

The Bureau Bulletin

A publication of the Mat-Su Convention & Visitors Bureau

Spring 2010

Inside this issue

President Dee Dee Kay thinks it's going to be sunshine and good things for the 2010 and 2011 industry outlook.

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Executive Director Bonnie Quill outlines what the Mat-Su CVB is doing to help market you and your business during an unpredictable time for tourism.

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The Mat-Su CVB Wine Tasting and Travel Auction ExTRAVELganza was a huge success once again this year. We thank all the donors and sponsors of this great event.

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The new www.alaskavisit.com site gives members greater flexibility and exposure to site visitors. Members will now have two photos, a 170-character narrative and the ability to list their amenities as part of their member benefits.

Web redesign complete

New look, better functionality highlight site

The new Mat-Su CVB Web site, www.alaskavisit.com, launched May 3, giving members the opportunity for further exposure to visitors.

At the new site, members will have the opportunity to post two photos, a 170-character narrative and list their amenities, for no additional cost. It's a win-win situation for consumers looking for information, and for members.

"We are giving members more marketing tools on the Web than ever before, and we're excited about the new site," said Mat-Su CVB Membership Manager Justin Saunders.

The new site is geared toward visitors, but a main priority of the redesign project was to drive site visitors to member listings. Widgets and other bureau-controlled parts of the site will allow easier navigation to the member listings than the previous site.

The Mat-Su CVB contracted with SimpleView Inc., out of Arizona, for the six-month project that also included converting the existing Mat-Su CVB database into a new system that allows for better flow of data to the Web site.

"The Web is our top marketing tool as an area and as an organization, and I'm excited about the new functionality of the site," said Mat-Su CVB Executive Director Bonnie Quill. "This puts more power in the members' hands to control their listings, give updates to visitors and market themselves via our site."

Members looking to enhance their listings with additional photos, longer narratives and additional coupons can do so for as little as \$50. For more information on Web enhancements,

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Directors serve three-year terms on the Mat-Su CVB Board. Up for election in the fall of 2010 are Cheryl Metiva, Wes Tegeler and Jason Votruba.

From the president's desk

2010 will be a bright and sunny season for tourism

I was actually talking to a client this morning in Montana where it had snowed 18 inches in the last 24 hours. How different Alaska looks than Montana right now. The busy tourism season is upon us, the sun is shining, the grass is getting green and we are in ramp up mode. The snow goggles are off and the sunglasses are on!

We have a bright future on the horizon. Holland America ships are coming into Anchorage this season. The program is selling GREAT – it will definitely be extended for the 2011 season. These 14-day cruises are impacting all of our state. Not only are they traveling to the Mat-Su for a day shore excursion, they are also docking in Homer and Kodiak.

More cruise ships companies are researching Anchorage as a port of call and some have already committed for 2011 – this means more people will get just enough of a “taste” of Alaska by land to want to come back and see more on their own. The head tax issue has been resolved – a compromise has been reached – the state has earmarked more marketing dollars for tourism and in particular for television.

This television advertising is very important to all businesses in Alaska. These ads “sell the dream” and allow you as individual businesses to confirm that booking and fill those visitors photo books with all the experiences that become their life time memories. The television advertising makes them want to come to Alaska, and they start researching their trips, ultimately finding their way to your business.

And speaking of bright future – we are moving ahead with discussions concerning the Gateway Visitors Center.

Anchorage consultants Agnew Beck held several meetings focused on

public participation. Thanks to all of your input and great suggestions on this large-scale project.

We are excited as this project continues to move forward – a project that will benefit every business in the Mat-Su. More news to come as we continue to gather input from community partners!

Things are getting “brighter” on the Web with the launch of the Yahoo Mat-Su updated Web site. Please

take the time to check it out and staff invites your input concerning any corrections and updates – the member log-in module is coming soon and will allow you to go in and update your Web listing, ad specials, amenities and photos with the click of your mouse.

This new Web site will be a great tool allowing you to keep your listing current on the Mat-Su CVB site. The Mat-Su CVB staff is working on getting the module ready and has the most current update on when this will be available, which should be within a week. A huge thank you to Karen Harris and the

Internet committee for all their hard work on this large project - it has been a long time coming, and we're seeing the fruits of their labor now with the launch.

