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Mark Your Calendars!

JUNE 2
Members Only Section Webinar (FREE)
3-3:30p.m.
RSVP: mstrand@milwaukee.org

JUNE 23
Member Mixer in conjunction with ArtSpin
5-7p.m. / \$10 per person
Milwaukee Art Museum
RSVP: mstrand@milwaukee.org

JUNE 28
Educational Seminar – “Develop Response Ability - Secrets to Getting Email Replies”
2:30-4:30p.m. / \$30 per person
RSVP: mstrand@milwaukee.org

JULY 13
MemberSpotlight (FREE)
3-4p.m. – VISIT Milwaukee Board Room
RSVP: mstrand@milwaukee.org

JULY 19
VISIT Milwaukee 101 (FREE)
9-10:30a.m. – VISIT Milwaukee Board Room
RSVP: mstrand@milwaukee.org

AUGUST 2
Greater Milwaukee Hospitality Open
11:30am. Shotgun Start – The Bog
Registration and Sponsorship Information:
www.visitmilwaukee.org/golf



UPdates

By Paul Upchurch,
President & CEO
414.287.4233
pupchurch@milwaukee.org

IT'S SUMMER



Summertime in Milwaukee always offers an abundance of attractions and events for visitors and conventioners to enjoy, and this year, we have even more to present.

Mayor Tom Barrett has officially declared Summer 2011 to be the “Summer of China” in Milwaukee with the arrival of five exhibitions of Chinese art showcasing 3,000 years of history. Our very own Milwaukee Art Museum will be one of only three museums in the nation to showcase this collection of 90 cultural artifacts from the Qianlong Garden in Beijing, never before seen by the public.

From June 30 to July 4, The Frontier Airlines Center will host the U.S. Table Tennis Open, drawing elite athletes from around the world. This year marks the 40th anniversary of President Nixon’s Ping Pong Diplomacy initiatives that thawed relations between the U.S. and China. Members of the original Chinese delegation will travel to Milwaukee to attend the U.S. Open and a black-tie dinner event at the Milwaukee Art Museum, making this an even more noteworthy and historical event for our city.

Other “Summer of China” celebrations will include the Chinese Cultural Fest on Milwaukee’s lakefront featuring traditional Chinese performances in acrobatics and martial arts, Chinese folk music, authentic food and a marketplace. There will be no shortage of things to see as Lakefront Festival of the Arts will showcase five Chinese artists, the Harley-Davidson Museum will host a Chinese art competition and the University of Wisconsin-Milwaukee’s Golda Meir Library will host two exhibits of Chinese maps, photographs, paintings and more.

And just think – these are all additions to Milwaukee’s “100 days of summer” events like Summerfest, Wisconsin State Fair, Brewers games, the Air and Water Show, trips to the Milwaukee County Zoo, free concerts in parks around the city and more. With plenty to talk about this season, let’s all work together to showcase Milwaukee and make this our best summer yet!

WRITE LIKE AN EMPEROR!

Check out this interactive calligraphy page from Milwaukee Art Museum!

CLICK THE BOX ---->



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MEMBER SPOTLIGHT

HOW LONG HAS THE CREATIVE ALLIANCE BEEN IN BUSINESS?

The Cultural Alliance of Greater Milwaukee was formed in late 2005. The mission has been to strengthen, advance and represent the nonprofit arts as an essential asset for growing a vibrant, dynamic region. It transitioned to the Creative Alliance Milwaukee in March 2011 - its mission is to strengthen, advance, and represent the creative industries as an essential asset for growing a vibrant, dynamic region.

WHAT IS THE ONE THING PEOPLE PROBABLY DON'T KNOW ABOUT THE CREATIVE ALLIANCE?

There are probably lots of things as we are a young and rapidly growing organization, but most people don't know that we have a thriving and exciting creative community here - over 66,000 workers in the creative industries (those organizations and businesses whose product or services originate in creative, aesthetic or cultural content), \$2 billion in wages with over 4100 individual businesses.

WHY SHOULD PEOPLE BECOME ENGAGED WITH THE CREATIVE ALLIANCE?

