



CIRCLE LETTER

February 2009

circlemichigan.com

P.O. Box 541
Trenton, Michigan 48183
800.513.6424
734.675.6337 (fax)

Never been a better time than now to be a Circle Michigan Member!



MARK YOUR CALENDARS!!!!

Educational Seminar Dates and Annual Meeting: Details on speakers to follow shortly!

- Friday, March 27 – Soaring Eagle Casino & Resort, Mt. Pleasant
- Friday, May 29 – Doubletree Bay City Riverfront
- Wednesday, August 12 – Castle Farms, Charlevoix
- Annual Meeting – October 11-13 – Crystal Mountain Resort

Who are these Circle Michigan Members and why are they Smiling?



Why it's
Victoria Leonard of Flint CVB, Ryan Anklam of the Bavarian Inn Restaurant, and Cathy

www.michigan.org

www.travelmichigannews.org



A NEW year...NEW MEMBERS...and a NEW look!

The Cumberland Princess Docks at Circle Michigan

The Cumberland Princess can take you on an enjoyable cruise on beautiful Houghton Lake - Michigan's largest inland lake.

The Cumberland Princess is an 80 foot custom built tour boat that cruises beautiful Houghton Lake. Michigan's largest inland lake, it is located in the heart of Northern Michigan and is the perfect setting for a relaxing cruise. You can listen to the soothing sounds of the lake as the sun sets on a day of exploring some of Michigan's attractions or before visiting one of its many casinos. Experience lunch and dinner in the enclosed climate controlled salons. The open upper deck is ideal for a relaxing after your meal.



Cruises are available daily for tour groups, Corporate meetings, Weddings, Rehearsal Dinners, Birthdays, Anniversaries, Incentives, and Seminars

Welcome Susan Hatcher to Circle Michigan at cumberlandprincess@gmail.com

Something for Everyone at Sloan!

Regional history, historic automobiles and hands-on science are major features of the Sloan Museum in Flint. The Science Discovery Center allows children and adults to explore principles of chemistry and physics through exhibit and staff presentations. The Hometown Gallery invites visitors to explore the 19th century with interactive hands on activities in three historic settings. The Pierson Automotive Gallery presents major automotive exhibits featuring vehicles from the Sloan fleet of over 80 Flint-built automobiles. Dramatic settings, video programs and hundreds of

Anaman of Saginaw County Visitor Bureau...and they are smiling because they all graduated with their CITIS certificate - a tourism program earned thru ABA (American Bus Association)! Congrats to all!

Enlightenment from our Executive Director!



Prospering in a Volatile Economy!

Three Great Ideas

1. Accept what is, and get going! When the economy is down, you have to be UP! Shift your mind-set from "how do I survive," to "how can I prosper?"

Redouble your sales efforts and be persistent with polished professionalism. Make sure your *sales skills are far superior to your competitors*. Customers are listening for the confidence behind the words you speak. Make sure you use the *right words and phrases* that influence customers to buy from YOU."

2. Add value and communicate that value!

Put a "Value Added Offerings Package" together that will make your customers say "Wow!" and make your competitors wonder what the heck you are doing that is making you the Number One preferred provider.

3. Visibility is as important as ability.

Work harder than your competitors to establish and build profitable relationships. Make more face-to-face contacts with customers NOW. That way, they will be less apt to switch to a competitor when they come knocking. Attend events where you are likely to make customer contact.

Connect and *stay connected* with all customers. Never lose touch with them. Reconnect with past customers. The strongest customer relationships are formed during tough times.

Your relationships with your customers should be your strongest weapon against your competition.

artifacts and photographs portray the area's tumultuous 20th century history in the *Flint and the American Dream* exhibit.

Award-winning traveling exhibits fill the Temporary Gallery with a variety of educational and entertaining displays year-round.

And the Planetarium? It's outta this world! Sloan Museum can provide you with a unique alternative for your next meeting or special event, too!

Contact **Cathy Jaruzel**, Sloan Longway's Marketing Director and welcome her to our Circle! 810.237.3444 or e-mail her at tours@sloanlongway.org

Take your Pick of Villages at Shanty!

Discover Shanty Creek's three unique villages on your Michigan winter getaway: Summit, Schuss, and Cedar River!

After an invigorating day of exhilarating Northern Michigan skiing and snowboarding, unwind from all the action in our thoughtfully-appointed guestrooms, indulge in a soothing treatment at our Wellness Spa and savor delicious dining in our seven on-site restaurants.

As a top family ski resort in Michigan, Shanty Creek also provides extensive programs which allow parents and children to design a personalized Michigan family vacation guaranteed to please every member.



SHANTY CREEK RESORTS™
SUMMIT · SCHUSS · CEDAR RIVER

Explore a world of wondrous adventure at Shanty Creek Resorts, providing a magical setting for your Michigan winter vacation. Contact Ruthie Wurtsmith, Group Sales Manager, and welcome her and the Shanty Creek staff to Circle Michigan! rwuthsmith@shantycreek.com

Talk about a New Year Resolution!

While we were making our usual resolutions to lose a few pounds, or exercise a little more, or to TRAVEL more, Heather Preston from the **Days Inn and Suites in Traverse City**, really made a BIG time resolution. Heather said "I Do" on January 1st at the Bellagio in Vegas to fiancé Matthew Morrison.

Heather's son, Kyle, was the best man, friend Kelly Maruskin, from Circle Michigan member **Holiday Inn West Bay**, stood as her Maid-of-Honor, and Heather's daughter, Sydney, was the bridesmaid.



"It was really nice. Weather could've been warmer but we all had fun", cooed Heather. You can send wishes to the happy couple at Heather's new e-mail address...hmorrison@tcdaysinn.com



Sign up for the annual Driving Tourism Conference by going to www.michiganhotels.org

Circle Michigan Board Meetings in 2009

Friday, February 6, 2009	Lansing CVB
Friday, April 3, 2009	Frankenmuth CVB
Monday, June 22, 2009	Soaring Eagle Casino
Tuesday, August 11, 2009	Boyne Highlands
Sunday, October 11, 2009	Crystal Mt. Resort
Friday, December 11, 2009	Crossroads Village

Reminder: Take a peek at the Circle Michigan web site and make sure you are using it to YOUR advantage!

Many of you do not have a picture on our site. Circle Michigan features, on an automatic rotating basis, all the members who have pictures or logos posted. The picture gets your attraction front page billing!

Shoot me an e-mail (joyce@circlemichigan.com) if you add a picture or logo. I will have to activate the site for the picture to take its front page status. If you have a picture on the site now, you **have** been activated!

If you have trouble or need some help, contact me and I can assist. It is up to each member to keep their site updated.

FYI: When you make changes to your information, do not forget to hit UPDATE at the bottom for your changes to take affect.

Also if you change addresses, e-mail or otherwise, let me know so that I can keep our database current!

SIX FAM TOURS IN MICHIGAN FOR 2009

Great news, members...our FAMs are Famous! Circle Michigan, in conjunction with you - the members - will host SIX FAM tours into Michigan. Check out the dates below.

If you have questions, please feel free to contact your regional spokesperson listed with your region. Or call the Circle Michigan office directly at 800-513-6424.

* **Central Region - May 15 - 18, 2009**

Melisa Brown/Soaring Eagle mbrown@sagchip.org

* **Southeast Region - June 4 - 7, 2009**

Donna Buchanan/Edsel & Eleanor Ford House dbuchanan@fordhouse.org

* **West Region - June 9 - 12, 2009**

Trish Olach/Boyne Mountain tolach@boyne.com

* **East Region - June 14 - 17, 2009**

Patty Ingleson/Doubletree Bay City Riverfront pingleson@hotmail.com

* **South Region - June 22 - 25, 2009**

Lisa Kukulski/Kalamazoo CVB lkukulski@discoverkalamazoo.com

* **Upper Peninsula - September 8 - 11, 2009**

Julie Luckey/The Grand Hotel jluckey@grandhotel.com

Circle Michigan, in conjunction with Travel Michigan, will be providing coaches for each region. Circle Michigan will also be handling the invitations, designing them and mailing invitations out. This is a phenomenal opportunity for each region of the state to show itself off. Tour operators and group leaders will be invited and may sign up for more than one FAM tour if they wish. If you have a particular tour company you would like to invite, please forward Janet Kasic all of contact information.

Real Science meets Sci Fi?

Don't forget your special invitation to attend the opening preview of **Star Trek** at the Detroit Science Center on February 12th.

RSVP directly to Cathy Ross at the Detroit Science Center.....313-577-8400 ext. 453
Thank you again, Cathy!



Upcoming Educator Shows

Michigan Science Teachers Association	March 5 - 7, 2009	Detroit
Michigan Middle School Association	March 12 - 13th, 2009	Saginaw

If you are an attraction or destination that offers special student programs, tours or curriculum, Circle Michigan will be happy to distribute your materials or brochures at the above mentioned educator shows.

Please....mail **not more than 25 brochures** total to Circle Michigan at: Circle Michigan C/O Joyce Hawkins 4801 Forest Trenton, MI 48183
The Circle Michigan Travel Resource Guide will be distributed at both conventions as well. Don't forget: Heartland Show Feb 20 - 22, 2009!