



Separator Sheet

File Contents: Conversion Study 2001

Denton Convention and Visitor Bureau

Diann Overgaard

From: <webforms@tigerbyte.com>
To: <dcvb@discoverdenton.com>
Sent: Tuesday, January 29, 2002 1:45 PM
Subject: DiscoverDenton.com Visitor Survey

Future_visit: yes

Month: June

Stayed_where: bed_and_breakfast

How_long: daytrip

How_far: 201-350 miles

Purpose: vacation/getaway,

Places/activities: museums, galleries, antiquing, shopping, outdoor recreation, motor sports, athletic event, business, festivals, performing arts, horse country area, university-related, historic/downtown, other,

Rating: 5

Recommend: no

Comments: no comments

DENTON CONVENTION & VISITOR BUREAU

VISITOR SURVEY

Dear Traveler,

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1. Have you visited Denton in the last year? (If "yes", please answer questions 2-9)
 Yes No

If not, do you plan to visit in the future?
 Yes No

2. What month did you visit? (circle) January February March April May June July
August September October November December

3. Where did you stay?
a. Hotel/Motel b. Bed & Breakfast c. Relative/Friend d. Camping/RV park

4. How long did you stay?
a. Day trip only b. 1-2 nights c. 3-5 nights d. 6 or more nights

5. How far did you travel?
a. 50 miles or less b. 51-100 miles c. 101-200 miles d. 201-350 miles e. 350 miles or more

6. What was the purpose of your trip?
a. Vacation/Getaway b. Friends/Relatives c. Business/Meeting d. Other _____

7. What places did you visit or activities did you take part in while you were here?
a. Museums b. Galleries c. Antiquing d. Shopping
e. Outdoor Recreation f. Motor Sports g. Athletic Sporting Event h. Business
i. Festivals/events j. Performing Arts k. Horse Country Area l. University-related activity
m. Historic District/Downtown Square n. Other (Please Specify):

8. Rate your experience (1 being the least enjoyable, 5 being the most enjoyable)
1 2 3 4 5

9. Would you refer Denton to another traveler?
 Yes No

Comments:

*****REMEMBER*****

All returned, completed surveys postmarked by February 15, 2002 will be entered in a drawing for Denton prizes.

You can return this survey 3 ways:

1. Refold with the CVB address showing, adhere stamp and mail via Post Office.
2. Fax this form to 940-382-6287
3. Visit www.discoverdenton.com and fill this survey out on the home page of our website

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 Yes No

Comments:

Had a great time. Looking forward to another trip. Every body was so nice. See you in June or July 2002, Please send me a lot more information

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So I can plan better trip in 2002

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Comments:

V. Set Plan on returning in another weeks - 10 days for a

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Diann Overgaard

From: <webforms@tigerbyte.com>
To: <dcvb@discoverdenton.com>
Sent: Friday, February 08, 2002 4:03 PM
Subject: DiscoverDenton.com Visitor Survey

Visited: yes
Month: August, September, November, December
Stayed_where: relative/friend
How_long: 1-2_nights
How_far: over 350 miles
Purpose: Visiting friends or relatives,
Places/activities: shopping, outdoor recreation,
Rating: 4
Recommend: yes
Comments:

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Diann Overgaard

From: <webforms@tigerbyte.com>
To: <dcvb@discoverdenton.com>
Sent: Thursday, February 07, 2002 7:31 AM
Subject: DiscoverDenton.com Visitor Survey

Visited: yes
Month: May, June, July, September, October, November, December
Stayed_where: relative/friend
How_long: 3-5_nights
How_far: 101-200 miles
Purpose: Visiting friends or relatives,
Places/activities: shopping, festivals, historic/downtown,
Rating: 5
Recommend: yes
Comments:

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Yes No

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Yes No

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 Yes No

If not, do you plan to visit in the future?
 Yes No

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August September October November December

3. Where did you stay?
a. Hotel/Motel b. Bed & Breakfast c. Relative/Friend d. Camping/RV park *Day Trip Didn't stay*

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Sent: Tuesday, January 29, 2002 9:09 PM
Subject: DiscoverDenton.com Visitor Survey

Visited: yes
Future_visit: yes
Month: June, September, November
Stayed_where: relative/friend
How_long: daytrip
How_far: 51-100 miles
Purpose: Visiting friends or relatives,
Places/activities: university-related, other, Shopping
Rating: 4
Recommend: yes
Comments:

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 Yes No

If not, do you plan to visit in the future?
 Yes No *undecided*

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Comments: *undecided, about visiting at this time. I did enjoy the MATERIAL THAT I received. THANK YOU, WILLIAM.*

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1. Have you visited Denton in the last year? (If "yes", please answer questions 2-9)

___ Yes No NOT ABLE TO IN 2001

If not, do you plan to visit in the future?

Yes ___ No 2002 FALL

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___ Yes ___ No

Comments:

2002 FALL WILL BE IN DENTON AREA / PLS SEND MAP & EVENTS IDEAS -
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PAT GERRY BARLAMENT
3180 SALEM LA
GREEN BAY WI
54313

Midwest Living
April 2000

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You can return this survey 3 ways:

1. Refold with the CVB address showing, adhere stamp and mail via Post Office.
2. Fax this form to 940-382-6287
3. Visit www.discoverdenton.com and fill this survey out on the home page of our website

DENTON CONVENTION & VISITOR BUREAU

VISITOR SURVEY

Dear Traveler,

Several months ago you requested visitor information on Denton, Texas. In an effort to better serve our visitors, we developed the following survey. Please help us by filling out the form below, then **refold with the CVB address showing, seal it and send back to us.** All responses postmarked or e-mailed by February 15, 2002 will be entered in a drawing for prizes from Denton. We appreciate your help and if you have any questions, please call us toll free at (888) 381-1818. Thank you.

1. Have you visited Denton in the last year? (If "yes", please answer questions 2-9)
 Yes No

If not, do you plan to visit in the future?
 Yes No

2. What month did you visit? (circle) January February March April May June July
August September October November December

3. Where did you stay?
a. Hotel/Motel b. Bed & Breakfast c. Relative/Friend d. Camping/RV park

4. How long did you stay?
a. Day trip only b. 1-2 nights c. 3-5 nights d. 6 or more nights

5. How far did you travel?
a. 50 miles or less b. 51-100 miles c. 101-200 miles d. 201-350 miles e. 350 miles or more

6. What was the purpose of your trip?
a. Vacation/Getaway b. Friends/Relatives c. Business/Meeting d. Other _____

7. What places did you visit or activities did you take part in while you were here?
a. Museums b. Galleries c. Antiquing d. Shopping
e. Outdoor Recreation f. Motor Sports g. Athletic Sporting Event h. Business
i. Festivals/events j. Performing Arts k. Horse Country Area l. University-related activity
m. Historic District/Downtown Square n. Other (Please Specify):

8. Rate your experience (1 being the least enjoyable, 5 being the most enjoyable)
1 2 3 4 5

9. Would you refer Denton to another traveler?
 Yes No

Comments:

REMEMBER

All returned, completed surveys postmarked by February 15, 2002 will be entered in a drawing for Denton prizes.

You can return this survey 3 ways:

- 1. Refold with the CVB address showing, adhere stamp and mail via Post Office.
- 2. Fax this form to 940-382-6287
- 3. Visit www.discoverdenton.com and fill this survey out on the home page of our website

December 6, 1999

Mr. Gregg Williams
14990 PR 436
Cross Plains, TX 76201

Dear Mr. Williams:

Thank you for your continued interest in the city of Denton. We are proud to enclose the free "Denton Getaway" package that you won from our random drawing. As you know your package includes a free overnight stay for two at the La Quinta Inn, a gift certificate to Ruby's Diner on the Square and the Longhorn Gallery.

I sincerely hope that you will have the opportunity to spend some time in our city in the near future. If you have any questions or concerns, don't hesitate to call us toll free at (888) 381-1818 or stop by our office at 414 Parkway when you are in town.

Thanks again!

Sincerely,

James Swenson
Denton Convention & Visitor Bureau



November 29, 1999

Mr. Ken Wallace
4102 Carnation Dr.
Arlington, TX 75016-3921


Dear Ken:

Congratulations! You have won a "Denton Getaway" package. Your name was selected in a random drawing from the hundreds of individuals who responded to our visitor survey.

