

2007 NEW JERSEY GOVERNOR'S CONFERENCE ON TOURISM

Hotel Room Reservations at Trump Plaza Hotel and Casino

To reserve a room for Wednesday, March 28 or Thursday, March 29, call 1-800-677-7378 and specify that you are with the NJ Governor's Conference in order to receive the group rate of \$85 per night, single or double occupancy, plus applicable taxes. **The cut off date for reservations is February 26, 2007.** Reservations will be accepted on an availability basis after February 26. Don't be closed out. Reserve your room early.

Place Your Advertisement in the On-Site Conference Program

Put your information in the hands of every participant!

\$500	Full Page = height -10" x width - 7.5"
\$300	Half = height - 4.875" x width - 7.5"
\$200	Quarter = height - 4.875" x width - 3.625"
\$150	Eighth = height - 2.375" x width - 3.625"

Deadline for copy submission is Friday, March 9, 2007. Ad material must be electronic file or camera ready. Ads are copied in black and white. Submit ad materials to Kelly Biddle at the NJTIA Office, kbiddle@publicstrategiesimpact.com. Questions, call 609-396-2020.

Registration Package Explanation:

Wednesday Computer Session carries a \$20 fee above your conference registration fee. You must be a conference registrant to sign up for this session.

Wednesday Reception at Cuba Libre Restaurant carries a \$25 fee above the conference registration fee. You must be a conference registrant to sign up for this Reception.

Wednesday Back of The House Tours are free to conference registrants. Indicate attendance on the registration form.

Full Registration includes Back of the House Tours on Wednesday and all educational, meal and social functions on Thursday and Friday. Grape Vines & Vintage Shopping Tour is limited to the first 52 registrants. You must check the Tour Registration box to select that option. Thursday evening Dessert & Cordials Reception at The Pier at Caesars is included in the Full Registration fee. Indicate attendance on the registration form.

Thursday Registration includes all educational, meal and social functions on Thursday.

Friday Registration includes all educational, meal and social functions on Friday.



The New Jersey Office of Travel and Tourism
& The New Jersey Travel Industry Association Gratefully
Acknowledge the Generous Support of Our Sponsors

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The Richard Stockton College of New Jersey
The Pier at Caesars

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New Jersey Restaurant Association
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Cuba Libre Restaurant
The Baltimore Sun
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New Jersey Monthly Magazine
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The Washington Post
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***Preliminary listing*



2007 NEW JERSEY GOVERNOR'S CONFERENCE ON TOURISM

Wednesday, March 28, 2007

12 - 2:15 PM **COMPUTER SESSION: INTERNET MARKETING BASICS & SEARCH ENGINE OPTIMIZATION (SEO) AS AN INVESTMENT**

PART 1

Speaker: April L. Clark, eMarketing Manager, Atlantic City Convention & Visitors Authority

A well-designed web site and strategic eMarketing programs are essential components to growing your tourism business. This session will include an overview of effective web design, maximizing site content and navigation as well as email marketing including list building, staying in touch with your subscribers, and Spam laws. This discussion will also include information on new technologies available and how best to use them.

PART 2

Speaker: Robby Garfinkel, Interactive Services Director, Brushfire Marketing
With travelers booking more and more online, maximizing your Web site's search potential is an important piece of the online puzzle. This introduction to Search Engine Optimization (SEO) will explain how to leverage simple techniques to increase the quantity and quality of traffic coming to your site.

This session will be held in the computer lab at The Carnegie Library Center in Atlantic City and is limited to 22 participants. There is a \$20 surcharge to register for this session.

BACK OF HOUSE TOURS

2:30 - 3:30 **BOARDWALK HALL TOUR**

The Historic Atlantic City Convention Hall, now commonly referred to as the Atlantic City Boardwalk Hall, was listed on the United States National Register of Historic Places as a National Historic Landmark on February 27, 1987. The \$90 million renovation to transform historic Boardwalk Hall into a state-of-the-art special events arena was completed under the auspices of the New Jersey Sports and Exposition Authority, the building's owner. The facility is operated by the Atlantic City Convention & Visitors Authority and managed by SMG. Boardwalk Hall is now home to headliner concerts such as Madonna, The Rolling Stones and Barbara Streisand as well as sporting events such as The Atlantic 10 Men's Basketball Championship Tournament.