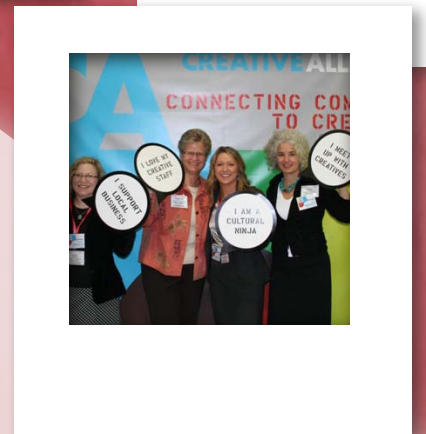
If you care about having a community with a creative vibe that makes a strong contribution to our regional economy, then connecting with the Creative Alliance will help make sure we have that kind of community. We are a resources and services organization dedicated to connecting and leveraging all of our creative assets.

WHAT DOES THE CREATIVE ALLIANCE FEEL IS THE MOST IMPORTANT VISIT MILWAUKEE MEMBER BENEFIT?

The terrific promotion and visibility of our cultural activities.

CREATIVE ALLIANCE

648 N. Plankinton Ave., Ste. 425
Milwaukee, WI 53203
414.347.0131
www.creativealliancemke.org



GIVE YOUR ADVERTISING A VOICE

Reach over 1,200 Milwaukee-area hospitality professionals for just \$100! That's LESS THAN A BUCK to reach 10 PROs like you!

Contact Todd O'Leary at toleary@milwaukee.org or 414.287.4252 for more information on this awesome opportunity in VOICE.

**JUST \$100
TO ADVERTISE
IN VOICE!**



taking the **WINDY CITY** **BY STORM**



Briefings from Brent

By Brent Foerster,
VP of Sales & Marketing
414.287.4226
bfoerster@milwaukee.org

For the second consecutive year, VISIT Milwaukee is launching a summer advertising campaign in Chicago. The core component is an extensive campaign with the CTA (Chicago Transit Authority) starting Memorial Day weekend through the end of August.

Below are some examples and we look forward to a summer filled with tourists from our neighbor to the south!



VISIT MILWAUKEE'S ANNUAL MEETING COMES UP ACES



OPEN FOR BUSINESS



Thank you to everyone who attended VISIT Milwaukee's Annual Meeting May 10. Nearly 300 people registered to attend this event, which featured heavy hitters in Milwaukee and Wisconsin tourism. Special thanks again to our sponsors: Potawatomi Bingo Casino, Beer Capitol, Frontier Airlines, Marcus Hotels & Resorts and the Milwaukee Brewers!



Members Only

By Todd O'Leary,
Director of Membership
414.287.4252
toleary@milwaukee.org

With the Annual Meeting behind us, we're looking forward to our next major event – the Greater Milwaukee Hospitality Open. Taking place August 2 at The Bog, the GMHO is a joint golf outing produced by the Greater Milwaukee Hotel and Lodging Association and VISIT Milwaukee.

We are currently seeking sponsors, as well as golfers. There are a variety of sponsorship levels available. Check out the sponsorship opportunities and register your foursome today at www.visitmilwaukee.org/golf.



Financially Speaking

By Dana Jones,
Director of Finance
& Administration
414.287.4237
djones@milwaukee.org

JOIN THE VISIT TEAM!

Change seems to be the theme for VISIT Milwaukee in the first part of 2011!

We bid fond farewells to a few of our long-time co-workers and happily welcomed new members to our team. This month, we say "thank you for your service" and best wishes to three members of our team: Kelly Peiffer (8.5 years), Kim Brunzelle (9.5 years) and Michelle Uhrle (6.5 years).

Do you know someone who would make a great addition to our VISIT Milwaukee team? Please send them our way. Openings are on our website at www.visitmilwaukee.org/about-us/job-openings. Do you have a job board on your own website? Please let us know. Networking is one of the best ways to find qualified candidates for your organization; it's worked for ours!