Your package is a golf package to the Radisson Hotel Denton and Eagle Point Golf. This package includes a complimentary room for two, green fees, cart rental, range balls, club storage and breakfast. Your "Denton Getaway" package also includes a gift certificate to Ruby's Diner on the Square and Stone Soup, a specialty store, in historic downtown Denton. Most of these certificates are good through October 2000.

We would like to get a confirmation that you received this notice before we mail your prizes to you. Please call me or my assistant, James Swenson, toll-free at (888) 381-1818 to confirm you received this letter. We will be glad to answer any questions you may have. Please respond by Monday, January 3, 2000. We hope you will take advantage of this prize and experience all that Denton has to offer.

Best regards,


Christine Gossett, Vice President
Denton Convention & Visitor Bureau



November 29, 1999

Shannon Lerew
1090 Carmel Ct.
Shoreview, MN 55126-5832

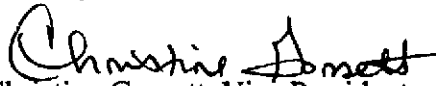
Dear Shannon:

Congratulations! You have won a "Denton Getaway" package. Your name was selected in a random drawing from the hundreds of individuals who responded to our visitor survey.

Your package includes a free overnight stay for two at The Country Place Bed & Breakfast, a gift certificate to the Longhorn Gallery and Sweetwater Grill and Tavern in historic downtown Denton. Most of these certificates are good through October 2000. This package does not include airfare, but if you fly into DFW Airport or Love Field you will receive a free round-trip airport shuttle pass from Denton Airport Transportation.

We would like to get a confirmation that you received this notice before we mail your prizes to you. Please call me or my assistant, James Swenson, toll-free at (888) 381-1818 to confirm you received this letter. We will be glad to answer any questions you may have. Please respond by Monday, January 3, 2000. We hope you will take advantage of this prize and experience all that Denton has to offer.

Best regards,


Christine Gossett, Vice President
Denton Convention & Visitor Bureau

AUG. -26' 99 (THU) 12:01 SIR SPEED

TEL: 940 591 9345

P. 001

FAX PROOF

Sir Speedy

PRINTING • COPYING • GRAPHIC DESIGN • DIGITAL NETWORK

260 S. I-35E

Denton, Texas 76205

(940) 591-9252 • Fax (940) 591-9345

TO:
MISTY

Please Deliver Immediately!

Company: _____ FROM: James
 Attn: _____
 Fax No: 382-6287 Date: 8/26
 Title of Proof: visitor survey 5 Pages Including Cover Page

Following this sheet is a proof of your art. Please read it very carefully . . . make sure everything is just the way you want it because this is exactly what we will print.

When you find an error or decide to change something, write the new information directly on the following art. **Additional charges will be incurred for any changes you make to this art,** but corrections of our errors will, of course, be done without further charge to you.

When you are finished proof reading your art, please mark the appropriate box, sign this slip, fax it and the copy of your art back to me. Upon receipt, we will release your artwork for printing.

NO ORDER WILL BE PRINTED WITHOUT A SIGNED APPROVAL!
Proofs not returned within 24 hours will delay the production date!

- This art is OK! Please print as is!
- This art needs changes/corrections. Please fix and send me another proof.
- This art needs changes/corrections. Please fix as noted and print. I do not require another proof!

X _____ James Swenson

AUTHORIZING SIGNATURE

A copy of the Printing Trade Customs used in the printing industry is available upon request.

AUG. -26' 99 (THU) 12:02 SIR SPEED

TEL:940 591 9345

P. 004

14 W. Parkway
Denton, TX 76201

U.S. Postage
PAID
Denton, TX 76201
Permit No. 438

MISTY,

I've looked this over and made some changes.
Let me know if you have any questions.

Thanks,

James Denton CVB

(Ph) 382-7895

(F) 382-6287



Reply

BUSINESS REPLAY MAIL
FIRST-CLASS MAIL PERMIT NO. 17 WASHINGTON, D.C.
POSTAGE WILL BE PAID BY ADDRESSEE

Denton, TX

DENTON CVB
414 W PARKWAY ST
DENTON TX 76201-9965

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



AUG. -26' 99(THU) 12:02 SIR SPEED

TEL:940 591 9345

P. 002

moisten adhesive

(To mail: Fold this panel over the bottom panel to show business reply address, peel the strip off and seal)

DENTON CONVENTION & VISITOR BUREAU

VISITOR SURVEY

Dear Traveler,

moisten adhesive strip and seal

Several months ago you requested visitor information on Denton, Texas. In an effort to better serve our visitors, we developed the following survey. Please help us by filling out the form below, detach, seal and send it back to us. All responses postmarked by October 1, 1999 will be entered in a drawing for a "Weekend Getaway" package to Denton. We appreciate your help and if you have any questions, please call us toll free at (888) 381-1818. Thank you.

1. Have you visited Denton, TX in the last year? (If "yes", please answer questions 2-9)
___ Yes ___ No

If not, do you plan to visit in the future?
___ Yes ___ No

2. What month did you visit? (circle) January February March April May June
July August September October November December

3. Where did you stay?
a. hotel/motel b. bed & breakfast c. relative/friend d. camping/RV park

4. How long did you stay?
a. 1-2 nights b. 3-5 nights c. 5 or more nights d. day trip only

5. How far did you travel?
a. 50 miles or less b. 51-100 miles c. 101-200 miles d. 201-350 miles e. 350 miles or more

6. What was the purpose of your trip?
a. vacation/getaway b. friends/relatives c. business/meeting d. other

7. What places did you visit or activities did you take part in while you were here?
a. museums b. galleries c. antiquing d. shopping
e. outdoor recreation f. motor sports g. athletic sporting event h. business
i. festivals/events j. performing arts k. horse country area l. university-related activity
m. historic district/downtown square n. other

8. Rate your experience (5 being the highest; 1 being the lowest)
1 2 3 4 5

9. Would you refer Denton to another traveler?
___ Yes ___ No

Comments: _____

REMEMBER

All returned, completed surveys postmarked by October 1, 1999 will be entered in a drawing for "Weekend Getaway" packages to Denton, including:

- Free overnight stays at Denton bed & breakfasts, hotels and motels, round-trip airport shuttle service (if traveling by air, airfare not included); golf package for two; shopping gift certificates from Denton's unique stores and galleries; commemorative Denton items and much more . . .

AUG. -26' 99 (THU) 12:02 SIR SPEED

TEL: 940 591 9345

P. 003

Sent by: CVB

940 382 6287;

08/13/99 2:59PM; JetFax #838; Page 1/3

Received: 8/13/99 10:23AM;

940 591 9345 -> CVB; Page 1

AUG. -13' 99 (FRI) 08:43 SIR SPEED

TEL: 940 591 9345

P. 001

FAX PROOF

*Christina,
Please look this
over carefully as the
Fonts don't always
convert right.
Thanks,
Dixie*

Sir Speedy

PRINTING • COPYING • GRAPHIC DESIGN • DIGITAL NETWORK
260 S. I-35E
Denton, Texas 76205
(940) 591-9252 • Fax (940) 591-9345

Please Deliver Immediately!

Company: Denton Convention & CVB Attn: Christine Gossett

Fax No: 382-6287 Date: 8-11-99

Title of Proof: CVB Survey 3 Pages Including Cover Page

Following this sheet is a proof of your art. Please read it very carefully . . . make sure everything is just the way you want it because this is exactly what we will print.

When you find an error or decide to change something, write the new information directly on the following art. **Additional charges will be incurred for any changes you make to this art,** but corrections of our errors will, of course, be done without further charge to you.

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NO ORDER WILL BE PRINTED WITHOUT A SIGNED APPROVAL!
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- This art is OK! Please print as is!
- This art needs changes/corrections. Please fix and send me another proof.
- This art needs changes/corrections. Please fix as noted and print. I do not require another proof!

X Christine Gossett
AUTHORIZING SIGNATURE

A copy of the Printing Trade Customs used in the printing industry is available upon request.

Send Confirmation Report

Name: CVB

ID: 940 382 6287

12 Aug '99 12:32PM Page 1

Job	Start time	Usage	Phone Number or ID	Type	Pages	Mode	Status
827	8/12 12:31PM	1'09"	5919345.....	Send.....	3/ 3	EC 96	Completed.....

Total: 1'09" Pages sent: 3 Pages printed: 0

Received: 8/11/99 01:30PM: 940 382 6287 -- CVB; Page 1
 AUG. 11 '99 (WED) 16:59 SIR SPEED TEL: 940 591 9345 P. 001

FAX PROOF

*Christine,
 Please look this
 over carefully as the
 fonts don't always
 convert right.
 Thanks,
 Dixie*

Sir Speedy

PRINTING • COPYING • GRAPHIC DESIGN • DIGITAL NETWORK
 260 S. I-35E
 Denton, Texas 76205
 (940) 591-9252 • Fax (940) 591-9345

Please Deliver Immediately!

Company: Denton Convention + VB Attn: Christine Cassett
 Fax No: 382-6287 Date: 8-11-99
 Title of Proof: CVB Survey 3 Pages including Cover Page

Following this sheet is a proof of your art. Please read it very carefully . . . make sure everything is just the way you want it because this is exactly what we will print.

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X Christine A Cassett
AUTHORIZING SIGNATURE

A copy of the Printing Trade Customs used in the printing industry is available upon request.

Faxed
 successfully 8/12

AUG. -11' 99 (WED) 16:59 SIR SPEED

TEL:940 591 9345

P. 001

FAX PROOF

*Christine,
Please look this
over carefully as the
Fonts don't always
convert right.
Thanks,
Dixie*

Sir Speedy

PRINTING • COPYING • GRAPHIC DESIGN • DIGITAL NETWORK

260 S. I-35E

Denton, Texas 76205

(940) 591-9252 • Fax (940) 591-9345

Please Deliver Immediately!

Company: Denton Convention + UB Attn: Christine Gossett

Fax No: 382-6287 Date: 8-11-99

Title of Proof: CVB Survey 3 Pages Including Cover Page

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X Christine A. Gossett

AUTHORIZING SIGNATURE

AUG. -11' 99 (WED) 16:59 SIR SPEED

TEL:940 591 9345

P. 002

(To mail: Fold this panel over the bottom panel to show business reply address, peel the strip off and seal)

DENTON CONVENTION & VISITOR BUREAU

VISITOR SURVEY

Dear Traveler,

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1. Have you visited Denton, TX in the last year? (If "yes", please answer questions 2-9)
___ Yes ___ No

If not, do you plan to visit in the future?
___ Yes ___ No

2. What month did you visit? (circle) January February March April May June
July August September October November December
(space too short?)

3. Where did you stay?

- a. hotel/motel b. bed & breakfast c. relative/friend d. camping/RV park

4. How long did you stay?

- a. 1-2 nights b. 3-5 nights c. 5 or more nights d. day trip only
(move to left)

5. How far did you travel?

- a. 50 miles or less b. 51-100 miles c. 101-200 miles d. 201-350 miles e. 350 miles or more

6. What was the purpose of your trip?

- a. vacation/getaway b. friends/relatives c. business/meeting d. other

7. What places did you visit or activities did you take part in while you were here?

- a. museums b. galleries c. antiquing d. shopping
e. outdoor recreation f. motor sports g. athletic sporting event h. business
i. festivals/events j. performing arts k. horse country area l. university-related activity
m. historic district/downtown square n. other

8. Rate your experience (5 being the highest; 1 being the lowest)

- 1 2 3 4 5

9. Would you refer Denton to another traveler?

- ___ Yes ___ No

Comments: _____

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- Free overnight stays at Denton bed & breakfasts, hotels and motels, round-trip airport shuttle service (if traveling by air, airfare not included); golf package for two; shopping gift certificates from Denton's unique stores and galleries; commemorative Denton items and much more...

*AUG -13' 99(FRI) 08:43 SIR SPEED

TEL:940 591 9345

P.001

FAX PROOF

*Christine,
Please look this
over carefully as the
Fonts don't always
convert right.
Thanks
Dixie*

Sir Speedy

PRINTING • COPYING • GRAPHIC DESIGN • DIGITAL NETWORK

260 S. I-35E

Denton, Texas 76205

(940) 591-9252 • Fax (940) 591-9345

Please Deliver Immediately!

Company: Denton Convention + VB Attn: Christine Gossett

Fax No: 382-6287 Date: 8-11-99

Title of Proof: CVB Survey 3 Pages Including Cover Page

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- This art needs changes/corrections. Please fix as noted and print. I do not require another proof!

X

Christine Gossett

AUTHORIZING SIGNATURE

AUG 13 1999 (FRI) 08:43 SIR SPEED

TEL: 940 591 9345

P. 002

*(To mail: Fold this panel over the bottom panel to show business reply address, peel the strip off and seal)***DENTON CONVENTION & VISITOR BUREAU****VISITOR SURVEY**

Dear Traveler,

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 If not, do you plan to visit in the future?
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 July August September October November December
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 a. hotel/motel b. bed & breakfast c. relative/friend d. camping/RV park
4. How long did you stay? 4 *OK 6-8 months*
 a. 1-2 nights b. 3-~~6~~ nights c. 6 or more nights d. day trip only
5. How far did you travel?
 a. 50 miles or less b. 51-100 miles c. 101-200 miles d. 201-350 miles e. ³⁵¹350 miles or more
6. What was the purpose of your trip?
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7. What places did you visit or activities did you take part in while you were here?
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 e. outdoor recreation f. motor sports g. athletic sporting event h. business
 i. festivals/events j. performing arts k. horse country area l. university-related activity
 m. historic district/downtown square n. other _____
8. Rate your experience (5 being the highest; 1 being the lowest)
 1 2 3 4 5
9. Would you refer Denton to another traveler?
 Yes No

Comments: _____

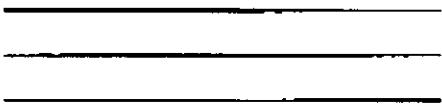
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Denton Convention & Visitor Bureau
414 W. Parkway
Denton, TX 76201

