

**TOMAHAWK SCHOOL DISTRICT
FIELD TRIP REQUEST**

Tomahawk FBLA - Mrs. Dachel

Requestor/Title: 2015 Wisconsin Governor's Conference on Tourism

Event: 2015 WIGCOT

Location: La Crosse

Date(s) and Time of Travel: March 5, 6, 17 Sunday, Monday overnight.

Same Day Trip ☐ Overnight Trip ☒

Justification: FBLA officers and junior officers interested in a career in business have been invited by the Tomahawk Chamber to attend the 2015 WIGCOT. They will be able to experience many different types of business speakers, including keynote speaker Connie Podesta, that will greatly assist with future career training and development. They will have the opportunity to learn more about the business environment and interact with many people in the business practice. Furthermore, they will be able to choose from many different breakout sessions that range from tourism to culinary arts.

Approximate Students: 6. Anna Gane, Ashley Evans, Ben Yrso, Sierra Schultz, Dane Borchardt, Quin Wallenfang

Chaperones Utilized: Mrs. Dachel, Brenda Bartz, Tamra Anderson

Transportation Utilized: Van Rental School Van - Special Ed.

Cost (per individual, total cost): ~~Van Rental - \$160~~ ~~Registrations - 75~~ 6th days @ .7
3 Hotel Rooms - 3 @ 199 @ 2 = 774

Funding Activity: FBLA, Carol Perkins (for advisors & registration, transportation)

Cost to School District: \$1,112 (FBLA Activity Account)

Date of Request: 1/9/15

Principal Approval Initials: [Signature] 1-9-15

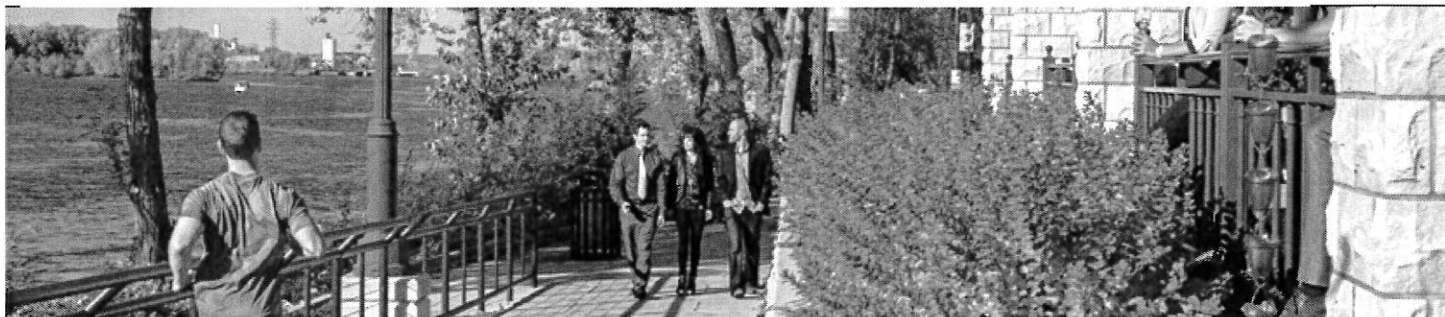
DA Approval Initials: _____

Board Approval Date: _____

WISCONSIN GOVERNOR'S CONFERENCE ON TOURISM

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Conference Highlights

The start of a new year begins our countdown for the 2015 Wisconsin Governor's Conference on Tourism. Following is some fingertip information and deadlines for WIGCOT 2015 in La Crosse:



Accommodations

Accommodations are still available at Grandstay Residential Suites Hotel, the Candlewood Suites, the Courtyard by Marriott and the Holiday Inn Hotel & Suites.



Governor's Tourism Awards

The Governor's Tourism Awards online application and submission portal are live, and we've made it easy to upload your nomination. The deadline of January 30 is fast approaching, so please submit your nomination right away.



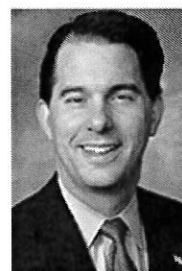
Marketplace

Have you reserved your Marketplace booth? If you have been a participant of the Marketplace in past years, space is currently being held for you on a first-right-of-refusal basis. For \$600 (\$125 for non-profit organizations), you will have the great opportunity to showcase your organization.



Registration

Don't miss your opportunity to register for the conference at a discounted rate. The Early-Bird deadline is February 13, 2015.



**Mark your
calendar for
March 15-17!**



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If you have any conference-related questions, please send them to Dawn Zanoni, Special Events Manager at dzanoni@travelwisconsin.com or call Dawn directly at 608/266-3978.

