

**STAY AND
PLAY IN
Red Carpet
Country**

**Annual Tourism
Conference**

October 27, 2009
9 a.m. to 2:30 p.m.
Northwest Technology
Center
1801 S. 11th St.
Alva OK
73717

**Registration Deadline
October 20**



Special Attraction!

Free to participants!

Communities and tourism based businesses in **Red Carpet Country** are invited to bring a display or promote an attraction, business or event in their community during the **Red Carpet Country Tourism Conference**.

If you or your community are interested in hosting a display please contact the Red Carpet Country office at 1-800-447-2698

Come and show off your best attractions or events and share with other **Red Carpet Country** communities!



1-800-447-2698

www.redcarpetcountry.com

redcarpet@redcarpetcountry.com

Registration form

Name: _____

Address: _____ City/St./Zip _____

Email: _____ Phone: _____

**STAY
AND
PLAY**

Information:

Red Carpet Country

1-800-447-2698

redcarpet@redcarpetcountry.com

www.redcarpetcountry.com

\$25.00 per person _____ people x \$25 = _____

Please send registration to : **Red Carpet Country**

(pre-registration & payment is required) **P O Drawer B**

Alva OK 73717

**Registration includes Lunch &
one year INDIVIDUAL member
ship to Red Carpet Country**

Registration Deadline is Oct. 21

A Message From Your President

Welcome to Oklahoma's **Red Carpet Country** Tourism Conference! We are excited this year to encourage visitors and residents to "Stay and Play" in **Red Carpet Country**. We are looking forward to working with you in promoting your community events and attractions. Thanks again for attending our conference. Let's have another great year as we "Stay and Play" in **Red Carpet Country**.

Sincerely, Chuck Rager

Becky McCray



Becky McCray is the co-owner of a retail liquor store and a cattle ranch in Woods County. She publishes the popular SmallBizSurvival.com about small business and rural issues, based on her own successes and failures. She works with clients in the US and Africa on grant writing, web presence and marketing. Together with Sheila Scarborough, she developed TourismCurrents.com, providing social media skills training to the tourism industry.

Program Agenda October 27, 2009

- 8:00 Registration table open
Set up Display Tables
- 9:00 Welcome by
RCC President Chuck Rager
Alva Mayor Arden Chaffee
NWTC
- Becky McCray and Sheila Scarborough will present the morning training programs.
- 9:15 to 10:00 How Social Media Brings Visitors In
- 10:00 to 10:15 Break
Time allowed to visit display tables
- 10:15 to Noon Live Demonstrations of Social Media Tools
- Noon to 1:30 Lunch
Sheila Scarborough, Key Note
"What's next in Tourism Communications?"
Live auction!
- 1:30 to 2:30 Oklahoma Wineries
Indian Creek Village Winery, Plain View Winery & Plymouth Valley Cellars Vineyards & Winery

Door prize drawings will be held throughout the day!

2:45 **Red Carpet Country board meeting**

The public is invited to stay and attend this meeting.



Thanks to the Northwest Technology Center
for hosting Red Carpet Country's
Tourism Conference

STAY AND PLAY

Sheila Scarborough

Sheila is a writer, speaker and consultant specializing in travel, tourism and the social



Web (with a little NHRA drag racing thrown into the mix.) She writes for three different blogs and is also a certified Navy Master

Training Specialist, with many years of experience as an instructor. Sheila trains and speaks regularly about social media to a variety of audiences, including journalists, public relations and marketing professionals, tourism and economic development experts and Web developers.

Her blog for tourism and social media: <http://www.sheilasguide.com>

Thinking about tourism and the social Web at Sheila's Guide To The Good Stuff

BootsnAll Family Travel Logue and Perceptive Travel Blog

Launched in Sept 09 for tourism pros: Tourism Currents