Bulk Rate
U.S. Postage
PAID
Denton, TX 76201
Permit No. 438



DENTON CVB
414 W PARKWAY ST
DENTON TX 76201-9965



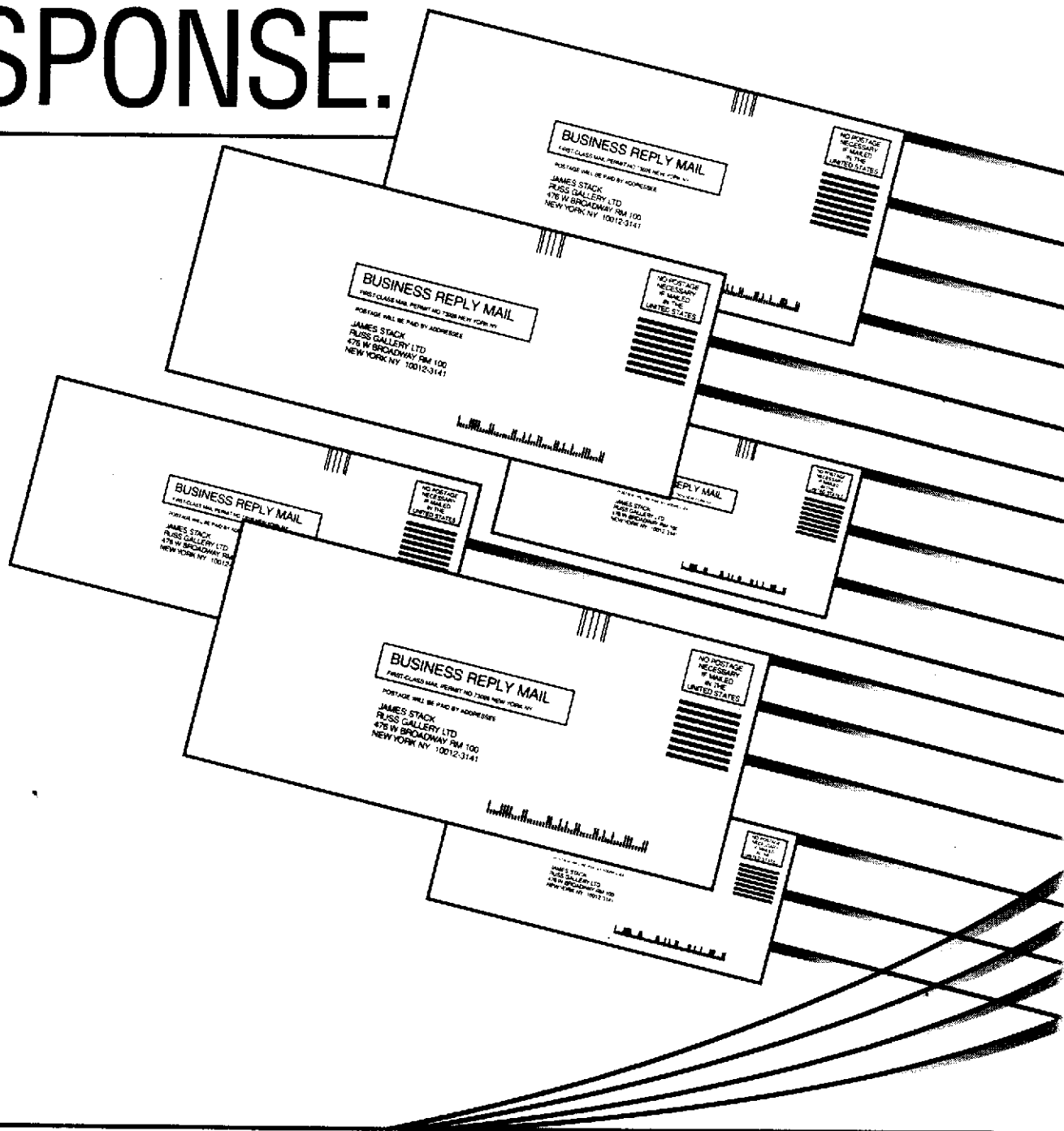
P. 003

TEL: 940 591 9345

AUG. -13' 99 (FRI) 08:44 SIR SPEED

BUSINESS REPLY MAIL

THE BEST ADDRESSED GET THE BEST RESPONSE.



BUSINESS REPLY MAIL LAYOUT GUIDELINES

YOU CAN GET YOUR RESPONSES BACK QUICKLY AND MORE EFFICIENTLY BY FOLLOWING THESE CONVENIENT BUSINESS REPLY MAIL GUIDELINES.

When your business reply mail is formatted and addressed correctly, each response comes back to you faster because it goes speedily through the computerized sorting process at the post office. And that means time savings and a more effectively run business for you. So keep your business mailings best addressed. And enjoy getting the best response.

BUSINESS REPLY MAIL: Business reply mail (BRM) allows you to receive First-Class® Mail back from your corresponding customers without their having to pay for the postage. And you only pay for the mail that is returned. As a BRM permit holder, you guarantee payment of appropriate First-Class Mail postage, plus a per piece fee. For an annual fee, a BRM permit is available for distributing business reply cards, envelopes, self-mailers, cartons or labels. Please refer to your Domestic Mail Manual for the business reply mail accounting system (BRMAAS), which automatically computes your BRM charges.

BUSINESS REPLY LEGEND BOX: The words "BUSINESS REPLY MAIL PERMIT NO. 1234" are printed in the address in capital (uppercase) letters, 3/16" minimum height. Immediately below the words "FIRST-CLASS MAIL PERMIT NO. 1234" are the permit number and the name of the mailing post office (PO) and state and enclosed in the following box:

POSTAGE PAID LINE: Place the statement "POSTAGE PAID BY ADDRESSEE" (in capital letters) under the business reply legend box.

PERMIT HOLDER SPACE: The upper left corner of the business reply mail envelope must contain the permit holder name, address, zip, distribution code and form numbers.

COMPANY LOGO: A company logo is printed in the address block as long as it does not extend below the top of the delivery address line. The logo must not interfere with any of the required business reply endorsements.

ADDRESS FORMAT: The complete address, including the name of the permit holder (company or individual), must be printed on the mailpiece. The bottom line of the address may not be any lower than 5/8" nor higher than 2 1/4" from the bottom edge of the mailpiece. A clear margin, excluding the horizontal bars, must be maintained between the address and the postage-paid line. There must be at least 1/8" clearance between the ZIP Code and the horizontal bars. (See the chart below for address block format recommendations.)

RECOMMENDATIONS FOR ADDRESS BLOCK FORMAT

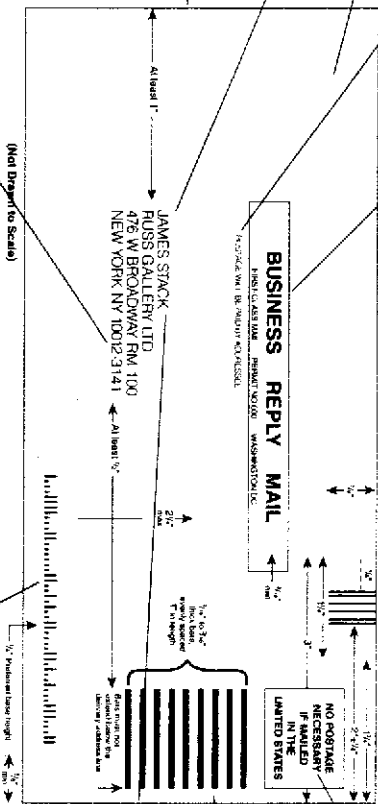
- uniform left margin
- city and state (2 letter state abbrev.) in uppercase letters
- 10-12 point type
- uniform line spacing
- 1 space between state and ZIP, 4* code
- letter spacing: 1 point character spacing is recommended
- word spacing: the width of 1 hit-size character, such as an "M"
- 2.3 point line spacing
- simple sans serif type with uniform stroke thickness
- an appropriate ZIP + 4 code to identify the piece as BRM
- no punctuation (except hyphen in ZIP + 4 code)

NOTE: Each BRM permit holder is issued a ZIP Code or ZIP + 4 code to identify the piece as BRM. Care should be taken to ensure the proper ZIP + 4 code and barcode are printed on the mailpiece. If in doubt, contact your local Postal Business Center for assistance.

FACING IDENTIFICATION MARK (FIM): A FIM is another type of postal barcode used in computerized processing of the mail. It is a pattern of vertical bars printed on the top right portion of the address side of the piece. A FIM (specifically FIM B or C) is required on all BRM postpaid and direct mailpieces. This is required so computerized cancellation equipment can align, postmark and direct the mailpiece properly. Additionally, a FIM B is for pieces without a barcode, FIM C is for pieces with a barcode. FIM A is for courtesy reply mail only. Please consult your local Business Reply Mail office for more information.

FIM Location: A full clear zone must be maintained and may contain only the appropriate FIM address. The right boundary of this clear zone must be 1 3/4" from the right edge of the mailpiece and may extend over the top edge to the back (flap) of an envelope. The bottom of the bars should be within plus or minus 1/8" of the bottom edge of the clear zone. The clear zone is 5/8" deep, measured from the top edge of the mailpiece. The minimum and 3/4" maximum in height, and at least 0.03125" (plus or minus 0.001) wide.

BUSINESS REPLY MAIL



POSTAGE ENDORSEMENT BOX: Be sure to print the endorsement "NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES" in the upper right corner on the face of the mailpiece. Take care not to extend any further than 1 3/4" from the right edge of the mailpiece. Endorsement must be enclosed in lines forming a box.

HORIZONTAL BARS: Print a series of horizontal bars immediately below the "NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES" endorsement. These bars must be uniform in size, spaced 1/8" apart. They may not extend below the delivery address line which is located directly above the line containing the city, state and ZIP Code. There must be at least 1/2" clearance between the ZIP Code and the horizontal bars.

ATTENTION OR INFORMATION LINES: If using an individual's name, be sure to place it above the business or company name in the address block. The area is known as the attention or information line.

POSTNET Barcode: A barcode is a series of tall and short bars that are printed on a mailpiece. A computer-ready barcode positive may be obtained free of charge from your local Postal Business Center. The location of the bars is on the address side of the mailpiece within a clear read zone as indicated. This zone must be free of any printing other than the barcode. The clear zone extends up 5/8" from the bottom-right edge and at least 4 1/2" leftward of the right edge of the mailpiece. Within the barcode clear zone, the leftmost bar of the barcode must be no more than 4" and not less than 3 1/4" from the right edge of the mailpiece. The distance between bars of the barcode must be 1/4" (plus or minus 1/85") from the bottom edge of the mailpiece. The delivery point barcode must not be used on BRM, but you may use an expanded barcode clear zone measuring 4 3/4" from the right edge of the piece if more convenient.