Team Milwaukee is gearing up for a busy summer as we welcome convention delegates and visitors alike. If you need to get in touch with someone in our offices, please visit our staff directory online at: www.visitmilwaukee.org/about-us/staff-directory, or phone Sharon Alaniz, our friendly receptionist, at 414-273-3950.

JOB OPENINGS ARE ON OUR WEBSITE AT
www.visitmilwaukee.org/about-us/job-openings

THE LADIES LIKE MILWAUKEE!

June 2011 kicks the Services Department into high gear with several large events coming into town.



Returning events include the **Bead and Button Show** and **lia sophia**.

The Bead and Button Show returns with classes starting June 4 and 14,000 people are expected to visit the show's exhibit hall at the Frontier Airlines Center June 11-13. The exhibit hall is open to the public. For more information, please go to www.beadandbuttonshow.com.

At Your Services

By Dave Larson,
Director of Convention Services
414.287.4224
dlarson@milwaukee.org

Also returning to Milwaukee is **lia sophia** and the word is out – these ladies enjoy their annual visit to Milwaukee! This year, we will welcome over 3,800 attendees June 26-28

NEW EVENTS TO MILWAUKEE IN JUNE INCLUDE:

- National Congress of American Indians
 - 1,500 attendees,
 - June 12-15
- General Federation of Women's Clubs
 - 1,100 attendees,
 - June 17-22
- State Wars Soccer
 - up to 5,000 players and guests
 - June 20-July 3
- U.S. Open Table Tennis Championships
 - 12,000 attendees
 - June 30-July 6.

Check your in-boxes in the coming weeks for Convention Alerts for all of these groups.



GENTLEMEN - AND VACATION GALS START...YOUR...SUMMER!

Blogger and Twitterer extraordinaire (10,000+ followers!) Beth Blair talks up Milwaukee's family-friendly dining options in this recent post from [The Vacation Gals.com](#).

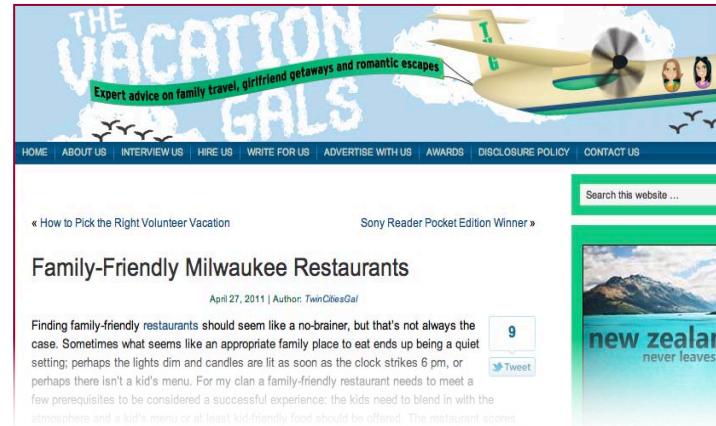
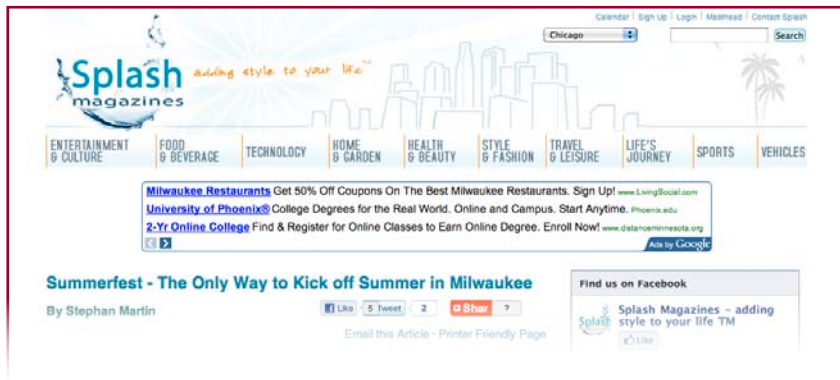
[READ STORY](#)

Milwaukee in the Media

By Jeannine Sherman
Director of Public Relations
414.287.6230
jsherman@milwaukee.org

Writer Stephen Martin, on assignment for [Splash Magazines Chicago](#), gets our southern neighbors excited for 2011!

