

## **In The Loop changes format with our Summer Issue**

Pick up your copy of the latest issue of **In The Loop** on the recently-launched Visit Eau Claire Member website: [www.visiteauclairemembers.com](http://www.visiteauclairemembers.com).

## **Here's an incentive for reading this newsletter!!!**

**When you sign on to [visiteauclairemembers.com](http://visiteauclairemembers.com) you also register for the "Sweet Suite Deal" prize drawing, which includes:**

- an Overnight stay at Fanny Hill
- two bottles of wine from River Bend Winery
- and a Gift Certificate from Simply Cakes

Keep up-to-date and check the Member Website for offers, incentives, drawings, news updates and other information. [www.visiteauclairemembers.com](http://www.visiteauclairemembers.com).

## **IF YOU HAVEN'T DONE SO - SIGN UP TODAY – IT'S FREE WITH YOUR MEMBERSHIP!**

When you create your LogIn on the Member Website, you will be entered in the "Sweet Suite Deal" incentive drawing. Follow these easy steps to start enjoying your member benefits:

1. Go to: [www.visiteauclairemembers.com](http://www.visiteauclairemembers.com).
2. [Visit the account creation page](#) and create your personal login
3. Your request will be received by Visit Eau Claire and processed for approval
4. You will receive an email confirmation once your LogIn is approved and your account is active

## **Your feedback is Vital!**

Here's another incentive for providing your feedback.

Take the Member Survey for a chance to win a \$50 gas card from Gordy's County Market.

If you have questions about the new website, your LogIn approval or need additional help, please contact Craig Campana at [craig@visiteauclaire.com](mailto:craig@visiteauclaire.com) or 715.832.0051.

## **Discover the unique businesses of our “In The Loop” Spring/Summer sponsors:**

### **Summer Spotlight - MyECNow**

Spring and summer offer the perfect time of year to be out-and-about, enjoying both new and familiar places. MyECnow.com features the motto of “Today’s Best Places. Today’s Best Prices. Period.” The site showcases the area’s lowest prices and best deals at nearly every local establishment. Search the site by cuisine choice, drink specials or daily deals.

MyECnow.com promotes the Chippewa Valley and its many entertainment venues, restaurants and dining locations. Go to [www.myecnow.com](http://www.myecnow.com) to access information about establishments throughout the entire Chippewa Valley. If you are searching for a great fish fry, birthday celebration location, places that deliver or a special of the day, MyECnow provides all of the needed information with a click of the mouse. MyECnow is quickly becoming the area’s go-to location to find out where to go and what to do in the Chippewa Valley.

### **Get Listed and Enjoy Visitors All-Year Round!**

Join the MyECnow community and heighten customer interest with a virtual storefront. Partnering with MyECnow.com means you can display your best deals, an online menu, contact information and driving directions. Start improving your ROI and get noticed with a listing on MyECnow.com. Contact Craig at 715.832.0051 to gather more information and to find out how to build your business beginning today!

### **Member-to-Member Sponsors Want to See You this Summer – Let these members know you saw their ad In The Loop!**

1. Burrachos has great ideas for graduation and special event catering. Visit Burrachos at [www.burrachos.com](http://www.burrachos.com)
2. Busy, over-scheduled and not enough time to send cards? Try the quick, easy and best way to send a card: SendOut Cards. Send a free Birthday or Graduation card to someone you care about by clicking on this link: [www.sendoutcards.com/shamrockgreetings](http://www.sendoutcards.com/shamrockgreetings)
3. Famous Dave’s features some of the best food in the Chippewa Valley! Check out the weekly specials at [www.famousdaves.com](http://www.famousdaves.com)
4. Cabin Chic/Petit Jardin – Be sure to attend Wine Tastings throughout the summer at Cabin Chic/Petit Jardin. [www.cabin-chic.com](http://www.cabin-chic.com)
5. Enjoy one of the finest golf courses in the Chippewa Valley when you golf at Princeton Valley Golf Club. This popular 9-hole golf course features beautiful

greens, challenging holes and a picturesque view. Go to [www.princetonvalleygolfclub.com](http://www.princetonvalleygolfclub.com) and register for free golf! By participating in the eClub, you will receive a free green fee on your birthday! Offer is valid for one week prior and one week after your birthday. Even if you have a winter birthday during the months of November – March, you can still join the eClub. Your free round of golf will be valid during April, September or October.