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2015 WIGCOT Registration

[Click here to register for WIGCOT 2015](#)

[Click here to download a PDF version of the Registration Form](#)

Are you part of a group from the same organization attending WIGCOT?
You may consolidate the registration and billing process here

Early-Bird Fee \$225.00 Prior to February 13, 2015

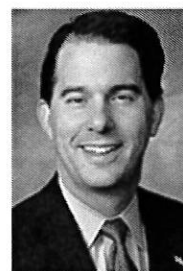
Full Reg. Fee \$275.00 After February 13, 2015

Day Registration \$140.00

Governor's Awards Dinner \$60.00

Special Registrations

Governor's Council Members and Legislators, and Tourism Staff



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If you have any conference-related questions, please send them to Dawn Zanon, Special Events Manager at dzanon@travelwisconsin.com or call Dawn directly at 608/266-3973.

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2015 WIGCOT General Information

Admission/Registration Guidelines

Conference material pick-up and registration will be held at the La Crosse Center during the following dates and times:

| | |
|-------------------|--|
| Sunday, March 15 | 12:00 p.m. – 6:00 p.m. |
| Monday, March 16 | 6:30 a.m. – 3:30 p.m. |
| Tuesday, March 17 | 6:30 a.m. – 10:00 a.m. and 5:00 p.m.–6:30 p.m. |

Your name badge must be worn for admission to all conference sessions and social events. If you misplace or require a new name badge, you may get a replacement, with proper identification, at the registration area for no charge.

Conference Location

The La Crosse Center in La Crosse is our location for the 2015 Governor's Conference on Tourism scheduled for March 15-17. Dress Code
For the opening reception on Sunday, casual attire is appropriate. Business casual is suggested for all daytime meeting sessions. For the Governor's Reception and Awards Celebration, business or semi-formal attire is recommended.

The Governor's Dinner and Awards Celebration

Presented by the Governor and sponsored by the Governor's Council on Tourism, the Governor's Tourism Awards recognize and honor people and organizations that have made a significant impact on Wisconsin's travel and tourism industry. These awards are designed to acknowledge those individuals and businesses that have shown dedication, creativity and excellence. The five award categories include: Legacy, Rising Star, Service Excellence, Stewardship, and Culture, Arts & Heritage. Presentation of the awards will be made during the Governor's Dinner and Celebration on Tuesday evening.

Information Marketplace/Taste of Wisconsin

Scheduled for Monday, March 16 from 3:30 p.m.–6:00 p.m., we look forward to having you visit more than 80 vendors in the La Crosse Center. Additionally, you will find the Tourism Resource Corner, your location for valuable tourism and travel information from around the state.

Shuttle Information

Complimentary shuttle buses will run frequently between the conference hotels and the La Crosse Center. Please check posted schedules in the lobby of the Radisson Hotel,



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Tourism Resource Corner

To streamline our resources, we are offering the Tourism Resource Corner (formerly the Tourism Resource Center) as part of the Information Marketplace in an effort to drive more traffic and cut down on space usage.

Student/Instructor Registration Program

The 2015 conference provides an excellent learning opportunity for students involved in hospitality and tourism programs to gain knowledge while learning about the latest trends affecting our industry. It also provides an avenue for potential employers to meet students during various functions at the conference. This is a great environment for you as a student to increase your knowledge of the tourism industry while mingling with potential employment prospects. We encourage instructors to attend the conference with the students. As added incentive, we extend to you the same conference rate as the students

The attendance cost for this conference is minimal compared to the valuable insights you will take home. The \$75 student rate includes all general programming, your choice of workshops, materials, conference meals, receptions, and Tuesday evening's Governor's Awards Dinner. A day-rate of \$50.00 is available for participation on either Monday or Tuesday. These rates do not include lodging. For information on lodging, please refer to the accommodations tab.

You will find these registration fee options on the registration link under the Registration tab.

If you have any conference-related questions, please send them to Dawn Zanon, Special Events Manager at dzanon@travelwisconsin.com or call Dawn directly at 608/266-3978.

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2015 WIGCOT Agenda

Sunday March 15th

3:00 p.m.–5:00 p.m. Governor's Council on Tourism Meeting

Join your representatives on the Governor's Council on Tourism during their quarterly meeting to discuss issues facing the tourism industry, review ongoing programs and strategic plans with the Department staff and the Council's committee chairs. Conference first-timers are encouraged to attend this informative meeting and receive a personal welcome and introduction from the Council Chair Paul Upchurch and Tourism Secretary Stephanie Klett.