4 - 5 PM **TRUMP PLAZA CASINO TOUR**

Towering 39 stories above the world-famous Boardwalk, Trump Plaza provides visitors with unsurpassed luxury, entertainment and excitement. Donald J. Trump's acknowledged signature of excellence is prominent throughout this Five Star Diamond Award Winning Hotel.

6 - 7:30 PM **RECEPTION: CUBA LIBRE**

RESTAURANT, THE QUARTER AT TROPICANA

Passing through the doors of Cuba Libre Restaurant & Rum Bar transports guests to Havana, Cuba, circa 1940s. The restaurant's atmosphere offers a unique combination of Latin flavor, warmth and splendor - from the "movie set" re-creation of a 1940s Old Havana street scene to the guayabera uniforms and steamy Cuban rhythms. Enjoy beverages and light fare.

Transportation from Trump Plaza to Cuba Libre will be provided by Great American Trolley.

There is a \$25 fee to register for this reception as it is not a part of the full registration package.

Enjoy a free evening to dine out in AC with the Show Your Badge Discount Program at select AC restaurants. List will be provided.

Thursday, March 29, 2007

9 - 10 AM **NJ TRAVEL INDUSTRY ASSOCIATION ANNUAL MEETING**

9:30 AM **CONTINENTAL BREAKFAST**

10:15 AM **OPENING WELCOME & REMARKS**

Nancy J. Byrne, Executive Director, Office of Travel & Tourism
Virginia S. Bauer, Chief Executive Officer & Secretary, NJ Commerce
Marilou Halvorsen, President, NJTIA; Director of Marketing, Jenkinson's Boardwalk
Jeffrey S. Vasser, Executive Director, Atlantic City Convention & Visitors Authority

10:30- 11:30 AM **KEYNOTE PRESENTATION: NOBODY IS AS SMART AS EVERYBODY -THE MAVERICK STYLE OF LEADERSHIP**



Speaker: Polly LaBarre, Award winning Business Journalist & former Senior Editor of "Fast Company" Magazine.

Polly LaBarre brings a fresh voice and a stylish sensibility to business storytelling. With a sharp eye for the texture of working life and a well tuned ear for the themes that make the economic moment, she has contributed to the businesses conversation in a range of forums for over a decade. The contributing writer and former senior editor of "Fast Company" magazine takes the audience on a vivid journey into the world of these companies and leaders whose unique approaches to strategy, service, innovation, and organization are redefining the agenda for business. Her "Nobody is as Smart as Everybody" approach to leadership turns traditional management philosophy on its head by embracing the power of teamwork and the creative energy of individuals.

12 -1:30 PM **AWARDS LUNCHEON PROGRAM**

Governor Jon Corzine is the invited featured speaker. The Tourism Awards will be presented as we salute this year's stars of the New Jersey Tourism Industry. The New Jersey Restaurant Association will also present the NJRA/TIA Tourism Diamond Awards. Don't miss the prize drawings!

1:35 - 3 PM **GENERAL SESSION PRODUCT DEVELOPMENT - CONNECTING THE DOTS TO ATTRACT VISITORS**

Speaker: Bill Gehrman, Vice President of Strategic Services, Altus Group

If you build it, will they come? Is a historically-significant tourism site or a fun experience enough to drive visitors to your doorstep? Why are some towns more successful than others at becoming tourism destinations? What makes good tourism product? Bill Gehrman has traveled the State of New Jersey for the past six months to inventory and analyze tourism product for the Office of Travel and Tourism. In this session, designed to accompany the "Grape Vines and Vintage Shopping Tour," Bill will share some of his findings and discuss the "dots" that need to be connected in order to create a successful tourism product. Learn the difference between attractors and attractions, and the best way to market product to potential visitors.

3 - 3:15 PM **REFRESHMENT BREAK**

3:15 - 5PM **CONCURRENT SESSIONS**

SESSION 1 2006 NEW JERSEY TOURISM STATISTICS

Speaker: Ken McGill, Executive Managing Director, Global Insight
The New Jersey Tourism Satellite Account tracks our industry's contribution to the state's economy by measuring visitation and its remarkable ability to cultivate employment. This session will interpret the performance and progress of the many industry sectors - from casinos and accommodations to food and shopping - that comprise the core tourism industry. Learn where your visitors are coming from and how long they are staying. A question and answer period will follow the presentation.