6. America's Best Value Inn – Welcome to America's Best Value Inn  
[www.abvicampusview.com](http://www.abvicampusview.com)

### **A Message from Our Executive Director...Welcome to a “New Season” at Visit Eau Claire!**

Welcome to summer in the Chippewa Valley! During the past few months, the Visit Eau Claire staff has been working diligently to implement the 2010 Plan of Work; the plan is designed to deliver more visitors to your door. This goal is especially important in today's recovering economy.

Visit Eau Claire is energetic, encouraged and optimistic about the local tourism industry. During the past month, I have had an opportunity to interact with other CVB's from around the country; most agree that the forecast for tourism is still partly cloudy with brighter days ahead in late 2010 and early 2011. Peter Yesowich, a national travel trends forecaster from the Y Partnership, says that we are in the era of the New Frugal. Today's travelers are seeking the “best deals” via online comparison shopping; they are also relying on blogs for personal reviews and advice on destinations and hotels.

Visit Eau Claire monitors feedback about our area, promotes our unique destination and encourages various ideas for travelers. Our goal is to promote the area and your business; we always do our best to ensure a strong return on investment back to you.

Our goals this year include:

- The development of regional community micro-websites
- Launch of [www.visiteauclaire.mobi](http://www.visiteauclaire.mobi) website for smart phones
- Programs for member businesses, including our popular “Treat and Tweet” events
- Continued implementation of [www.visiteauclaire.com](http://www.visiteauclaire.com) travel advisors program and social media marketing
- Presence at national tradeshows for Sports and Group Marketing

A new initiative, our Mobile Visitor Center program, has been debuting at area festivals and events this spring and summer. Watch for details about how your business can participate; the program is designed to bring information to both residents and visitors in the Chippewa Valley.

Thank you for your continued support of Visit Eau Claire. Best wishes for a productive spring/summer tourism season and a prosperous 2010 and beyond.

Linda John, Executive Director

### **The Visit Eau Claire Mobile Visitor Center – Coming to a Festival near You**

Beginning this summer, the Visit Eau Claire Mobile Visitor Center will be traveling to over 30 area festivals, events and sporting tournaments. This exciting new opportunity is a great way to promote your business. The eye-catching, highly-visible Visitor Center will be packed with promotional materials, information and maps; the center will also offer wireless internet capabilities and feature interactive games and contests. Contact Craig Campana at [craig@visiteauclaire.com](mailto:craig@visiteauclaire.com) to become involved as a sponsor and begin to familiarize the community with your services.

### **Sports Sales Aims for a Grand Slam 2010**

Our sports sales team is focused upon making the Eau Claire area a hot destination for sporting events and fun. In addition to our deep traditions with baseball and softball, this year we are showcasing our fabulous venues to a national audience through several high-profile events.

The hosting adventure begins in July, as the Chippewa Valley welcomes the 2010 Wisconsin **ASA State Girl's Softball Championships**. The event, held July 9-11, will draw over 100 fastpitch softball teams to the area. Exciting games will take place in Seymour, Altoona, Eau Claire, Hallie and Chippewa Falls. Local restaurants, hotels, stores, gas stations and attractions will all feel the positive impacts of this tournament.

On July 19-21, Carson Park will be the site of the **Northwoods League All-Star Game**. Eau Claire's own Express baseball team will host this prestigious event; top talent from the leagues will descend upon the area to represent their respective teams. The event will feature a home-run derby similar to the popular event held at the Major League Baseball All-Star Game. This event is sure to bring players, visitors, families and fans to the Eau Claire area.

Eau Claire will also be the site of the **Ohio Valley Regional tournament** at Mt. Simon Park on July 29 – August 2. The event, hosted by Eau Claire Babe Ruth, will feature the top ten teams from Wisconsin, Michigan, Indiana, Kentucky, Illinois, Ohio and West Virginia. The winner of the tournament will play in the Babe Ruth World Series.