6:00 p.m.–9:00 p.m. Opening Reception

Monday March 16th

8:00 a.m.–8:45 a.m. Kickoff Breakfast

Join us for a scrumptious breakfast and welcome from our Tourism Deputy Sarah Klavas and our La Crosse hosts.

9:00 a.m.–10:00 a.m. Opening Address

Governor Scott Walker and Tourism Secretary Stephanie Klett will open the conference with a brief look back at some of the significant events and achievements from the previous year and share their vision for the future.

10:30 a.m.–11:45 a.m. Keynote Presentation - Connie Podesta

Life Would be Easy... if it weren't for Other People!

Imagine what you could accomplish if you could decode the mystery of human behavior and truly understand what makes people do what they do and say what they say (including yourself!) Research shows that the number one key to success is the ability to get along with other people. With laugh-out-loud humor, killer take-away strategies and her tell-it-like-it-is delivery, Human Relations expert Connie Podesta will take you right inside the minds and personalities of the people



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friends, and family— so you can act, rather than react to whatever life throws your way. Get ready for less stress and more success!

11:45 p.m.–1:00 p.m. **Lunch/Program (John McHugh, Kwik Trip and JEM Video)**

1:15 p.m.–2:15 p.m. **Breakout Sessions**

Creative Place Making (Arts Track Session)

This workshop will feature a short walking tour of La Crosse with a focus on creative place making. Highlights of the tour will include the new mural on the Pump House (and the resulting arts events), the Weber Center, and the downtown arts district. All sites will be within a five minute walk of the conference center, and the session will be moved inside in case of weather.

Exploring the Physiology and Psychology of Travel: Building Sales through Experiential Communication

Join Dana Johnson, business consultant and adventure concierge of Open Leaf Excursions, for an expedition through the mind and body of a tourism customer. Learn how digging deeper into the personality and physiology of customers can help you understand why humans make the choice to travel and how they act while traveling. Understanding the actual physiology and psychology of these nuances will give you the edge of trust and better help you with selling to the new generation of tourists. This presentation will be interactive and can benefit all sectors of the economy dealing with customer relations.

Leadership Like You've Never Heard Before with Connie Podesta

Connie Podesta has empowered thousands of leaders worldwide with the attitudes, mindsets and strategies necessary to create a team that's willing, able and excited to get the job done the right way. With her signature blend of comedy and "tell-it-like-it-is" delivery, Connie takes you inside the minds of even your most difficult employees so you can turn negative attitudes into positive, entitlement into accountability, complacency into productivity, complaining into solutions and "that's not my job" into ownership.

2:30 p.m.–3:30 p.m. **Breakout Sessions**

Multi-cultural Communities (Arts Track Session)

What exciting things can happen when you bring together more than one culture within a community? Learn from the La Crosse area's bringing together of the Native American and Hmong communities and Sheboygan's work with the Hmong, German, and Latino communities.

Multi-cultural Marketing Session with Lauren Banks

The multicultural market represents one of the most powerful growth opportunities for the tourism industry. However, if you want to reach these audiences effectively, you need to know how. Whether you manage a hotel, an attraction, or a destination, you'll learn how to craft compelling messages that will help you gain a competitive edge with the most brand-loyal consumers in America.

Talking Tourism with Wisconsin Legislators

Wisconsin legislators and Tourism Federation of Wisconsin leaders share tips on how to advocate for your tourism issues, and why advocacy is in the best interests of your tourism business or organization. Also, learn about the hot issues this year impacting the industry and even have a chance to win awesome Wisconsin tourism

Technology Trends Changing Consumer Behavior with Kyle Lacy

Technology trends should be extremely important to every aspect of your business. Nearly every industry is impacted by technology and it is becoming increasingly more apparent that the consumer journey is being impacted as well. If you thought social media was disruptive, get ready for the next frontier. Uber announces a valuation of over \$10 Billion. They said it was a fad, yet Airbnb procures a million guests a month. That's 33,333 a day, or 1,388 an hour—all without owning a single bed, bath, or room. Not to mention, sensor use in products is growing at a 30% clip year over year and consumer mobility is transforming the Internet.

3:30 p.m.–6:00 p.m. **Marketplace/Taste of Wisconsin**

6:00 p.m.–? **Open Night**

Enjoy a free evening to enjoy dinner and a night to explore La Crosse.