[READ STORY](#)



Check out this great Milwaukee article in [AAA Midwest Traveler](#) from writer Fran Folsom!

[READ STORY](#)

WE CELEBRATED NATIONAL TOURISM WEEK like champs, with positive news and outstanding media coverage from:

[JSONLINE.COM](#) [READ STORY](#)

[FOX6NOW.COM](#) [READ STORY](#)

[BIZJOURNALS.COM](#) [READ STORY](#)

[TODAYSTMJ4.COM](#) [READ STORY](#)

[ONMILWAUKEE.COM](#) [READ STORY](#)

WE HAD PLENTY OF DIRECT HITS IN PUBLICATIONS THAT AREN'T ONLINE

If you want to see the PDFs of the following stories, contact us and we'll be happy to e-mail you a copy!

- We had an excellent story in *PCMA Convene*, the result of a press release we sent on the IBM Smarter Cities Challenge Grant release.

- Milwaukee leads an article on fun in Wisconsin that appeared in the May issue of *West Suburban Living*.

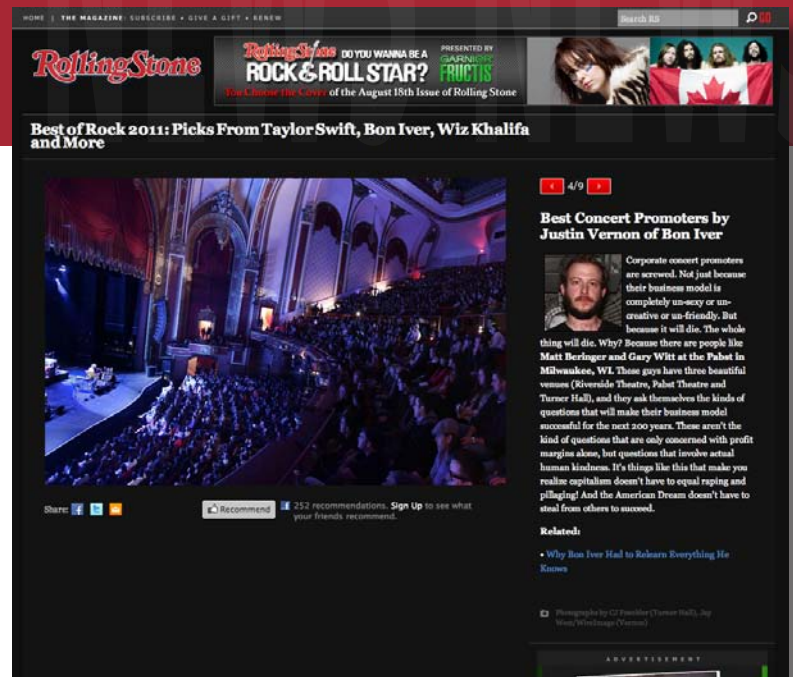
- Some great press to kick off our summer Chicago PR campaign! Writer Randy Mink attended a press trip here earlier this year, and he writes a great story about Milwaukee's microbreweries and brewing heritage!