## **August 5-8, Boomerangs Return to Eau Claire**

This August 5-8, the United States Boomerang Association ([www.usba.org](http://www.usba.org)) will host the 2010 National Boomerang Tournament & Expo at the Eau Claire Soccer Park in Eau Claire. The Expo is a jam-packed weekend of competitions, exhibitions, demos, and fun activities open to the public. The goal of the Expo is to increase awareness of boomerangs as something fun for kids of all ages by bringing a world-class boomerang tournament and festival to a different part of the country every year.

They say that Boomerangs will always come back - this event was held in Eau Claire in 2007 and this year, the Eau Claire Area Sports Commission is very pleased to bring it back to The Valley! Additionally, the US Boomerang Team, featuring Dan Johnson from Eau Claire, recently competed in the World Boomerang Championships in Rome, Italy. The group won first place in the team competition, and claimed the Boomerang World Cup for the first time in the history of the US Boomerang Association. Members of this team will compete here, adding to the excitement of this national championship. Tournament action will take place daily from 10:00am – 6:00pm.

## **This Year, Summerfest Features Strong Men!**

North American Strongman, Inc. will host the Summerfest Strongman Competition August 14<sup>th</sup> in Downtown Eau Claire. Main Street, between Barstow and Graham will be closed for this daylong event that will feature five feats of strength to determine the strongest man. The Eau Claire Area Sports Commission began to bid on this event in October of 2009 at the TEAMS Conference in New Orleans, LA. The event will feature 30 amateur strongman competitors competing in the following disciplines: axle clean and press lift, carry and drag (with heavy weights & chain), tire flip, yoke carry, and stone over bar. Additionally, 3 professional strongmen will display their prowess during an exhibition after the amateurs finish. Come to watch the action, or try your hand in “The Challenge”! This event, open to public participation, will allow ordinary citizens to try some of the same events the competitors do, with the chance to win prizes.

## **OpenAir Classic 2010 Promises Summer Fun**

The Fifth Annual OpenAir Classic returns to the Eau Claire area August 19 – 22. During the event, watch for over 400 “sun and fun lovers” in 200 convertibles cruise through the scenic Chippewa Valley. These cars will “drop their tops” and spend four days experiencing the hospitality and beauty of the area. This “cruising” schedule will include stops at dozens of shops, scenic overlooks and historic sites; the event culminates with a “Topless Car Display” in downtown Eau Claire on Saturday, August 21.

The non-competitive event requires no touring or cruise experience; organizers welcome convertibles of any make or vintage. As part of the tour, participants will stop at checkpoint businesses to get their card punched; those drivers who have completed punched cards are entered into a drawing for fabulous prizes. Your business could benefit and be noticed by becoming a checkpoint business for over 400 potential customers. If you are interested in this opportunity, contact Michael Strubel, Sports Sales Manager at 715.832.0027 or [michael@visiteauclaire.com](mailto:michael@visiteauclaire.com). Get ready to be a part of this fun, festive and fabulous summer event!

### **Group Sales Promotes Fabulous Venues and Fun Times in the Valley**

The Group Sales team at Visit Eau Claire is busy promoting the Chippewa Valley to potential meetings, conferences and conventions. Our new meeting website, [www.visiteauclairemeetings.com](http://www.visiteauclairemeetings.com), is a great online resource that highlights the area's meeting properties and shows in-depth information with diagrams, visuals and success stories, and offers meeting planners year-round/24-Hour Access.

### ***Upcoming Meetings and Conventions***

(The monetary figure indicates the estimated economic impact based on the room nights each group uses.)