INK/PRESSER COLORS AND TYPESTYLES: Not all colors of ink or presser are compatible with automated equipment. Please contact your local Postal Business Center or your postmaster for guidance on ink, paper color, and readable typescripts.

NOTE: Be sure to take your BRM samples to your local Postal Business Center for advice and approval. Take advantage of the service—it could save you valuable dollars. To ensure prompt, efficient processing and delivery, all mailpieces must be (a) redesigned in shape, where length divided by height is not less than 1.3 nor more than 2.5; and (b) sealed or secured on all four edges so that they can be handled by machinery. A surcharge is assessed for nonstandard mailpieces. Please consult your local Postal Business Center or the Domestic Mail Manual regarding these requirements.

CITY	TX/MO	DFWG	TTIA	VISIT
Aguadilla, PR	1			
Albuquerque, NM	1			
Alpine		1		
Amarillo	1			1
Arlington	1	1	9	
Auburndale, FL	1			
Austin	4		8	
Baker			1	
Bandera			1	
Banks, AL	2			
Baton Rouge, LA			1	
Baytown	2			
Bedford		1	3	
Bensenville, IL	1			
Boerne			1	
Boonville, MO	1	1		
Bowie				
Bryan				
Buda				
Burleson				
Carrollton				
Castroville				
Centerville				
Chesterfield, MO				
Chico				
Cincinnati, OH				
Cleburne				
Clinton TWP, MI				1
College Station				1
Colleyville	1			
Copperas Cove	1			
Coral Springs, FL			1	
Corpus Christi	1			



Denton Convention & Visitor Bureau
 940-382-7895
 888-381-1818
 www.denton-chamber.org

Saved under s:cvb/conversion study

CITY	TX/MO	DFWG	TTIA	VISIT
Crockett				1
Cypress, CA	1			
Dallas	5	1	4	
Decatur			1	
Denton		1		
Devine			1	
Dickinson	1			
Diboll		1		
Dripping Springs			1	
East Chicago, IN		1		
East Norwich, N.Y.		1		
Edina, MN		1		
Elm Mott			1	
El Paso	1			
Eules		1	2	
Fairview, OK		1		
Farmers Branch		1		
Fenton, MO			1	
Floresville			1	
Flower Mound		1		
Fort Worth	4	3	7	1
Garland		1		
Gatesville			1	
Granbury			3	
Groesbeck			1	
Harlingen	2			
Hemphill		1		
Hempstead	1			
Hewitt			1	
Hickory, NC	1			
Holland, MI		1		
Hope, AR				1
Houston		2	3	

CITY	TX/MO	DFWG	TTIA	VISIT
Hubbard			1	
Hurst			1	
Hutto			1	
Indianapolis, IN	1			
Iola	1			
Irving	3	3	5	
Jacksonville, AR	1			
Kansas City, MO		1		
Katy			1	
Keller	1			
Kenosha, WI	1			
Kerrville	2			
Kingwood			5	
Leawood, KS		1		
Lemont, IL			1	
Leroy			1	
Lewisville	2			
Lincoln, NE			1	
Lipan		1		
Longview	1			
Lubbock	1	1	1	
Manchester, MO		1	1	
Marble Falls				1
Marcus, IA				1
Marshall	1			
McGregor			1	
McKinney				1
Meade, KS		1		
Medinah, IL			1	
Midwest City, OK				1
Minneapolis, MN	1			
Missouri City			1	
Moore, OK			1	

CITY	TX/MO	DFWG	TTIA	VISIT
Morris, MN	1			
Mt. Prospect	1			
Murchison	1			
New Iberia, LA		1		
New Braunfels			1	
Norman, OK			1	
Oklahoma City, OK			3	
Orange		1		1
Owatonna, MN		1		
Ozark, AR		1		
Ozark, MO				1
Palmer	1			
Pampa	4	1		
Parrish				1
Pflugerville			1	
Plano	2		6	
Port Lavaca	2			
Purcell, OK		1		
Rhome			1	
Richardson		1		
Riverside, CA		1		
Rosenberg			1	
Rosston			1	
Rusk	1			
Russellville, AR		1		
San Antonio	3		7	1
San Diego, CA		1		
Seguin			1	
Shoreview, MN				1
Shreveport, LA		1		
Sicklerville, NJ	4			
Simms		1		
Spring				1

CITY	TX/MO	DFWG	TTLA	VISIT
St. Louis, MO		1		
St. Paul, MN	1			
Staten Island, NY				1
Sugar Land			4	
Tamarac, FL		1		
Tennessee Colony			1	
Terrell	1			
Thrall			1	
The Woodlands			1	
Trenton			1	
Troy			1	
Tulsa, OK		1		
Universal City	1			
Waco	2	1	4	
Warr Acres, OK			1	
Weatherford			1	
Walker, LA			1	
West			1	
Wichita Falls	2	1		
Wildwood, MO			1	
Yukon, OK			1	
Zephyrhills, FL	1			
Column Totals	83	50	127	17

Ad Conversion Results as of November 22, 1999

Total number received: 125

Publication:

TTIA

1. **Have you visited Denton, TX in the last year?**
Yes: 49 No: 76
If not, do you plan to visit in the future?
Yes: 73 No: 8

2. **What month did you visit?**
January: 1 February: 2 March: 9 April: 7 May: 7 June: 7
July: 15 August: 10 September: 6 October: 3 November: 3
December: 2

3. **Where did you stay?**
a. hotel/motel: 19 b. bed & breakfast: 0 c. relative/friend: 22
d. camping/RV park: 4

4. **How long did you stay?**
a. 1-2 nights: 24 b. 3-4 nights: 9 c. 5 or more nights: 3 d. day trip: 17

5. **How far did you travel?**
a. 50 miles or less: 14 b. 51- 100 miles: 14 c. 101-200 miles: 7
d. 201-350 miles: 14 e. 351 miles or more: 8

6. **What was the purpose of your stay?**
a. vacation/getaway: 17 b. friends/relatives: 19 c. business/meeting: 12
d. other : Shopping, Class Reunion, Dining, and Attend Festivals 11

7. **What places did you visit or activities did you take part in while you were here?**
a. Museums: 9 b. galleries: 3 c. antiquing: 14 d. shopping: 34
e. Outdoor recreation: 8 f. motor sports: 2 g. athletic sporting event: 1 h. business: 8
i festivals/events:7 j. performing arts k. horse country area: 2
l. university- related activities: 9 m. historic district/downtown: 17
n. other: Camping, Dining 6

8. **Rate your experience**
1 2: 1 3: 13 4: 32 5: 7 (5 being the highest; 1 being the lowest)

9. **Would you refer Denton to another traveler?**
Yes: 53 No

PERMIT SYSTEM
BALANCE & FEES

P40000
PERMIT TYPE (PI,MT,BR,PC,GH,PL): BR
PERMIT NO. BR NUMBER
00000 00017-000

For the next automated letter mailing the ABE verification schedule will be:

NAME : DENTON CVB, C. GOSSETT
CAPS ACCT: 0
BALANCE : \$0.00
STATUS : LOCATION : 762
ADDRESS : 414 W PARKWAY
DENTON, TX 76201
CONTACT : CHRISTINE GOSSETT PH: 940-382-7895

For the next mailing of 10,000 pieces or more the presort verification schedule will be:

ANNUAL FEES	FEE EXPIRES	TRANSACTION NO.
Business Reply Permit	07/30/2000	199921408135800F
Business Reply Accounting	00/00/0000	
Business Reply Weight Averaging	00/00/0000	
Business Reply Reverse Manifesting	00/00/0000	
	00/00/0000	

MESSAGES:

0793 Enter 'C' to Continue or 'E' to Exit.



BID REQUEST
For Denton CVB

The following two sheets are a mock-up of a tri-fold, cardstock letter we need printed for a Denton CVB survey. We will be attaching labels and mailing this piece without an envelope. The idea is that the recipient will be able to detach the survey at the perforation, fold it over and seal it by using a glue strip that would already be on the form. It is two-sided and will be one-color ink.

