

AMONG THE STARS



By David Gaede

By Gary Grady



**JOIN US FOR THE
Red Carpet Country
Annual Tourism
Conference
August 23, 2022**

Northwestern Oklahoma State
University—Ballroom
709 Oklahoma Blvd.
Alva, Oklahoma

Registration Deadline: August 15, 2021

For more information:
Carla Burdick
580.327.4918
RedCarpetCountry@gmail.com

Communities and tourism-related businesses
in Red Carpet Country are invited to bring
a display to promote an attraction,
business or event during the
Annual Tourism Conference.

If interested, contact
Carla Burdick by August 18, 2022
580.327.4918
Set up begins at 7:30am on Conference day.



REGISTRATION FORM - Please detach and mail in with payment

Name: _____ Position: _____

Organization: _____ How long in the Travel Industry? _____

Address: _____ City-State-Zip: _____

Email: _____ Phone: _____

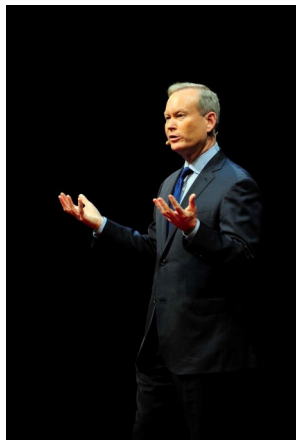
Registration fee: \$50 Members/\$75 Non-members: No. of attendees _____ x \$ _____ = Total: _____

Make check payable to: Red Carpet Country | 222 E. Maple, Suite 400, Enid, OK 73701

DEADLINE FOR REGISTRATION: **August 15, 2022**

Mick Cornett

Mick Cornett is a former TV personality, businessman, and 4-Term Mayor of Oklahoma City. In 2018, he was named to Fortune Magazine's list of *The 50 Greatest Leaders in the World*. His latest book *The Next American City* was published by Penguin/Random House. He now spends his time traveling to speak on his book, and consulting for a diverse group of businesses. Cornett spent 20 years



as a television sportscaster/news anchor/sports play-by-play broadcaster. Following the Oklahoma City bombing in 1995 he diverted his attention to public service and served as a full-time college professor before winning a seat on the Oklahoma City Council. In 2004 he won the city-wide election for Mayor and thus began a series of record-setting political victories. His re-election percentage of 87% in 2006 is the highest in city history. During his tenure, Oklahoma City experienced an economic renaissance that is still in progress. Cornett is best known for helping to bring an NBA franchise to Oklahoma City and for addressing the community's shortcomings in areas of health and wellness. His leadership to pass the transformational MAPS 3 initiative has spurred an enormous amount of private investment into the city. *Newsweek* called him one of *The 5 Most Innovative Mayors in America*. The European based World Mayor Organization named him the second-best Mayor in the World. And *Governing Magazine* proclaimed him a *Public Official of the Year*. He was the President of the United States Conference of Mayors in 2016-17, In 2018, he chose not to run for a fifth term as Mayor. He has a Journalism degree from the University of Oklahoma and an MBA from New York University.

**Be sure to BID
on the great
silent auction items!**

Join us for the
Red Carpet Country
Annual Meeting
following this conference.



Among The Stars

- 8:00 Registration — Silent Auction and vendor tables open
- 8:15 *Tourism Bootcamp 101*, Rob Houston
- 8:45 *Welcome - Alva Community & Red Carpet Country*
- 9:00 *Creating Barn Quilt Trails*, Lynda Latta
- 9:20 *Staring Gazing*, Bobette Doerrie
- 9:40 Networking Break — Silent Auction
- 10:00 *How to Create a Tourist Destination*
Mick Cornett
- 11:15 Lunch - Networking - Silent Auction
- 12:00 *Marketing On A Budget*
Katie Richie, The Gathering Place
- 1:00 Creating Marketing Video
- 1:30 Break, *Silent Auction closing*
- 1:45 *Service with a Smile*
Stan Clark, Eskimo Joe's
- 2:45 Silent Auction winners announced
Closing Remarks.
Please complete your survey.
Thank you for coming!
- 3:15 Red Carpet Country Annual Meeting



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Katie Ritchie

Katie Ritchie is the Marketing Coordinator for GGP Parks, LLC. In her role, she oversees all visual content, branding, and design for Gathering Place, Guthrie Green, and LowDown in Tulsa, Oklahoma. Katie provides the creative direction and vision for all three entities, and creates and designs the visuals for social media, signage, newsletters, events, and more. Aside from work, Katie enjoys chasing after big goals and pursuing even bigger adventures. From traveling to national parks in her self-converted sprinter van, to running marathons in three different states, her ambition for life carries far beyond the walls of the workplace. You can follow her adventures @thekritch.



Stan Clark

Stan Clark, a Tulsa native, graduated from Oklahoma State University in May of 1975 with a bachelor's degree in Business Administration. Clark and childhood friend Steve File, opened Eskimo Joe's on July 21, 1975. Clark has built a restaurant and a retail brand that has gained national, even international notoriety. Clark credits all of his companies' success to the people who create the magic every day for their guests. "Our people truly are our business," he has said for years. "We should create a good feeling with every interaction with every guest, every day!" One of the company's legacies is their support of the Stillwater Community particularly the United Way of Payne County. They're also major sponsors of Special Olympics of Oklahoma, the Stillwater Public Education Foundation, the Eddie Sutton Foundation and Cowboys vs. Cancer program, and various other OSU departments or programs, including the South Entry Plaza of Boone Pickens Stadium. An Eskimo Joe's scholarship for teachers was established with the OSU College of Education and a scholarship was also set up within the OSU Center for Health Science and the College of Education and Human Sciences. Stan is married and the proud father of three.