WI Family & Consumer Education – WFCE Annual Conference- 8/8/10-8/11/10	\$ 40,500
WI Liquid Waste Carriers Association- Annual Meeting- 8/13/10 – 8/14/10	\$ 22,950
WI North Upper Michigan Optimists- Conference- 8/20/10-8/21/10	\$ 18,900
WI Association for Home & Community Education- Convention – 9/15/10-9/17/10	\$121,500
Presentation School of Nursing- Class of 60' Reunion - 9/17/10-9/19/10	\$ 10,800
WEHA- Joint Education Conference - 9/21/10-9/23/10	\$ 37,800
WI Fire Chiefs Education Association- Fall Conference- 9/28/10-10/01/10	\$ 33,750
WI State Foster Care Coordinators – Western Regional Conference- 9/29/10-10/01/10-	\$ 45,900
WI Association of School Boards- Fall Meeting- 9/30/10-10/01/10	\$ 13,500
Internal Revenue Service- Fall Training – 10/11/10-10/12/10	(Meeting only)
4-H Shooting Sports- Adult Certification Workshop 10/15/10-10/16/10	\$ 10,800
2 <sup>nd</sup> Infantry Division – Reunion- 10/15/10-10/16/10	\$ 27,000
WI Council of Teachers of English – Annual Meeting- 10/21/10-10/24/10	\$ 13,500
Chippewa Valley Book Festival – 10/21/10-10/24/10	\$ 81,000
WI Coalition Against Sexual Assault –SAVAS Training- 10/31/10-11/5/10	\$ 32,400
<b>Total Anticipated Economic Impact:</b>	<b>\$510,300</b>

The community's meeting facilities, fabulous dining, beautiful scenery and unique attractions make the Eau Claire area a wonderful choice when planning meetings. Whether it is a meeting for one or 1,000, Eau Claire has everything you need! For more details, contact Jackie Boos at 715.831.2345 or 888.523.3866.

The Visit Eau Claire Sales Team can make your event smooth and stress-free by doing the following:

- Liaison between meeting planner and hotels, event venues and suppliers

- Coordination of site inspections
- Entertainment and off-site event facilities suggestions
- Provide advice for pre- and post-convention tours and activities
- Guide to Eau Claire area banquet and meeting facilities
- Much, much more!

Be sure to check out the Cultural Arts & Tourism Grant Programs Information and application on the [www.visiteauclairemeetings.com](http://www.visiteauclairemeetings.com) website.

## **Membership Events**

### **Member Orientations Held Throughout the Summer Months**

As a Visit Eau Claire member, you have many opportunities to promote your business. Do you have all of the information needed to make your membership effective? Luckily, Visit Eau Claire offers Member Orientations to help you learn about various promotional opportunities. The orientation events provide a great way to network with other members and learn about the Visit Eau Claire experience. Upcoming orientations are listed below:

Tuesday, July 27, 2-3:30pm  
Simply Cakes Bakery – 3636 Melby Street, Lake Hallie

Tuesday, August 10, 10-11:30am  
Turks Head Coffee House – 307 S. Barstow Street, Eau Claire

Tuesday, August 31, 2-3:30pm,  
Visit Eau Claire Office Boardroom – 4319 Jeffers Road, Eau Claire

Make the most of your membership by attending one of the upcoming membership orientation sessions. You will hear from Visit Eau Claire staff about business opportunities, social media efforts and other membership benefits. RSVP to Craig Campana at [craig@visiteauclaire.com](mailto:craig@visiteauclaire.com) or call 715.832.0051.

If your company is interested in hosting a Membership Orientation for September – December, please contact Craig Campana. Hosting opportunities are a great way to meet new members and promote your business.

### **Get Connected – Participate in a Treat + Tweet**

Join fellow Visit Eau Claire members as we continue with our popular Treat + Tweet events. These free electronic open houses are designed to promote member businesses through Facebook and Twitter updates. Enjoy a treat (food and beverages)

and tweet (post a review on Twitter or Facebook) about the wonderful sponsor business' refreshments, setting, ambiance and staff.

If you have 50 or more followers or friends on either Twitter or Facebook, bring your mobile phone, PDA or laptop and post feedback to your followers! These events are co-sponsored by Visit Eau Claire - [www.visiteauclaire.com](http://www.visiteauclaire.com).

A special thank you goes to all of our Treat & Tweet sponsors who have participated this year:

February 25 – Foster Cheese Haus

March 25 – Gordy's Birch Street

April 8 – Famous Dave's

April 21 – Burrachos

April 22 – Simply Cakes

May 20 – Gordy's Lake Wissota

May 23 – Lake Street United Methodist Church

### **A Treat + Tweet Trio**

The next Treat + Tweet event is a trio of concerts co-sponsored by L.E. Phillips Memorial Public Library, and Visit Eau Claire, with light refreshments provided by Turks Head Coffee House.