We need a total of *1,363* printed, but of that total 4 separate sets will need to be run with either a different color of paper, or a code n distinguish which publication the reader res me a price break-down for printing 4 sets o with a special code number for each. The f

- Set 1 - 1,885 (TTIA Fall '98)
- Set 2 - 230 (DFWATC '98) 276
- Set 3 - 640 (Texas Monthly Fall '98) 638
- Set 4 - 175 (phone inquiries from August -

Information in italics if for office use only

Please include the price for printing, glue st Monday, July 19. You can fax your bid to have any questions, please call (940) 382-7895. Thank you.

FROM THE DESK OF CRISTINE GOSSETT *Quotes for postage cost*

Postage costs: *go to the dock area and go to mail mail to order, takes 2 days to mail initially*

Have to get out 1,363

$\$.33$ / each + postage fees at post office

Annual fee \$100 for business reply mail + $\$.63$ for each piece returned

If pay acctg. fee of \$300/annual + \$100 fee it's \$41 each

FROM THE DESK OF CRISTINE GOSSETT

For Pete: (survey)

Pete's data entry charge if type - 20¢/name if scan - 10¢/name

Don't have it folded when bring it to Pete

we have it on disk:

$\$18.6$ bulk rate w/ + $10¢$ for folding & running labels twice

$\$23.5$ bulk rate w/ labels + $10¢$ a piece to put in order

$\$.01$ each to fold

save \$128 if don't have to stick

FROM THE DESK OF CRISTINE GOSSETT

Charge Pete handling the mail - Reader Response

$\$1,038.50$ Stuff letter & brochure ($\$.335$)

$\$.235$ postage + $.15¢$ handling

$\$.385$ total charge for each person

$\times 3,100 = \$1,193.50$

Fax

To: Jim Wheeler From: Christine Gossett, Denton CVB

Fax: 383-4250 Date: July 14, 1999

Phone Pages: 4

Re: CC:

Urgent For Review Please Comment Please Reply Please Recycle

•Comments:

FROM THE DESK OF
CRISTINE GOSSETT

fax 387-0486
qud
1 566-0162

940/382-7895

Jim,

The fo
request
week,

Specs.

2-sided

I want

(

- Leo Clappitt, CLC
Business Products

does this, he is a
broker and finds the printer ne

- it is a self mailer
w/a business reply *
est

FROM THE DESK OF
CRISTINE GOSSETT

* for mailing ad

conversion study

- He takes them states, or get a glue strip well

- set-up an account & put a
deposit into it at the
post office.

- Two different kinds of
accounts, one is a dime more
and one is 20¢ more.

make sure bid
is on bottom
& stamp
is on top
18.2¢ is the basic bar coded
rate .102¢/piece
18.2¢/piece

FROM :

FAX NO. :

Jul. 20 1999 10:52AM P1

Quotation

CLC Business Products

Quality Commercial Printing and Business Forms

Quote Number:
128

Quoted to:

Denton CVB
Attn: Christine Gossett
414 Parkway
Denton, TX 76201

Quote Date:
Jul 19, 1999
Page:
1

Customer ID	Good Thru	Payment Terms	Sales Rep
C046	8/18/99	2% 10, Net 30 Days	SR001

Quantity	Item	Description	Unit Price	Extension
3.00		3000 Denton CVB Survey Printing 1-Color Front & Back, Perforation, glue Strip	175.00	525.00
			Subtotal	525.00
			Sales Tax	40.69
			Total	565.69

Les Gossett

JUL. -19' 99(MON) 11:16 SIR SPEED

TEL:940 591 9345

P. 001

Sir Speedy®

 Printing
 Graphic Design

 Copying
 Digital Network

 SIR SPEEDY PRINTING #4093
 260 S. I-35 E
 Denton, TX 76205

 QUOTATION

NO: 6228 (2)

DATE:07/19/99

 Christine Gossett
 Denton Convention & Visitor Bureau
 414 Parkway
 P.O. Drawer P
 Denton TX 76202-1719

FAX 817-382-0040

CUST.NO	ORDERED BY	PHONE	YOUR ORDER NO	PREPARED BY	SALES REP	SHIP VIA
84	Christine Gossett	817-382-7895		Jessica	HOUSE	Deliver
QUANTITY	DESCRIPTION	ORIGS			AMOUNT	
5,000	Rack Cards 3.5 x 8.5, 80# Pegasus Cover, 1 Color / 1 Color	1			273.95	
10,000	Rack Cards 3.5 x 8.5, 80# Pegasus Cover, 1 Color / 1 Color	1	<i>Blue ink on white cardstock</i>		454.10	
2,930	Visitor Survey 8.5 x 11, 67# Colors Exact Vellum, 1 Color / 1 Color	1	<i>2-sided</i>		515.18	

alphagraphics®

Printshops Of The Future

AlphaGraphics of Denton #471
2215 S. Loop 288, Suite 306
Denton, TX 76205
Tel: (940) 891-1200
Fax: (940) 891-1300**ESTIMATE**No. **E#1462**

Date 7/9/99

Customer P.O. No.

SOLD TO

Denton Chamber of Commerce
414 Parkway
Denton, Texas
Christine Gossett
940-382-9693 FAX: 940-382-0040

QUANTITY	DESCRIPTION	AMOUNT
2,930	Tri-Fold Card Mailer w/perf. & Remoist Strip, 8.5 x 11 67# Bristol Wausau Multi Colors, printed 1 color front in Black ink 1 color back in Black ink Qty: 5000 = 378.07 Qty: 10000 = 703.19 Qty: 15000 = 1,008.38	269.27
1	Set-up for perf, fold & remoist	180.00
2,930	Perforation, Folding & Applying Remoist Strip (Production charge is \$73.80 per thousand)	216.23
Denton Convention & Visitors Bureau A 20% discount will apply to printing on final invoice		SUB 665.50
Sales Rep: PEGGY Taken by: Peggy		TAX
Tri-fold Card Mailer		SHIPPING
		TOTAL 665.50

We are pleased to respond to your request for pricing.

This estimate is based on our best understanding of the specifications for the work described, as well as the nature and condition of the necessary material(s) to be provided for production. Any changes or inconsistencies between our communication and the actual job may alter the price and/or the expected delivery date. **This estimate is valid for thirty (30) days.**

Terms: Open Account (with prior approved application.), Net 20 days from invoice date.
Otherwise a minimum deposit of 50% due when order placed and balance due at the time the order is complete.
All major credit cards are gladly accepted.

SIGNATURE _____ DATE _____

QUOTE ACCEPTED - OK TO PRINT

alphaGraphics®

Printshops Of The Future

AlphaGraphics of Denton #471
 2215 S. Loop 288, Suite 306
 Denton, TX 76205
 Tel: (940) 891-1200
 Fax: (940) 891-1300

ESTIMATE

No. **E#1462**

Date 7/9/99

Customer P.O. No.

SOLD TO Denton Chamber of Commerce
 414 Parkway
 Denton, Texas
 Christine Gossett
 940-382-9693 FAX: 940-382-0040

QUANTITY	DESCRIPTION	AMOUNT
1,500	Tri-fold Card Mailer, 8.5 x 11 65# Astrobrite/Brite-Hue Cover Multi Colors (4/375ea.), copied on 2 sides 1 Flight Check 1,500 Machine Fold 1 Perforating (in-Store) Qty: 2000 = 294.80 Qty: 2500 = 364.40 Qty: 3000 = 410.32 (with discount)	281.00
5,000	Card Brochure, 3.5 x 8.5 80# Cover Wausau Bright White, printed 3 up 1 color front in Blue ink 1 color back in Blue ink 0:20 Full Service Design Qty: 7500 = 313.48 Qty: 10000 = 377.74 Qty: 15000 = 491.06 (with discount)	300.89
	Customer Discount	-116.38
		\$ 240.71
Denton Convention & Visitors Bureau A 20% discount will apply on invoice. Sales Rep: PEGGY Taken by: Peggy		
	Tri-fold Card Mailer	SUB 465.51
		TAX
		SHIPPING
		TOTAL 465.51

We are pleased to respond to your request for pricing.

This estimate is based on our best understanding of the specifications for the work described, as well as the nature and condition of the necessary material(s) to be provided for production. Any changes or inconsistencies between our communication and the actual job may alter the price and/or the expected delivery date. **This estimate is valid for thirty (30) days.**

Terms: Open Account (with prior approved application.). Net 20 days from invoice date.
 Otherwise a minimum deposit of 50% due when order placed and balance due at the time the order is complete.
 All major credit cards are gladly accepted.