Tuesday March 17th

7:45 a.m. – 9:00 a.m. **Wisconsin Tourism Partnership Breakfast**

9:15 a.m.–10:45 a.m. **Opening Program—Shawn Achor**

The Happiness Advantage: Linking Positive Brains to Performance

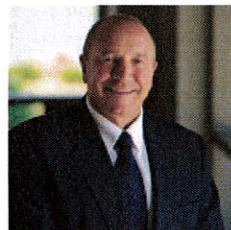
Most companies and schools follow this formula: if you work harder, you will be more successful, and then you will be happy. This formula is scientifically backward. A decade of research shows that training your brain to be positive at work first actually fuels greater success second. In fact, 75% of our job success is predicted not by intelligence, but by your optimism, social support network and the ability to manage energy and stress in a positive way. Shawn explains what positive psychology is, how much we can change, and practical applications for reaping the Happiness Advantage in the midst of change and challenge.



11:00 a.m.–11:30 p.m. **Keynote Presentation - Lee Fisher**

11:30 a.m.–12:15 p.m. **Local Legends Presentation—Don Weber**

The Local Legends program showcases unique individuals from the conference destination or surrounding area that have a passion about their career, company, and community. Don Weber is an entrepreneur and philanthropist and is the founder and CEO of Logistics Health Incorporated (LHI). He was awarded the highest honor given to an employer by the U.S. Department of Defense in recognition of the company's support of its Service member employees. He is a U.S. Marine Corps and Vietnam War Veteran and has received many awards for his service and his continued support for the military, veterans and national security.



12:30 p.m.–1:30 p.m. **Lunch**

1:45 p.m.–2:45 p.m. **Breakout Session Workshops**

This panel will discuss how arts groups and local tourism groups can lay the foundation for a long and strong relationship. How do you start the conversation with your local CVB or arts group? What must be done to nurture the relationship? In what ways can the arts and tourism work together to creatively grow earned income?

Creating a City You Can't Wait to Get to and Never Want to Leave with Lee Fisher

As President and CEO of CEOs for Cities, Lee leads a national network of cross-sector urban leaders who share the smartest ideas and practices for city economic success. CEOs for Cities curates smart ideas and practices for city success, connects cross-sector urban leaders and changemakers, and catalyzes change in cities. The main focus of CEOs for Cities' work and research is in four areas: connecting physical, human, social, and digital capital ; innovation and entrepreneurship; talent development, attraction, and retention; and the distinctiveness of a city.

Data Privacy and Security for Businesses

The news headlines have been filled with data breaches by companies across the nation. Learn how to ensure data privacy and security for your Wisconsin business. Hear about Wisconsin's data breach notification law and what personal information is covered. By understanding the leading causes of data breaches and major risk factors, you will be better prepared to protect yourself and your valued customers. DATCP will walk through recent data breaches and how to minimize your risk. Receive guidelines to set security practices that will benefit your business. If a data breach does happen, find out the next steps to make sure your personal information is not compromised further. Presenters will share helpful resources to take with you, including a guide for small businesses and the ten top cybersecurity tips.

The Art of Social Media Marketing with Kyle Lacy

With billions of people across the world on social media, social advertising is a great way to reach tons of people at a relatively low cost. And after new ad programs rolling out on Facebook, Twitter, Instagram, and the likes – you are left with a variety of ways to reach your consumers. Maybe you're already doing some social advertising (good for you and your brand!) and maybe you're not. Either way, now is better than never to start looking into social networks and devising your strategy. Still struggling to use social media effectively? Join Kyle and learn how to successfully incorporate social into your marketing strategy. Discover which networks work best and learn how to use them to build an engaged community.

3:00 p.m.–4:00 p.m. Roundtables by Topic Segment

Share your ideas and actively participate in an interactive session facilitated by the Department's industry relations team.

Data Driven Marketing Decisions: Understanding Your Visitor

In today's competitive travel market, destinations must understand their customer and tailor their marketing messages to attract them. This roundtable session will bring together tourism marketing professionals to discuss best practices in information gathering and how to use the information to make data driven marketing decisions.

Department of Tourism Resources for the Arts (Arts Track Session)

This roundtable will focus on the programs and services the

and attractions. Learn about grant programs, marketing and PR resources, regional tourism specialists, and cooperative advertising. After you've discovered what the Department can do for you, find out what you can do for the Department.

Enhancing Bike Tourism in Your Community

Wisconsin is ranked the number three Bike Friendly state by the American League of Bicyclist and is home to over a dozen certified Bike Friendly communities. This session will present information and statistics to show why bike tourism and development is growing nationally and why bike tourism is valuable to your destination, discuss sector growth, sector trends, statistics and data, success stories, and best practices for growing bike tourism in Wisconsin.

