

Telling Your Story



Annual Tourism Conference

August 22, 2017

*Celebrating the
Chisholm Trail's 150th
Anniversary*



CNB Center
301 S. Independence
Enid, Oklahoma

Registration Deadline: August 14, 2017

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:
Kelsey Martin at 580.430.3021 or email:
kmartin@bcna.com
by August 18, 2017.

Set up begins at 7:30am on Conference day.



Directions to CNB Center

The CNB Center is located in downtown Enid, 1 block south of the downtown square. Parking is across the street to the west of the building, or south of the arena.

Coming from Hwy 81, go east on Hwy 412/Garriott to Independence, go north on Independence 3 blocks.

Coming in on Hwy 412/Garriott, go north on Independence 3 blocks.

Hotel information at VisitEnid.org

REGISTRATION FORM - Please detach and mail in with payment

Name: _____ Position: _____

Organization: _____

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 14, 2017**

Jack Quirk

Jack is the founder and CEO of KJ FilmWorks, a 30 year old video production company based in Hennessey, Oklahoma. KJ FilmWorks' clients include Fortune 500



companies, television networks and non-profits throughout the United States and several countries. The work KJ provides ranges from feature length films, to safety, training and marketing productions.

"Our job is to help our clients communicate with their audience as well as guiding them through the technology that is constantly changing."


Kathy Dickson

Kathy Dickson has over 30 years of museum experience. Since 2003 she has served as the Director of Museums and Historic Sites for the Oklahoma Historical Society. In this position Kathy is responsible for



the administration of a network of museums, military sites, and historic homes across the state. She is the recipient of the Oklahoma Museums Association's Award for Outstanding Service to the Museum Profession, and in 2016 received the Hugo G. Rodeck Award for Excellence from the Mountain-Plains Museums Association. She currently sets on the board of the Association for Living History, Farm, and Agricultural Museums.

Oklahoma Tourism & Recreation Department

TravelOK.com 

The Travel Promotion division of OTRD has a reach of more than 91 million impressions a year. Discover how to use OTRD's resources to calibrate your messaging and maximize your audience.

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

**Join us for the
Red Carpet Country Annual Meeting**



Telling Your Story

Conference Agenda

- 8:00 **Registration & Continental Breakfast**
- 8:30 **Welcome, Visit Enid**
- 8:45 ***Red Carpet Country, Moving Forward*
Carla Burdick, Executive Director**
- 9:15 ***Creating video on your own,
and when not to...*
Jack Quirk, KJ Filmworks**
- 10:15 **Networking Break**
- 10:30 ***Moving Forward by Looking Back:
Building Your Market Through
Community Stories*
Kathy Dickson, OHS**
- 11:30 **Lunch & Networking
Rick & Larry Simpson
Simpson's Old Time Museum &
Skeleton Creek Productions**
- 12:30 ***From Stakeholders to Partners:
Marketing the Chisholm Trail*
Stacy Cramer Moore,
Chisholm Trail Heritage Center**
- 1:15 ***Harness the Power of the OTRD*
TravelOK.com staff**
- 2:00 **Break, *Silent Auction closes***
- 2:15 ***How KOB Can Help You Help Your
Community*
Jeanette Nance, Keep Oklahoma Beautiful**
- 3:00 **Thank you for coming!
*Silent Auction winners announced***
- 3:15 **Red Carpet Country Annual Meeting**

Jeanette Nance

Jeanette Nance holds a degree in political science and public administration from the University of Central Oklahoma. She is the Executive Director of Keep Oklahoma Beautiful, (KOB) a statewide non-profit, which empowers Oklahomans to preserve and enhance the state's natural beauty and ensure a healthy, sustainable environment through several programs and in cooperation with Keep America Beautiful. Jeanette has also served the state of Oklahoma as the Director of Constituent Services for Governor Brad Henry, in External Affairs at the Oklahoma Department of Environmental Quality, as a Deputy Court Clerk for the Oklahoma Supreme Court, as a Legal Assistant at the Office of the State Attorney General and as Assistant Director/Professional Standards Secretary for the OKC Realtor Association.



Stacy Cramer Moore

Stacy Cramer Moore is in her fifth year as the Executive Director, Chisholm Trail Heritage Center in Duncan, OK.. Prior to joining the ranks of a nonprofit, Moore was involved in community and economic development at the regional, state and federal levels. She worked for a regional planning district, similar to ASCOG, the Oklahoma Department of Commerce and the United States Department of Agriculture's NRCS. In 2011, Stacy was given a Congressional Accommodation from Representative Frank Lucas for her work in bettering Oklahoma's quality of life and industry. Stacy grew up in Iowa and moved to Oklahoma in 1997 to work as a research scientist for the United States Environmental Protection Agency in Ada. During this time she learned computer modeling, which led to community computer modeling and planning, which led to planning and administration. She claims it makes perfect sense. Stacy has owned her own businesses, spent some time working as an OSHA safety compliance officer, and was a plane crash test subject. Now, she gets to put all of those skills together as a director of an international tourism attraction