SIGNATURE _____ DATE _____

QUOTE ACCEPTED - OK TO PRINT

DATA ENTRY QUOTES/ POSTAGE COSTS FOR CONVERSION STUDY:

7/29/99

Bridgett Salzman – 972/315-8379

Charges \$20/hour; can also produce spreadsheet reports
Estimated \$560 for 2,700 names
Not a member of Denton Chamber of Commerce

Vicki Herron – 891-1470

Charges \$25/hour; can also do website updating
Estimated \$607.50 for 2,755 names
Member of Denton Chamber of Commerce

Pete Bradbury, North Texas Mailing Service – 382-8583

Charges \$.10/ name
Estimated \$275.50 for 2,755 names
Member of Denton Chamber of Commerce

****Please Note****

North Texas Mailing can give a bulk postage rate of \$.186/piece if they are able to run the labels with barcodes from the computer. They also charge ^{\$.10} \$~~.10~~/piece to ^{take it and send} ~~run the addresses a second~~ ^{time on the inside of the survey and fold each survey.} Total postage for each piece is ~~\$.286~~ ^{\$.252}, a savings of \$.044/piece (or \$128). If staff had to manually label each survey twice and NT Mailing had to place them in zip code order it would run \$.335/piece. For that rate staff could just send it out for \$.33/piece non-bulk and save \$.05. However, the amount of staff time that will be saved if staff does not have to run the copies of labels onto labels, or enter them into a database, and manually apply the labels twice is worth having them input into a database by NT Mailing.

Total postage for this conversion study's initial mailing:

~~\$837.98~~ **\$ 738.36**

Total labor cost for data entry of 2,755 names/addresses:

\$275.50

Total cost for bulk mail/business reply permit:

\$100

Business reply cost for each returned piece:

\$.63/each

After calling each publication we were able to get the disks for \$150/each, which ended up being cheaper than paying someone for data entry.

Dear Traveler,

Several months ago you requested visitor information on Denton, Texas. In an effort to better serve our visitors, we developed the following survey. Please help us by filling out the form below, detach, seal and send it back to us. All responses received on or before....will be entered in a drawing for a "Weekend Getaway" package to Denton. We appreciate your help and if you have any questions, please call us toll free at (888) 381-1818. Thank you.

Detach here

1. Have you visited Denton, TX in the last year?

If not, do you plan to visit in the future?

2. What month did you visit?

3. Where did you stay?

- a. hotel/motel
- b. B&B
- c. relative/friend
- d. camping/RV park

4. How long did you stay?

- a. 1-2 nights
- b. 3-5 nights
- c. 5 or more nights
- d. day trip only

5. How far did you travel?

- a. 50 miles or less
- b. 51-100 miles
- c. 101-200 miles
- d. 201-350 miles
- e. 350 miles or more

6. What was the purpose of your trip?

- a. vacation/getaway
- b. friends/relatives
- c. business/meeting

7. What places did you visit or activities did you take part in while you were here?

- a. museums
- b. galleries
- c. antiquing
- d. shopping
- e. outdoor recreation
- f. motor sports
- g. athletic sporting event
- h. business
- i. festivals/events
- j. performing arts
- k. horse country area
- l. university-related activity
- m. historic district/downtown square
- n. other

8. Rate your experience (5 being the highest; 1 being the lowest)

- 1
- 2
- 3
- 4
- 5

9. Would you refer Denton to another traveler?

- Yes
- No

Comments:

gift certificate to Stone Soup

2 nights at Country Place B&B (separate certificates)

***REMEMBER: All responses received by.... Will be entered in a drawing for a weekend getaway package to Denton, which includes.

Drawing date mid-October

give them 2-3 weeks

Mailout

Sept. 7 &

deadline for return, postmarked by Oct. 1

Radisson
 Go (if package for 2:
 Adults > green fees, cart, practice range
 10 overnight for 2, bunk for 2

Complimentary certificate from La Quinta Inn for one night
 Denton Airport Transportation Round-trip Shuttle to Denton and return to airport (Love Field or DFW)

also e-mail survey to those who have e-mailed us

(To mail: Fold this panel over the bottom panel to show business reply address, peel the strip off and seal)

DENTON CONVENTION & VISITOR BUREAU

VISITOR SURVEY

Dear Traveler,

Several months ago you requested visitor information on Denton, Texas. In an effort to better serve our visitors, we developed the following survey. Please help us by filling out the form below, detach, seal and send it back to us. **All responses postmarked by October 1, 1999** will be entered in a drawing for a "Weekend Getaway" package to Denton. We appreciate your help and if you have any questions, please call us toll free at (888) 381-1818. Thank you.

1. Have you visited Denton, TX in the last year? (If "yes", please answer questions 2-9)
 Yes No

If not, do you plan to visit in the future?
 Yes No
2. What month did you visit? (circle) January February March April May June
July August September October November December
3. Where did you stay?
a. hotel/motel b. bed & breakfast c. relative/friend d. camping/RV park
4. How long did you stay?
a. 1-2 nights b. 3-5 nights c. 5 or more nights d. day trip only
5. How far did you travel?
a. 50 miles or less b. 51-100 miles c. 101-200 miles d. 201-350 miles e. 350 miles or more
6. What was the purpose of your trip?
a. vacation/getaway b. friends/relatives c. business/meeting d. other _____
7. What places did you visit or activities did you take part in while you were here?
a. museums b. galleries c. antiquing d. shopping
e. outdoor recreation f. motor sports g. athletic sporting event h. business
i. festivals/events j. performing arts k. horse country area l. university-related activity
m. historic district/downtown square n. other
8. Rate your experience (5 being the highest; 1 being the lowest)
1 2 3 4 5
9. Would you refer Denton to another traveler?
 Yes No

Comments: _____

*****REMEMBER*****

All returned, completed surveys postmarked by October 1, 1999 will be entered in a drawing for "Weekend Getaway" packages to Denton, including:

- Free overnight stays at Denton bed & breakfasts, hotels and motels, round-trip airport shuttle service (if traveling by air, airfare not included); golf package for two; shopping gift certificates from Denton's unique stores and galleries; commemorative Denton items and much more...

James - When the disks
Come in, here are
the color separations
for each

BID REQUEST

For Denton CVB

publication

database for
Bete will know which one runs.

The following two sheets are a mock-up of a tri-fold, cardstock letter we need for a Denton CVB survey. We will be attaching labels and mailing this piece with an envelope. The idea is that the recipient will be able to detach the survey at the perforation, fold it over and seal it by using a glue strip that would already be on the form. It is two-sided and will be one-color ink.

We need a total of printed, but of that total, 4 separate sets will need to be run with either a different color of paper, or a code number printed on them. This will distinguish which publication the reader response generated from originally. Please give me a price break-down for printing 4 sets of these surveys on different colored paper with a special code number for each. The following are totals for each set:

Colors
needed
for
each
set

- Set 1 - 1,885 (*TTIA Fall '98*) - blue
- Set 2 - 230 (*DFWATC '98*) - green
- Set 3 - 640 (*Texas Monthly Fall '98*) - yellow
- Set 4 - 175 (*phone inquiries from August - December '98*) - white

Information in italics if for office use only

Please include the price for printing, glue strip and perforation. Bids are needed by Monday, July 19. You can fax your bid to Christine Gossett at (940) 382-6222. If you have any questions, please call (940) 382-7895. Thank you.

Dear Traveler,

Several months ago you requested visitor information on Denton, Texas. In an effort to better serve our visitors, we developed the following survey. Please help us by filling out the form below, detach, seal and send it back to us. All responses received on or before....will be entered in a drawing for a "Weekend Getaway" package to Denton. We appreciate your help and if you have any questions, please call us toll free at (888) 381-1818. Thank you.