Lastly, our Mat-Su Travel Auction was a great success in mid-April – thanks to the staff for making this a great event. And a special thanks to our auctioneers Dave Karp and John Krielkamp for keeping us entertained. Not only did they help us raise money to market the Mat-Su Valley, they volunteered their services.

The 2009 season is behind us – 2010 is upon us and 2011 is looking bright.

I hope all of you have a great and prosperous season!

Dee Dee Kay is the president of the Mat-Su CVB Board of Directors and works for CIRI Alaska Tourism Corporation.



**Dee Dee Kay,
President, Mat-Su CVB
Board of Directors**

From the Executive Director's desk

In a 'down' year, CVB works to attract visitors

This summer 120,000 fewer cruise visitors will not arrive in Southcentral Alaska. That is a pretty big statement. But much has been done by Mat-Su CVB and the Alaska Travel Industry Association to stimulate the effects of the cruise deployments to competing destinations.

The Mat-Su CVB board continued to support the development of the new alaskavisit.com Web site even with budget cuts. The Web site is the most important marketing tool for Mat-Su CVB and the enhancements will bring more traffic and connect visitors to our members. Justin Saunders and Casey Ressler will be out meeting with members the next few months offering helpful tips to increase your exposure.

In July and August the Mat-Su CVB will increase marketing efforts to in-state residents in television, radio, print and Web to drive more Alaskans to visit the Mat-Su Valley.

This will be the largest "Valley Values" campaign yet and you should start planning now on how you can

"In July and August, the Mat-Su CVB will increase marketing efforts to in-state residents in television, radio, print and Web to drive more Alaskans to visit the Mat-Su Valley."

*- Bonnie Quill,
Executive Director, Mat-Su CVB*

capitalize on this promotion. More information is to come.

The Travel Industry Association of America is predicting an increase in international visitors this summer and Alaska is positioned to capture a larger number of international visitors.

ATIA has invested in some strong partnerships with German tour operators to increase awareness of travel to Alaska. And, the exchange rate is still affordable compared to past years.

Even though Mat-Su CVB was unable to attend the international workshops with ATIA this year due to budget cuts, we will continue to partner with Valdez CVB and the

Kenai Peninsula Tourism Marketing Council (KPTMC) at TIA International PowWow May 16-19.

And finally, as a member of the ATIA board of directors and marketing committee, I have been your representative in convincing legislators to increase tourism marketing funding. In the final days of the session the legislature passed bills increasing next year's marketing budget by 60 percent. As chairman of the ATIA advertising committee, next month we will be meeting to determine the most effective marketing efforts to increase awareness to travel to Alaska in 2011.

We will not see an increase of visitors to the Mat-Su in the summer of 2010 like we did each year from 2000-2008. But the dedicated and talented staff at the Mat-Su CVB will be working very hard to target our message and fill beds and seats for you.

Bonnie Quill is the executive director of the Mat-Su CVB.

Open House planned for May 18 at Visitor Information Center

Networking opportunities and Lorraine Jallen's 'world-famous root beer' floats set

The Mat-Su CVB Open House is slated for Tuesday, May 18, and you don't want to miss this opportunity to tell other members about all the new things going on at your business for the upcoming season.

The open house is a popular event each year, and gives members the opportunity to visit and educate other members about new products, existing tours and other information.

"The open house is a great way to generate referrals and build relationships with other business owners in the Valley," said Mat-Su CVB Marketing Manager Casey Ressler. "Networking events like the open house lead to more business."

The event starts at 5 p.m. at the Mat-Su Visitor Information Center (Mile 35.5 Parks Hwy., in front of Mat-Su Regional Medical Center). Refreshments – including Visitor Information Center Manager Lorraine Jallen's almost world-famous root beer

floats – will be served throughout the event.

Members can sign up for three-minute spotlights on their business, and creativity is always encouraged. Last year, for example, Craig Saunders of Alaska Backcountry Adventure Tours brought a child-sized ATV through the doors, with his grandson driving.

