



Newsletter

From the President

Yes, the Holidays have come and gone, but the weather continues to amaze us. We all know that winter will come eventually so we will enjoy the above-normal days while we can!

The Holiday Gathering was wonderful this year! The **Burnsville Performing Arts Center** was the perfect venue, the food by the **Roasted Pear** was terrific, and the visit by **Santa** was an added bonus. Read about the evening and the **Award Winners for 2011** in the article below, and if you missed it (Wild Mountain, you are excused), you missed a good one.

Our hope for 2012 is that the economy continues to improve and that we all start looking for the **Made in USA** label on what we buy. Not only will this encourage our manufacturing to grow, giving our neighbors places to find work and money to spend on tourism, but it will also bring tourists from around the world that will want to buy the products. Don't we go to Turkey to buy the Turkish Rugs? The Orient for it's Jade Jewelry?

Remember that we are all in this together, and we all need to do our part to increase tourism in Minnesota, so if you are doing any traveling to other parts of the State in the next few months think about taking a box of Purple Guides along and dropping them at the Travel Information Center as you go by!! This saves us the cost of shipping, and gives you a chance to meet the people who are promoting you. Bring your business cards and some of your promotional material along and tell them about your business so they can tell others. It is always easier to recommend something if they have met a contact person and know what you do.

There is no General Meeting in January, but be assured that your Board of Directors will be working on a fun and promotional year for 2012!



Donna M. Bremer

Save the Date and watch for your invitation to
TMA meeting

February 8 ~ Plymouth Playhouse

11:30 – 1 pm

(board meeting 10-11 am) all members are welcome!

Reservations: Elaine M. Balk
Elainembalk@aol.com 952-406-8832

Industry News

2011 TMA Awards

*We want to thank the Burnsville CVB and Burnsville Performing Arts Center for hosting our **Holiday Gathering and Awards Ceremony** on December 14. If you are lucky enough to see a show at this beautiful facility, take it~ you won't be disappointed. The Roasted Pear is a great spot to stop for dinner before if you get the chance. It is on the corner of 42 and Nicollet.*

*As for the Awards Ceremony, it was quite eventful! One of our winners~**Wild Mountain**~ended up with a flat tire just a couple of miles from Burnsville and had to be towed to get it fixed. And it was raining to make matters worse!! Their award will be presented at the February meeting.*



*The winner of the **TMA Service Award** was **Todd Ginter** from the **Faribault CVB**, and he was going to leave early to go to a **Wild** game, but changed his plans since we are more exciting.*

Todd is a great supporter of TMA and all of tourism in Minnesota. He serves on the TMA Board of Directors, Southern Minnesota Advisory Board along with all of his other duties. Congratulations Todd!!

Grant Update

Tour Minnesota Association has received a matching grant from Explore Minnesota Tourism in the amount of \$4000.00 to do a bus wrap and advertising. The Board will be working on the project during the January Board Meeting and will have updates at the February Meeting.

2012 Memberships

Now is the time to get your 2012 membership in if you haven't already! The Board will be working on a budget for this year so need to know how much money there is to work with to accomplish everything we want to do. If you know of someone who works in or is interested in tourism, ask them about membership in TMA or give their name to Elaine or one of the Board Members. Thanks for your help!

Web Site Update

During the month of January you will see changes taking place to our web site. Besides updates, we are going to put a focus on tours with hopes that more tour directors will find a value in TMA membership and networking. This will help the organization come full circle with all of the elements of tourism working together~ attractions, hotels, CVB's, restaurants, theater, tour operators, and tour directors ~to make Minnesota the place to visit.

Please invite any tour directors you work with to check us out. Invite them to a meeting and have them look at the web site.

This also means we need to know of any tours that you have. Adam, our tech guy, will be putting together a form to fill in for those who have tours. We will keep you updated on this with future emails.

MEMBER UPDATES

***Our new Board member is Joan Hane from the Ramada MOA. We welcome her onto the Board and encourage all of you to get to know Joan.**

*Millie Philipp from the Mall of America went home to Venezuela to visit family for the Holidays. While there, her Mother took ill and passed away. Our sympathy to Millie and her family!! Cards can be sent to:

Millie Philipp
6902 Lake Terrace East
Woodbury, MN 55125

The Leadership in Tourism Award for 2011 was presented to our Senator, Amy Klobuchar, for her work getting new legislation passed shortening the time it takes for foreigners to get U.S. visas. This should encourage more tourism to the U.S. and also Minnesota. Amy was in Washington on the 14th, but sent a video response along with a local staff member, Greg Bohrer, to give us an update on Senator Klobuchar's work in Washington. Linda Twiss will be presenting the Award to Senator Klobuchar when she visits Washington in January.



Greg Bohrer accepting Leadership Award for Senator Amy Klobuchar

"Santa Came to Town"

We were lucky enough to have a visit by Santa at our Holiday Gathering, and here are a few pictures to prove it:

