

Press Release

FOR IMMEDIATE RELEASE

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TOURISM SUMMIT AND LUNCHEON 2011

First annual Summit on Tourism with Guest Speaker

LONGVIEW, WA- The Cowlitz County Tourism Bureau is hosting a Tourism Summit and Luncheon on Thursday October 20th at the Cowlitz County Regional Conference Center in Longview, WA.

All businesses, chambers, cities, ports and tourism stakeholders in Cowlitz County are invited to this event. The schedule will be divided into four parts: starting with networking and tabletop displays from 11am to 12pm, lunch and guest speakers from noon to 1pm, networking and tabletop displays from 1pm to 2pm followed by a strategic planning session from 2pm to 4pm. Guest speaker George Sharp will be talking about the current climate of tourism and how to re-invent you and your business in this market. Mark Plotkin, the Director of the Cowlitz County Tourism Bureau, will be speaking as well about the current and future goals for the Bureau and tourism in our area. The afternoon Strategic Planning session will provide a forum to discuss the strategic vision for tourism in Cowlitz County.

George Sharp is currently the Executive Director of the Olympia-Lacey-Tumwater Visitor and Convention Bureau and is responsible for the overall marketing, public relations and product development for the Thurston County Region. Prior to working at the VCB, Sharp worked eleven years for the Washington State Department of Commerce. He served roles as Tourism Development Manager, Marketing Manager and Education and Training Coordinator.

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“George is a nationally recognized speaker on tourism and this is a wonderful opportunity for our area to hear him talk in Cowlitz County,” commented Mark Plotkin, Director of the Cowlitz County Tourism Bureau.

The luncheon is \$20 per person, payment will be taken at the door. To RSVP please contact Megan Wells at megan@visitmtsthelens.com or call 360.577.3137.

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