"You can make a memorable impression with a little creativity," Ressler said. "It's a great time to let others know about your product, and also to learn more about what is going on in the Mat-Su Valley for 2010. We hope to see everyone at the VIC."

Door prizes will be given out during the event. Feel free to bring a door prize from your business – it's a great opportunity to show others what you have to offer.

For more information, interested people can call Justin Saunders at 746-5032 or e-mail Justin@alaskavisit.com.

WEB: New

Continued from Page 1

interested people can contact Justin at 746-5032 or justin@alaskavisit.com.

Other new aspects included in the site redesign is a photo and video tour that highlight the area (including the ability for site visitors to send a virtual postcard of the Mat-Su Valley to their friends), a "local experts" section and improved information for meeting planners and tour operators.

In the coming weeks, member training sessions will be held throughout the Mat-Su Valley, to show members how they can effectively use the site to upload images and narratives.

Stay tuned to your e-bulletins for more information on when the Mat-Su CVB staff will be in your area.

For more information, interested members can also contact Casey Ressler at 746-5037 or casey@alaskavisit.com.

ExTRAVELganza another big success

The 18th annual Mat-Su CVB ExTRAVELganza wine tasting and travel auction was another success, with more than 130 attendees bidding on art, travel packages and goods from local merchants.

This year's event was April 23 at Evangelo's. The luggage tag raffle, sponsored by MTA, was won by John Carr of Wasilla, who received two round-trip Alaska Airlines tickets.

The event is the largest fund-raiser of the year for the Mat-Su CVB, and a good time for the attendees.

Donated items included everything from six-month movie passes to Shane Lamb art to signed Lance Mackey memorabilia. Donations are the backbone of the auction, and Mat-Su CVB Membership Manager Justin Saunders said he's appreciative of the support.

"We had some great donations

"We had some great donations this year, and more businesses than ever before sponsored the event with monetary donations as well. Without that kind of support from our members and local businesses, the event would not have been so successful."

*- Justin Saunders,
Mat-Su CVB Membership Manager*

this year, and more businesses than ever before sponsored the event with monetary donations as well," Saunders said. "Without that kind of support from our members and local businesses, the event would not have been so successful."

Auctioneers Dave Karp and John Kreilkamp hosted the evening for the Mat-Su CVB and donated their services. They kept the audience laughing with their humorous approach to raising money at the event.

The wine tasting portion of the event included 23 wines, which

were donated by The Grape Tap and Brown Jug. Wine pourers came from the Talkeetna Alaskan Lodge.

This year's ExTRAVELganza was sponsored by Matanuska Telephone Association, All I Saw Cookware, Royal Celebrity Tours, Mat-Su Valley Frontiersman, Alaska Backcountry Adventure Tours, the Alaska Railroad, Wells Fargo, Matanuska Valley Federal Credit Union, First National Bank Alaska, Princess Tours, The UPS Store (Palmer), Mat-Su Regional Medical Center, The Grape Tap, Brown Jug and Alaska Airlines.

Thanks to the many sponsors of the ExTRAVELganza

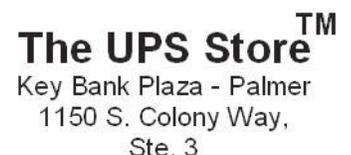


Thanks to all who donated items to the travel auction

ABC Motorhome & Car Rentals
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 Wasilla-Knik Historical Society
 Whittington-Evans
 Communications



FAM trips highlight Valley to media, operators

The Mat-Su CVB participated in several FAM trips since January, highlighting the Mat-Su Valley for media and tour operators.

In January, Mat-Su CVB Marketing and Communications Manager Casey Ressler hosted Charlie Norton, a journalist in the United Kingdom, on a two-night, one-day FAM trip. Norton writes for the UK version of Esquire Magazine, as well as for several luxury tourism publications in Europe.

"He had a great time in the Mat-Su, and we're looking forward to seeing his stories," Ressler said.

