Harbor Tourism - Customer Service Training
Sept. 28	Moses Lake, WA	Tourism/community development workshops
Sep. 30	Palm Springs, CA	California Downtown Association
Oct. 3	Tulsa, OK	Oklahoma Governor's Conference on Tourism

The 2005 engagement calendar

Oct 6	Ottawa, IL	Assessment workshop
Oct 11	Springfield MO	Governors Conference general session, breakout
Oct 14	Las Vegas	Nevada Municipal League Annual Conference
Oct 15	Oakland, CA	Western Assoc of CVB's
Oct 17	Kalamazoo, MI	Michigan Governor's Conference on Tourism
Oct 19	Port Alberni, BC	Economic Development conference general session
Oct 24-26	Bruce County, ON	Assessment findings & suggestions
Nov 2	DeKalb, GA	Keep America Beautiful conference
Nov 4	Pine Top, AZ	Branding & tourism development workshops
Nov 7	Dooie County, WI	Assessment workshops
Nov 9	Conroe, TX	Downtown branding program
Dec 1	Sevier, TN	Keep America Beautiful conference
Dec 5	Ontario	Ontario Marine Operators Assoc conference
Dec 7	Battle Creek, MI	Assessment workshop
Dec 14	Pendleton, OR	Tourism workshops (seminars)

2006

Jan 18 (tent)	South Dakota	Governor's Conference on Tourism
Jan 24 (tent)	Jonesborough, TN	Mini-assessment
Feb 6	Ontario	Economic Development Conference (tentative)
Mar 7	Alberta	Rural tourism conference

Speaking engagement references

Here are a few of the more recent speaking engagement clients.

Maury Forman, Ph D Director of Education & Training
 State of Washington - Dept of Community Trade & Economic Development
 Seattle, WA (206) 256-6110 or (425) 868-9843
 mauryf@cted.wa.gov

Larry Friedman, Rural Programs Manager
 Nancy Dunn, Deputy Director
 Nevada Commission on Tourism
 Carson City, NV (775) 267-5605
 lfriedman@travelnevada.com, ndunn@travelnevada.com

Rhonda Ellisor, Board Member
 Texas Association of Convention & Visitors Bureaus
 c/o Huntsville/Walker County CVB
 Huntsville, TX (936) 295-8113
 rellisor@chamber.huntsville.tx.us

Darlene McDonald, Manager, Tourism Development
 Nova Scotia Tourism, Culture & Heritage
 Halifax, NS Canada (902) 424-3908
 macdairm@gov.ns.ca

Karen Viehoever, Manager, Tourism Industry Services
 Travel Oregon
 Salem, OR (503) 378-8850
 karen@traveloregon.com

Marcheta Sparrow, President, CEO
 Kentucky Tourism Council
 Frankfort, KY (502) 223-8687
 ktc@ms.net

Diane Shober, Director
 Wyoming Travel & Tourism
 Cheyenne WY (307) 777-2808
 dshober@state.wy.us

Michelle Harvey, Communications & Information Services Coordinator
 Association of Washington Cities
 Olympia, WA (360) 753-4137
 michelleh@awcnet.org

Joe Labato, Director
 New Mexico Clean & Beautiful
 Santa Fe, NM (505) 827-6346
 joe.labato@state.nm.us

Destination Development services

THE SERVICES MENU:

- Community Branding, Development & Marketing Plans
- Branding assessments and program development
- Strategic planning: downtown revitalization, tourism, economic development
- Tourism/community assessment programs
 - Marketing effectiveness assessments
 - Product development, community infrastructure assessments
 - Branding assessments
- Speaking engagements: workshops, conference breakout sessions, keynote addresses
- Education and training programs
- Market assessments
- Feasibility analysis, assessments & studies
- Facilities planning and operational reviews
- Project recruitment services (business attraction programs)
- Gateway, wayfinding & signage plans: environmental graphics
- Facilities programming and feasibility analysis, business plans (performing arts, museums, environmental learning centers, convention/conference centers, special event centers, etc.)
- Theme and event development
- Downtown revitalization assistance
- Graphic design services: Website development, identities (logos), activities guides, sales/marketing materials, trade show booth development
- Press kit and public relations program & collateral materials development
- Creation of photo/video marketing libraries
- Attractions and event plaza site planning and development



Contact information

Destination Development

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(360) 754-7622 fax

We invite you to review the Destination Development website where you'll find additional information including resource materials