Marketing Your Community's Waterway Assets

Wisconsin's rivers, lakes, and coastal waters are used for many different forms of recreation. Some recreational activities take place in or on the water, such as swimming, boating, whitewater rafting, and surfing. Other activities may simply be enhanced by proximity to water. This session will share examples of water-related events, activities, success stories, planning and approaches from four panel members.

Sports Marketing Program

This interactive session will focus on the value of pursuing the sports market and exploring the potential for bringing sporting events to your community. Learn how the sports market works, how it's different, and how to identify the strengths and assets of your community.

Visual Social Media

As humans, we connect emotionally to images—more than video, audio or text. People make decisions and take action quicker when prompted by images, and the brain processes visuals 60,000 times faster than it does text. We are wired to take in visual content faster and more effectively than we are words. Session will share examples of great photography, and how to not only capture those images, but how to properly prepare them and when and where to share them.

5:30 p.m.–6:30 p.m. **Dinner Reception**

6:45 p.m.–9:00 p.m. **Governor's Dinner and Awards Celebration**

Presented by the Governor and sponsored by the Governor's Council on Tourism, the Governor's Tourism Awards recognize and honor people and organizations that have made a significant impact on Wisconsin's travel and tourism industry. These awards are designed to acknowledge those individuals and businesses that have shown dedication, creativity and excellence. Presentation of the awards will be made during the dinner and celebration.

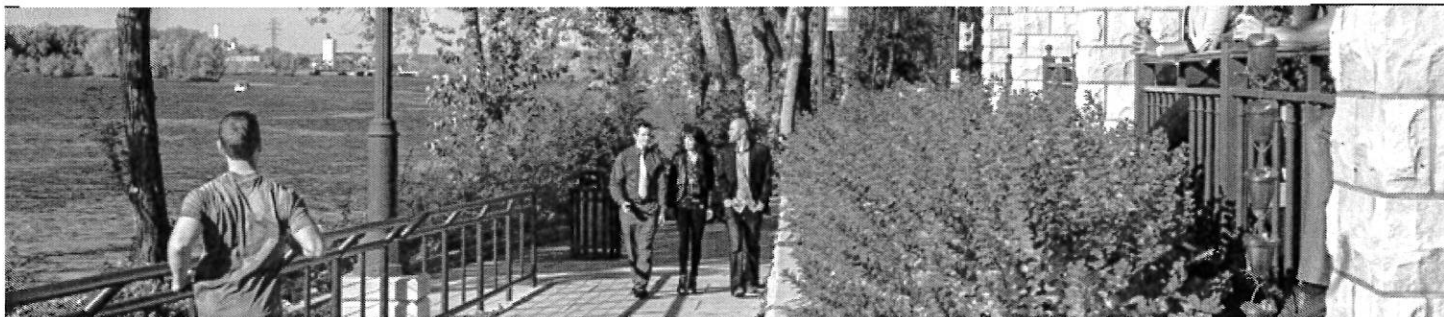
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Dawn directly at 608-266-3978

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2015 WIGCOT Lodging

Mark your calendars for the 2015 Governor's Conference on Tourism
March 15-17 at the La Crosse Convention Center/Radisson Hotel.
Overnight accommodations can be arranged at the following hotels:

Best Western Riverfront Hotel

Rates: \$85.00 for single, \$95.00 for double
(608) 781-7000

Quality Inn

Rates: \$60.00 for single, \$70.00 for double
(608) 781-1400

Settle Inn

Rates: \$65.00 flat rate
(608) 781-5100

Radisson Hotel of La Crosse

Rates: \$119 for king, \$129 for double queen
800/333-3333 or 608/784-6680

*****The room block at the Radisson is currently filled**

GrandStay Residential Suites Hotel

Rates: \$89 one bedroom suite
608/796-1615

Candlewood Suites of La Crosse

Rates: \$109 single bed suite, \$119 double queen bed suite
608/785-1110 at extension 2 only

Courtyard by Marriott

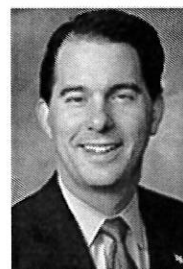
Rates: \$125 double, \$140 suite
608/782-1000

*****The room block at the Courtyard is currently filled**

Holiday Inn Hotel & Suites

Rates: single \$109, double \$109, suite \$119
608/784-4444

*****The room block at the Holiday Inn is currently filled**



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