Andy Couch, owner of Fishtale River Guides, provided an ice fishing experience near Palmer. Norton then spent an evening at Talkeetna Roadhouse, where he learned how to bake one of Trisha Costello's famous pies. His final evening was spent at Alaska Garden Gate B&B.

In conjunction with the Alaska Travel Industry Association and ACVB, the Mat-Su CVB hosted Tomoko Koyama, the new ATIA public relations manager in Tokyo, in March. She spent the night at the Talkeetna Roadhouse and enjoyed a 40-mile guided snowmachine trip with Susitna Lodging.

In the next few months, several FAM trips are scheduled, with international operators looking to expand their Alaska product, and with the leading sales managers for Globus,



Tomoko Koyama, center, enjoys a snowmachine trip with Susitna River Lodging during her FAM trip in Talkeetna. Koyama is a public relations manager for ATIA's Tokyo contractor. It was her first time in Alaska.

a large tour wholesaler that sells Alaska packages.

"These FAM trips are important because for operators, we can show them why they should include Mat-Su in their Alaska offerings," Ressler said. "The same thing holds true with media FAMS. It's an opportunity to showcase our area and gain exposure."

If your business is interested in hosting a FAM opportunity in the future, let Ressler know by e-mailing casey@alaskavisit.com.

Media FAMS are prequalified through the ATIA public relations and media assistance contractor, Thompson and Co.

Highway Neighbors conference coming to Mat-Su in 2011

At 2010 conference in Valdez, delegates vote to come to the Valley next year

The Mat-Su CVB went to Valdez April 20-21 for the Alaska Highway Neighbors conference, but in 2011, the Alaska Highway Neighbors conference will come to the Mat-Su CVB.

At the annual conference that brings together communities and businesses along the Alaska road system, delegates voted to award the 2011 conference to the Mat-Su Valley.

"I'm excited that the participants were so enthusiastic about coming to the Mat-Su Valley in 2011 for the conference," said Casey Ressler, Mat-Su CVB marketing manager, who attended the conference. "We're looking forward to hosting the conference next year."

At this year's conference in Valdez, Ressler presented a seminar along with Kathy Dunn of the Alaska Travel Industry Association, highlighting opportunities for businesses with CVB and ATIA Web site marketing.

Other seminars presented during the 2010 Highway Neighbors conference included an overview of Alaska tourism, social media and geospatial marketing for small businesses.

"The conference comes at a great time – right before the busy tourism season, and it gives us all a chance to check in

"The conference comes at a great time - right before the busy tourism season, and it gives us all a chance to check in with each other and bounce ideas off each other."

- Casey Ressler

Mat-Su CVB Marketing & Communications Manager

with each other bounce ideas off each other," Ressler said.

Other communities represented at the conference were Tok, Valdez, Fairbanks and the Copper River area. Business owners from Anchorage, Denali, Fairbanks, Glennallen also participated in the conference, which drew approximately 35 attendees.

Information regarding the 2011 conference will be available this winter, and Mat-Su CVB members are encouraged to attend the one-day educational conference if possible. A new Highway Neighbors group has been formed on Facebook as a way of keeping communities and organizations abreast of happenings. You can search Facebook for "Highway Neighbors - Alaska." Feel free to join the group to stay up to date on Highway Neighbor information.

Mat-Su CVB applauds new tourism legislation

The Mat-Su CVB's Board of Directors passed a resolution to support state legislation cutting the cruise ship tax and also for increased marketing dollars, two measures that ultimately were passed prior to the session expiring.

Around the state, tourism businesses and organizations lent their support for the two measures, and were pleased to see the Alaska Legislature and Gov. Sean Parnell adopt them in the last minutes of the legislative session.

"These are two important bills for the future of the tourism industry in Alaska," said Mat-Su CVB Executive Director Bonnie Quill. "They help establish a strong marketing presence for Alaska at the national level, and also show the cruise industry we are serious about wanting to bring business back to Alaska."

At Gov. Parnell's urging, the cruise ship tax was lessened to \$34 a passenger.

In 2010, 140,000 less cruise passengers are expected in Alaska as

"These are two important bills for the future of the tourism industry in Alaska. They help establish a strong marketing presence for Alaska at the national level."

- Bonnie Quill,
Executive Director, Mat-Su CVB

cruise companies pulled out of Alaska waters.

"It's imperative that we have those ships in Alaska waters, bringing people to our state," Quill said. "Research has shown that 25 percent of cruisers come back to Alaska as independent travelers, which are extremely important to the Southcentral Alaska areas."

The marketing budget for the Alaska Travel Industry Association was increased by \$5 million through the legislature, and this will allow for increased national advertising on television. The Mat-Su CVB often "piggybacks" on the ATIA national efforts, Quill explained.

"We ship our Visitor Guide to 50,000 qualified people a year, and we coincide that with the timing of the national television buy," Quill said.

"Through increased television advertising, we raise awareness of Alaska as a destination, and locally, we benefit. We want to excite visitors about the prospect of coming to Alaska," she said.

Locally, several business owners and organizations that testified throughout the legislative session.

Quill, an ATIA board member as well, said she was encouraged by the number of local participants who spoke on the issues.

"One voice is not enough to sway an issue. But the tourism industry spoke loud and clear, through countless voices, that we are important," Quill said. "I'd like to thank all of the local people who found five minutes, 10 minutes out of their busy days to lend their voice and their support. It truly made a difference."

Outdoor shows highlight spring marketing efforts

The Mat-Su CVB manned a booth at three Alaska consumer shows in late March and early April, generating interest among Alaskans to visit the Mat-Su Valley this summer.

The "Yahoo Mat-Su" message was on display at the Mat-Su Outdoorsman Show in Wasilla; the Great Alaska Sportsman Show in Anchorage; and the Fairbanks Outdoors Show in the Golden Heart city.

"We went through more guides than ever before at these shows, and the attendance was up at all three," said Mat-Su CVB Marketing Manager Casey Ressler. "With the economy being down, more and more people are looking to vacation in their own backyard, and our goal was to give them as much information as possible to influence their decision to come to the Mat-Su for fun and recreation."

The Anchorage show is the largest in-state show the Mat-Su CVB attends, and this year, more than 725 guides were distributed. In Fairbanks, the attendees tend to be more activity-oriented. More

than 500 guides were distributed in Fairbanks during the three-day show in April.

"Fairbanks is a great show for us because a lot of the attendees are military, and may be just getting to Alaska for the first time or returning home from a deployment and they are looking for as much information as possible about Alaska," Ressler said.

Members were able to have their brochures distributed at the show for as little as \$25.

At all three shows, Mat-Su CVB members donated door prizes for the booth. Special thanks to Mat-Su RV Park, Talkeetna Aero Services (McKinley Flight Tours), Mahay's Jet Boat Adventures, the Palmer Chamber of Commerce and Downtown Merchants Association, and Fishtale River Guides. Also, thanks to volunteers Liz Hjel of Hatcher Pass Bed and Breakfast, Peter Schadee of Knik River Lodge, Dan McDonough of Lifetime Adventures, Andy Couch of Fishtale River Guides and Jillyan Webb of the Greater Palmer Chamber of Commerce.

Justin Saunders joins CVB team

In January, the Mat-Su CVB welcomed Justin Saunders to the team as the new membership manager. A lifelong Alaska, Saunders is well familiar with the area, as well as the tourism industry.

Saunders came to the Mat-Su CVB after working for three years at CIRI Alaska Tourism in Anchorage. He previously worked as an intern for Alaska Backcountry Adventure Tours in Palmer.

"I'm excited to get out and meet the members I haven't had a chance to see yet," Saunders said. "I love Alaska, and I'm looking forward to working with the members on a lot of different projects."

Executive Director Bonnie Quill said Saunders is a great addition to the Mat-Su CVB team.

"Justin is passionate about the area and brings a great knowledge of the tourism industry and its importance," Quill said. "We're happy to have him."

News from the Mat-Su CVB membership

May is a busy month for **Alaskans for Palmer Hay Flats**. May 1 is Spring Cleanup Day at the refuge, May 8 is the Annual Gathering on the Bluff, and May 15 is the Annual Springtime Walkabout at Reflections Lake. Summer Family Fun Day & "Run for the Refuge" on July 17 provide fun and outdoor activities for the entire family! Visit www.palmerhayflats.org.

Rose Ridge Bed & Breakfast, in business in the Valley since 1999, will no longer be offering B&B rooms as part of their accommodations. We will be a vacation rental business featuring our custom two bedroom vacation chalet with other chalets and cottages to be added in the future. Watch for our new Web site to be unveiled later this month at www.alaskavacatonchalet.com! Our contact information remains the same: Rose Ridge Bed & Breakfast, David & Diane Rose, 907-745-8604.

Spring is here and that means new lambs on the mountain and summer restaurant hours begin at **Sheep Mountain Lodge**. Starting May 15, hours of operation are 7:30 a.m. to 10 p.m. daily. Sheep Mountain Lodge is located at Mile 113.5 Glenn Highway, and we offer cabins. We look forward to seeing you this summer. Visit www.sheepmountain.com.

Alaska Backcountry Adventure Tours is excited to announce the purchase of Alaska Snow Safaris and Alaska All Terrain Tours from Chris and Erica Maynard. Alaska Backcountry Adventure Tours has built a strong presence with exciting guided ATV tours in the Mat-Su Valley. Alaska Snow Safaris has had a superior market for winter tourism offering guided snowmobile tours in many parts of the state. With both

companies under one roof we now offer the best of Alaska's adventure tours year round.

We have our half and full day trips that we have always offered, but are now adding more excitement with multi-day trips where you can spend more time riding the awesome trails of Alaska's backcountry. We also specialize in custom trips that are tailor made for your individual desires and skill levels. Visit our web sites at www.youralaskavacation.com, www.atv-alaska.com, or www.snowmobile-alaska.com or call 1-800-478-2506 or 745-2505.

Six members of the ARAMARK Parks and Destinations and Doyon/ARAMARK Joint Venture team were recognized by the Alaska Hotel and Lodging Association's Stars of the Industry Awards held Feb. 27 in Anchorage: Bill Silas, Food and Beverage, Employee of the Year; John Allen, Guest Services Employee of the Year; Adam Ashley, Food and Beverage Manager of the Year; Sarah Rash, Guest Services Manager of the Year; Michael Brink, Housekeeping Manager of the Year; and Aaron Bohlke, Maintenance/Engineering and Security Manager of the Year. Additionally, the McKinley Chalet Resort was selected as the Outstanding Property of the Year.

Tim Worthen and Peter Grunwaldt, owners and co-CEO's of **Premier Alaska Tours**, a receptive tour and transportation company based in Anchorage, are pleased to announce that Josh Howes has been promoted to president. "Josh has been a key part of our success, and we are thrilled to promote him to this integral position," said Tim Worthen, CEO of Premier Alaska Tours. Howes has been with Premier Alaska Tours, Inc. since 2000 leading the motorcoach division, implementing and overseeing safety

operations, and has been instrumental in providing ADA accessible motorcoaches to the Premier fleet.

The Talkeetna Roadhouse is now on summer hours! The Roadhouse is serving breakfast off the grill every morning from 7 a.m. to 2 p.m. and continuing on with their Not Breakfast menu until 8 p.m. Beginning May the Talkeetna Roadhouse will once again be offering a Talkeetna Culture Package for those staying more than one consecutive night: tickets to the daily screening of the Don Sheldon Story, passes to the Museum of Northern Adventure (where the Roadhouse's old wood cookstove now lives) and a coupon redeemable for a small gift at Salmonberry Boutique just down the street. Over the winter the Talkeetna Roadhouse Facebook Fan site was launched and you can find information on all their packages plus more pictures, Second Saturday Acoustic Music listings and other bits of Talkeetna information.