Please join us for one (or all) of these events and bring your mobile device (PDA or Cell Phone) so you can enjoy the music, refreshments and even take photos and provide an update to your Facebook and Twitter followers.

### **Music on the River**

Tuesday, July 13 – Jazz Standards

Monday, July 19 – Jazz Standards

Wednesday, July 28 – Brass Quintet

All concerts start at 6:30pm on the Library Lawn next to the river.

In case of rain, the concert will take place in the Eau Claire Room in the L.E. Phillips Memorial Public Library  
400 Eau Claire Street

If your business could benefit from hosting a Treat + Tweet event, please contact Craig Campana at [craig@visiteauclaire.com](mailto:craig@visiteauclaire.com).

## **New Members to Visit Eau Claire**

**Foster Cheese Haus,  
Foster, WI  
[www.fostercheesehaus.com](http://www.fostercheesehaus.com)**

**Barn Again Lodge,  
Mondovi, WI  
[www.barnagainlodge.com](http://www.barnagainlodge.com)**

**Family Farms Market,  
Eleva, WI  
[www.familyfarmsmarket.com](http://www.familyfarmsmarket.com)**

**Candace Hennekens/Swallow Next Art Gallery,  
Fall Creek, WI  
[www.swallownest.etsy.com](http://www.swallownest.etsy.com)**

**Eau Claire Jazz,  
Eau Claire, WI  
[www.eauclairejazz.com](http://www.eauclairejazz.com)**

**Corey Burstad Insurance,  
Eau Claire, WI  
[www.coreyburstadinsurance.com](http://www.coreyburstadinsurance.com)**

**Barbara Lyon/Take2Day Musical Duo,  
Menomonie, WI  
[www.myspace.com/take2day](http://www.myspace.com/take2day)**

**Tanara Sweisthal/Natureza Jewelry,  
Eau Claire, WI  
[www.naturezajewelry.etsy.com](http://www.naturezajewelry.etsy.com)**

**MyECNow,  
Eau Claire, WI  
[www.myecnow.com](http://www.myecnow.com)**

**Wisconsin Festival Grounds,  
Lake Hallie, WI  
[www.festfun.com](http://www.festfun.com)**

Simply Cakes Bakery,  
Lake Hallie, WI  
[www.simplycakesllc.com](http://www.simplycakesllc.com)

L.E. Phillips Memorial Public Library,  
Eau Claire, WI  
[www.ecpubliclibrary.info](http://www.ecpubliclibrary.info)

Pizza Ranch,  
Eau Claire, WI  
[www.pizzaranch.com](http://www.pizzaranch.com)

Turks Head Coffee House,  
Eau Claire, WI  
[www.turksheadcoffeehouse.com](http://www.turksheadcoffeehouse.com)

Karen Hurd Nutritional Practice,  
Fall Creek, WI  
[www.karenhurd.com](http://www.karenhurd.com)

River Bend Vineyard & Winery,  
Chippewa Falls  
[www.riverbendvineyard.com](http://www.riverbendvineyard.com)

Re/MAX Affiliates/Bruce Weegman,  
Eau Claire, WI  
[www.bruceliststhensells.com](http://www.bruceliststhensells.com)

Dana's Bar & Grill  
Eau Claire, WI

Grand Occasions Banquet Hall  
Osseo, WI  
[www.osseobanquethall.com](http://www.osseobanquethall.com)

### **Build Year-Round Savings with our Member Referral Program**

Looking for a way to network and reduce costs? Simply introduce a friend or colleague to Visit Eau Claire. Upon their membership, you will receive a \$50 credit toward the renewal of your Visit Eau Claire 2011 membership or \$50 towards the purchase of any of our extra services (\$50 value for each new member you refer).

**Save The Date:**

Watch for important information about the 2<sup>nd</sup> Annual Battle of the Borders Golf Outing.  
Save the date of Monday, Sept 27 to participate in this fun event!