

House of Representatives State of Tennessee



Contact: Kara Watkins (615) 741-1975

FOR IMMEDIATE RELEASE

Dear Friends:

I thought the following would be of interest to you or to someone you know.

Sincerely,

Donna Rowland
State Representative
34th Legislative District

MEDIA ADVISORY
February 26, 2007

STS MARKETING COLLEGE SCHOLARSHIP APPLICATIONS AVAILABLE FOR TENNESSEE TOURISM PROFESSIONALS

The Tennessee Department of Tourist Development, together with Official Tennessee State Vacation Guide publisher Miles Media Group, will be offering two full scholarships to the Southeast Tourism Society (STS) Marketing College to tourism marketing professionals in the state of Tennessee.

The STS Marketing College is a three-year educational program for members of the tourism industry in the Southeast United States. From July 29 - Aug. 3, 2007 the courses will be held at the campus of North Georgia College & State University in Dahlonega, GA. During this week, students will experience a broad-based curriculum of courses designed to teach marketing techniques from all facets of the tourism industry. Marketing College professors are working, experienced professionals from across the country that not only bring expertise, but real-world knowledge and skill to the classroom. Students who attend three years of Marketing College receive a Travel Marketing Professional (TMP) certification, presented at a special graduation ceremony at the STS Spring Meeting.

"The STS program offers a wonderful variety of information to help new tourism professionals as well as seasoned veterans. I daily use things I learned during my three years at Marketing College," said Melissa Woody, chairperson for Tennessee Association of Convention & Visitors Bureaus. "We encourage everyone in Tennessee tourism to take advantage of this invaluable training program. The more we all know about promoting our respective areas, the better impact we can have on our communities and on our entire state."

The STS Marketing scholarships will be awarded to two Tennessee tourism professionals and will cover tuition, accommodations and most meals for the 2007 session. The scholarships will be granted based

on criteria established by the Tennessee Department of Tourist Development, which will encompass both financial need and professional aptitude. The STS application is attached.

"STS is delighted to be working in partnership with Miles Media and the Tennessee Department of Tourist Development. We commend both of these partners for their encouragement and commitment to the continuing education of employees in the travel and tourism industry." acknowledged Bill Hardeman, STS President and CEO.

"Tourism education means we are constantly raising the bar in our industry," said Commissioner Susan Whitaker. "STS Marketing College is an organization committed to our industry's growth, prosperity and competitive edge. It's wonderful to have STS and Miles Media working with us to promote education in Tennessee's tourism industry."

Scott Templeton, Miles Media Group Southeast U.S. Regional Publisher, says, "We are very excited to provide individuals in the Tennessee tourism industry with an opportunity for professional growth, exchange of ideas and networking with their peers in the Tennessee and Southeast tourism communities."

The Tennessee Department of Tourist Development is a leader among state organizations in the United States tourism industry. Tourism is one of Tennessee's largest and most vibrant industries employing more than 178,000 individuals and generating an economic impact of \$12.4 billion as reported by Travel Industry of America (TIA).

Miles Media Group is the publisher of the Official Tennessee State Vacation Guide. Miles Media Group's mission is to deliver visitors to their destination clients. They accomplish this goal by publishing captivating * as well as, functional print, Internet, and electronic marketing products for state divisions of tourism, CVBs and other organizations in the tourism industry. In the 51 years since the company was founded, Miles Media Group has grown to become the largest publisher of tourism information, both in print and on the Internet, in the United States.

For more information, contact Mary Steadman at Mary.Steadman@MilesMedia.com or 423-956-4330. Please see attached application. Deadline for submission is **March 22, 2007**.