The Talkeetna Chamber of Commerce is proud to announce the Live at Five! Summer Concert Series in the Park, each Friday evening from 5-7 p.m. on the pavilion stage in Talkeetna's Downtown Village Park. From June 11 through Aug. 13 local and visiting musicians will be featured in a free, family-friendly concert. Live at Five! is a collaborative effort between the Talkeetna Chamber, its members and the Denali Arts Council. You are invited to grab a picnic supper and a blanket and enjoy a perfect end to your work week and kick off a fantastic weekend in Talkeetna! Be sure to check out the Chamber's Web site, www.talkeetnachamber.org, for a listing of musicians slated to take the stage as well as a complete calendar of events throughout the summer!

Mat-Su Visitor Information Center Open House

Tuesday, May 18

5 p.m.

Refreshments served, including Lorraine Jallen's "nearly world famous" root beer floats

Three-minute spotlights on your business

Great networking opportunity

Call 746-5032 or e-mail justin@alaskavisit.com

Calendar of tourism industry events

- May 14-19 Travel Industry Association's International PowWow
Orlando, Florida
Mat-Su CVB will participate with KPTMC, Valdez
- May 18 Mat-Su Visitor Information Center Open House
5 p.m, Mat-Su VIC
- June 8 Mat-Su CVB Board of Directors meeting
3 p.m., Mat-Su CVB office, open to members
- June 10 ATIA Marketing Committee meeting
Bonnie Quill will attend
- June 19-24 Mat-Su CVB Photo Shoot for 2011 Visitor Guide
Casey Ressler will coordinate

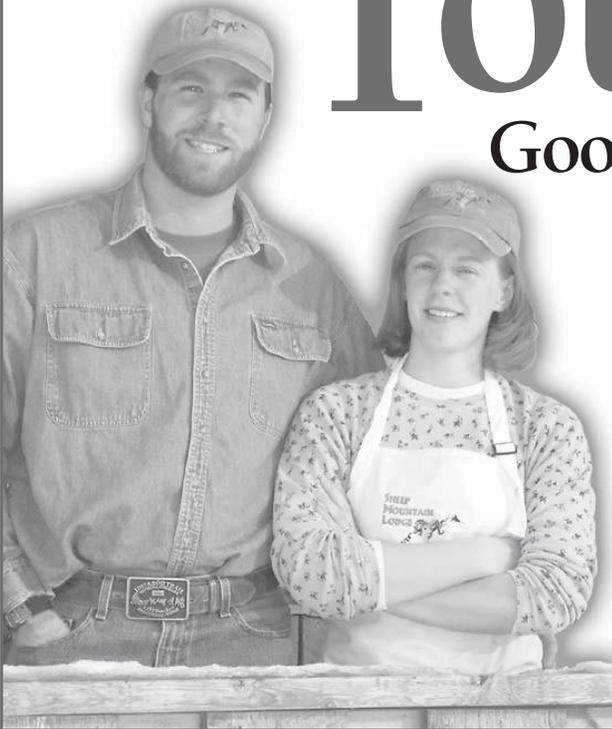
Calendar of community events

- Weekly Farmer's markets around the Mat-Su Valley
Visit www.alaskavisit.com for information and details
- Weekly Friday Flings in downtown Palmer (every Friday afternoon)
- June 11-13 Palmer Colony Days
Events throughout downtown Palmer Friday-Sunday
75th anniversary celebration of the Matanuska Project
- June 26 3rd annual "Art on Fire"
www.valleyartsalliance.com
- June 27 Big Lake Triathlon
- Aug. 21 Houston Founders Day
Events throughout Houston
- Aug. 26-Sept. 6 Alaska State Fair
Alaska State Fairgrounds, with events daily

Visit the all new www.alaskavisit.com to see how you can maximize your exposure to visitors! The all-new members listings give you more exposure than ever before, at no additional cost! To learn more, call Justin Saunders at 746-5032 or e-mail justin@alaskavisit.com. Yahoo!

Tourism:

Good for the whole Valley.



"We try to provide a great experience for our guests up here. We also share the tourism dollars with many Valley businesses. From building materials, cleaning supplies, greenhouses and plumbers, we purchase most all of our goods and services in the Mat-Su Valley."

ZACK & ANJANETTE STEER
SHEEP MOUNTAIN LODGE
MP 113.5 GLENN HWY.

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MAT-SU CONVENTION & VISITORS BUREAU

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