SESSION 2 GETTING COZY WITH YOUR PERSONAL "ELF": RELATIONSHIP-BUILDING FOR YOUR EVENTS, YOUR LIFE, AND YOUR FUTURE

Speaker: Ralph Copleman has consulted for over 25 years to corporations, communities, hospitals, universities, and individuals on how to regard every relationship as an opportunity to make a positive difference.

This session playfully unpacks seven keys to successful, trust-rich event planning and building long-term relationships. You'll come away with time-tested techniques for making the most out of whatever you're planning - whether it's a specific event, aspects of your personal life, or your organization's future. The focus is on your innate capacity to make personal connections, to grow them, and to manage them successfully into the future. You'll leave with specific action steps addressing a pressing issue or priority concern you're facing today.

3:15 - 5:45 PM

SESSION 3 FROM PRODUCT DEVELOPMENT TO FINISHED PRODUCT: GRAPE VINES & VINTAGE SHOPPING TOUR

On this tour, you'll see first hand how cultural institutions cooperate with restaurants and shopping venues to create an engaging experience for group and individual travelers. You'll travel to Renault Winery -- one of the country's oldest operating wineries -- where you will learn Renault's secrets to tapping the group travel market. Next, enjoy a stop at Noyes Museum, where you'll explore the region's folk art and artistic creations, and discover how local arts organizations give a distinctive regional flavor to a traveler's experience. To cap off your excursion, spend time on your own at the Historic Towne of Smithville, a quaint outdoor shopping village whose distinctive variety of specialty shops, eateries, and family-friendly activities remain a major draw for groups and families looking to diversify their Jersey Shore adventure. Designed to accompany Bill Gehrman's Product Development session, this tour completes your educational experience by bridging the gap between theory and practice.

The tour has a separate check off box on the registration form and is limited to the first 52 registrants. The tour will return to the hotel at approximately 5:45 PM. Beverages and lite fare will be served on the tours.

5 - 6 PM **MIX AND MINGLE RECEPTION**

End the day with beverages and hors d'oeuvres, and the company of your friends and associates in New Jersey Tourism.

Enjoy a free evening to dine out in AC with the Show Your Badge Discount Program at select AC restaurants. List will be provided.

9 - 10:30 PM **DESSERT RECEPTION; PREPARE FOR DECADENCE**

Location: The Pier at Caesars, "Where Fashion and Dining Meet"

Friday, March 30, 2007

8:45 AM **CONTINENTAL BREAKFAST**

9:15 - 10:30 AM **GENERAL SESSION PHILADELPHIA'S PARTNERSHIPS IN TOURISM: WHAT NEW JERSEY CAN LEARN FROM THE CITY'S TURNAROUND STRATEGIES**

Speaker: Meryl Levitz, Greater Philadelphia Tourism Marketing Corporation

In recent years Philadelphia has rocketed to the forefront of the travel industry, changing from a struggling destination into one of America's must-see cities. How did Philly engage its stakeholders, motivate its partners, and create long-term viability in the travel sector? Meryl Levitz of the Greater Philadelphia Tourism Marketing Corporation will discuss the City of Brotherly Love's progressive approach toward capturing tourism dollars and its techniques for identifying strategic partners, securing funding sources, and diversifying product offerings.

10:30 - 10:40 AM **REFRESHMENT BREAK**

10:40 AM - 12:30 PM **GENERAL SESSION TOURISM COMMITTEE MEETING**

Speaker(s): Assemblyman Jeff Van Drew, Chair, Assembly Tourism and Gaming Committee, **Invited: Senator Barbara Buono**, Chair, Wagering, Tourism & Historic Preservation Comm.

Join your Legislative Leaders from the Tourism and Gaming Committee to discuss the "possibilities" for the tourism industry through legislative action on economic development to bring the state into the 21st century including destination management offices, grants programs, and a proactive tourism advisory council.

12:30 - 1:30 PM **CLOSING BUFFET LUNCHEON**

Informal buffet luncheon provides the last opportunity to network with colleagues. Don't miss the prize drawings! They will be awarded throughout the luncheon.