INDUSTRY NEWS BRIEFS

Model Business Model

Matt Beringer and Gary Witt are on a roll in *RollingStone*

▶ READ STORY



Putting your best face forward

Five best practices for travel and tourism brands on Facebook

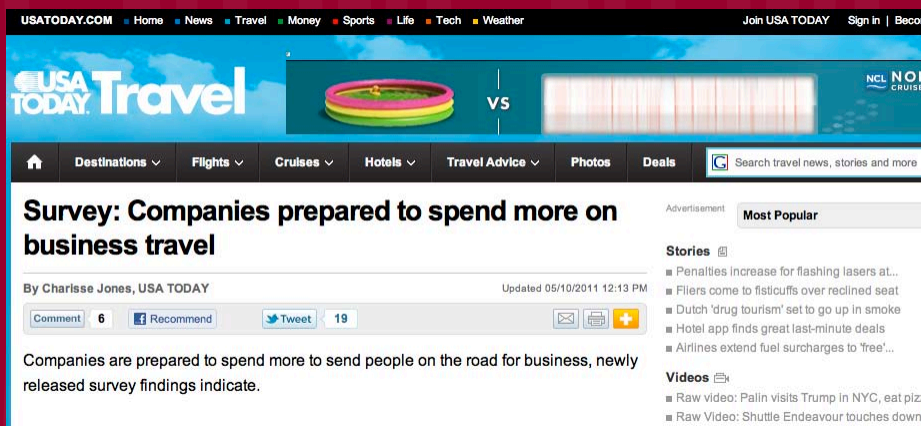
▶ READ STORY



Survey says: spend more

Companies prepared to spend more on business travel

▶ READ STORY



VISIT MILWAUKEE WELCOMES NEW MEMBERS!



Welcome New Members!

By Fran Jackson,
Membership Sales Manager
414.287.4248
fjackson@milwaukee.org

CORY THE BIKE FIXER

2410 N. Murray Avenue
Milwaukee, WI 53211
414-967-9446
www.corythebikefixer.com
Jennifer Suter - Rental Manager
corythebikefixer@aol.com

LAKE GENEVA CANOPY TOURS

N3219 County Road H
Lake Geneva, WI 53147
262-248-9271
877-ZIP-ZAP1 (947-9271)
www.lakegenevacanopytours.com
Tammy Dunn - Director of Group Sales & Marketing
tdunn@lakegenevacanopytours.net

BUDDY SQUIRREL, LLC

1801 E. Bolivar Avenue
St. Francis, WI 53235
414-483-4500
www.qcbs.com
Ann Geiger - Office Manager
anng@qcbs.com

SALESSMITH, INC.

1050 Legion Drive
Elm Grove, WI 53122
262-796-1444
www.salesmith.com
Laura Smith - Sales Executive & Owner
laura@salesmith.com

THE MELTING POT

19850 W. Bluemound Road
Brookfield, WI 53045
262-782-MELT (6358)
www.meltingpot.com
Ana Chandler - General Manager
ana.mp@tds.net

BANGLES & BAGS

159 N. Broadway
Milwaukee, WI 53202
414-273-4534
www.feelfabulousforless.com
Jeanette Dvorak - Owner
banglesnbags@att.net

INTERSTATE PARKING COMPANY, LLC

710 N. Plankinton Avenue
Milwaukee, WI 53203
414-431-6555
www.interstateparking.com
Tony Janowiec - Manager
tjanowiec@interstateparking.com



Get On The Bus!

By Wendy Dobrzynski,
Group Tour Manager
414.287.4222
wdobrzynski@milwaukee.org

POW WOWING THEM ON MILWAUKEE

I am writing this today, May 24, from US Travel's International POW WOW in cool, sunny, and fun San Francisco. Over 5,000 International buyers and U.S. sellers meet to educate, promote and create packages for travel throughout the United States. Lisa Remby from the Harley-Davidson Museum and I are meeting with more than 50 tour operators and media from around the country, including Japan, Poland, Germany, Canada, Russia and others. Together, we're on a mission to bring more group and leisure travelers to Milwaukee. Here comes our next appointment.... Prestige from Russia...

Thank you to the Humphrey Scottish Rite for hosting last week's Explore Milwaukee's Best Meeting. The meeting was attended by more than 25 VISIT Milwaukee members. Our next meeting is scheduled for Monday, June 6 at 2pm at the new Bucyrus Museum in South Milwaukee. Information on the meeting will be forthcoming. This year the American Bus Association has launched a new social media campaign on their Facebook page. You do not need to be a member - just post a picture showing a motorcoach group at your location. Check out the details on www.buses.org. This is a free and easy way to promote your establishment to the group tour market.

Be sure to check the members only section of the VISIT Milwaukee website for group leads from GLAMER, Heartland Showcase, BankTravel and other shows. These lists are group leaders and tour operator contacts and are available for you to build your databases and market your product. Don't forget to invite them for a visit.

If you have any questions on the group market, international or domestic, please give me a ring or quick email!