Detach here

1. Have you visited Denton, TX in the last year?
If not, do you plan to visit in the future?
2. What month did you visit?
3. Where did you stay?
a. hotel/motel b. B&B c. relative/friend d. camping/RV park
4. How long did you stay?
a. 1-2 nights b. 3-5 nights c. 5 or more nights d. day trip only
5. How far did you travel?
a. 50 miles or less b. 51-100 miles c. 101-200 miles d. 201-350 miles
e. 350 miles or more
6. What was the purpose of your trip?
a. vacation/getaway b. friends/relatives c. business/meeting
7. What places did you visit or activities did you take part in while you were here?
a. museums b. galleries c. antiquing d. shopping
e. outdoor recreation f. motor sports g. athletic sporting event h. business
i. festivals/events j. performing arts k. horse country area
l. university-related activity
8. Rate your experience (5 being the highest; 1 being the lowest)
1 2 3 4 5
9. Would you refer Denton to another traveler?
____ Yes ____ No

Comments: _____

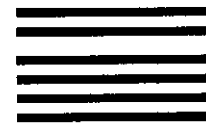
***REMEMBER: All responses received by.... Will be entered in a drawing for a weekend getaway package to Denton, which includes.....

Denton Convention & Visitor Bureau
P.O. Drawer P
Denton, TX 76202

Ms. Jane Doe
1111 Green Lane
Somewhere, WI 88888

Denton Convention & Visitor Bureau
P.O. Drawer P
Denton, TX 76202

Business Reply



Denton Convention & Visitor Bureau
P.O. Drawer P
Denton, TX 76202



*Treprint
Publishing*

FACSIMILE COVER SHEET

6900 Southpoint Dr. N., Suite 300
Jacksonville, FL 32216
(904) 724-2500 phone
(904) 724-5320 fax

If you have any problems receiving this transmission, please call (904) 724-2500. Thank you.

Date 6-1-99 Time _____

From Madeleine Morton - Fulfillment Coordinator

Deliver To Ms. Christine Gossett

Company Denton CVB

Fax Number 940-382-0040

RE: Sample conversion study questions
Number of pages including cover page 45

Message:

Per Louis Haley's request, the following are a few sample conversion study questions. I included a state, destination, and an attraction questionnaire.

I hope this information is helpful. Thank you.

Jacksonville

St. Louis

Dallas

Chicago

Reno

1998 Southwestern Illinois Conversion Study

1. Did you visit Southwestern Illinois in 1998?

Yes
No

2. How many trips did you take to Southwestern Illinois in 1998?

One
Two-Five
Six or more

3. What was the purpose of your trip?

Outdoor Activities
Shopping
Special Event or Festival
Weekend Getaway
Stop on way to another destination
Other

4. Where did you stay?

Inn/Bed & Breakfast
Hotel/Motel
Campground
Friends/Relatives
Other

4b. How many nights did you stay?

One-two
Three-four
Five-Six

5. What attractions did you visit while in Southwestern Illinois?

Gateway International
Casino Queen
French Colonial Area
Historical Sites
Shopping

6. How much money did you spend?

\$100-\$500
\$501-\$1,000
\$1,001-\$2,000
\$2,001 or more

7. Will you vacation again in Southwestern Illinois?

Yes
No

8 1/2 X 11

1998 Navy Pier Conversion Study Survey Responses

1. Did you visit Navy Pier in 1998?

Yes
No

2. Which activities did you enjoy at Navy Pier?

Dining
Shopping
Entertainment

3. In addition to Navy Pier, which activities/attractions did you participate in?

Museums
Shopping
Dining
Nightlife
Festivals/Events
Architectural/Historical Sites

4. How many times did you visit Navy Pier?

One
Two-Four
Five or more

5. Where did you stay overnight?

Hotel/Motel
Friends or Family
Other

5b. How many nights did you stay?

One-two
Three-four
Five-six

6. How much money did you spend?

\$100-\$500
\$501-\$1,000
\$1,001-\$2,000
\$2,001 or more

PLEASE INITIAL YOUR APPROVAL OF THIS COPY, OR NOTE ANY CHANGES WHERE NEEDED AND RETURN IMMEDIATELY

M/M PLEASE INITIAL ABOVE

After seeing an insert on Connecticut in your local newspaper, you requested visitor information on various cities, attractions and hotels. We would appreciate your taking a moment to complete this questionnaire, which will help us measure our services to our visitors. By completing this questionnaire and returning it in the enclosed envelope by December 21, 1998 you will be eligible to win a Connecticut Vacation package for two!

Thank You!

Please fill in the circles and text blocks as shown in the following example:

A B C A B C | 4 8 6

1) Did you visit Connecticut in 1998?

Yes No -(If No, please answer numbers 16-18.)

2) When did you visit Connecticut?

January February March April May June
 July August September October November December

3) How many trips did you take to Connecticut in 1998?

One Two-Five Six or more

4) What was the purpose of your trip?

Vacation/Getaway Friends/Relatives Special Event Business/Meeting Other

5) Please list cities or attractions you visited:

A _____
B _____
C _____

6) Where did you stay?

Inn/ Bed & Breakfast Hotel/Motel Campground/Marina Friends/Relatives
 Rental Vacation Home Other

7) How long did you stay?

Day Trip 1 to 2 Days 3 to 5 Days 5 or More Days

8) How far did you travel?

100 miles or less 101-200miles 201-350miles 351-500miles Over 500 miles

9) What mode of transportation did you use to come to Connecticut on your most recent trip?

Automobile Airline Train Bus/Group Tour RV Other

[Empty box for additional information]

Draft [Stamp]

10) How much money did you spend?

- \$100-\$500
- \$501-\$1,000
- \$1,001-\$2,000
- \$2,001 or more

11) How many people were in your group?

- One-Two
- Three-Four
- Five-Ten
- Ten or more

12) How helpful was the Connecticut Getaway Guide?

- Very helpful
- Somewhat helpful
- Not helpful

13) Did the Connecticut Getaway Guide influence your vacation plans?

- Yes
- No

14) In what ways did the information in the Connecticut Getaway Guide influence your vacation plans?

15) Will you vacation again in Connecticut?

- Yes
- No

16) If you did not visit Connecticut in 1998, have you ever visited before?

- Yes -If yes, When did you visit? / No
- MM / YY

17) If you did not visit Connecticut, did you visit another destination?

- Yes -If yes, which destination? _____ No

18) Are you considering a future visit to Connecticut?

- Yes
- No

19) How far in advance did you plan your trip?

- Less than 1 month
- One-Two months
- Three-Four months
- Five months or more

20) What age group are you?

- 18-34 years
- 35-54 years
- 55 or more

Your comments:

If name or address are incorrect, please make corrections here:

Name

Address

City

State/Prov

Zip-code/Postal-code

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 OF THIS COPY, OR NOTE ANY
 CHANGES WHERE NEEDED AND
 RETURN IMMEDIATELY

Draft



PLEASE INITIAL ABOVE

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DENTON CONVENTION & VISITOR BUREAU

VISITOR SURVEY

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1. Have you visited Denton, TX in the last year? (If "yes", please answer questions 2-9)
 Yes No

If not, do you plan to visit in the future?
 Yes No
2. What month did you visit? (circle) January February March April May June
July August September October November December
3. Where did you stay?
a. hotel/motel b. bed & breakfast c. relative/friend d. camping/RV park
4. How long did you stay?
a. 1-2 nights b. 3-4 nights c. 5 or more nights d. day trip only
5. How far did you travel?
a. 50 miles or less b. 51-100 miles c. 101-200 miles d. 201-350 miles e. 351 miles or more
6. What was the purpose of your trip?
a. vacation/getaway b. friends/relatives c. business/meeting d. other _____
7. What places did you visit or activities did you take part in while you were here?
a. museums b. galleries c. antiquing d. shopping
e. outdoor recreation f. motor sports g. athletic sporting event h. business
i. festivals/events j. performing arts k. horse country area l. university-related activity
m. historic district/downtown square n. other _____
8. Rate your experience (5 being the highest; 1 being the lowest)
1 2 3 4 5
9. Would you refer Denton to another traveler?
 Yes No

Comments: _____

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Yes No

If not, do you plan to visit in the future?

Yes No

2. What month did you visit? (circle) January February March April May June
July August September October November December

3. Where did you stay?

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e. outdoor recreation f. motor sports g. athletic sporting event h. business
i. festivals/events j. performing arts k. horse country area l. university-related activity
m. historic district/downtown square n. other _____

8. Rate your experience (5 being the highest; 1 being the lowest)

1 2 3 4 5

9. Would you refer Denton to another traveler?

Yes No *maybe*

Comments: _____

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1. Have you visited Denton, TX in the last year? (If "yes", please answer questions 2-9)
 Yes No

If not, do you plan to visit in the future?
 Yes No

2. What month did you visit? (circle) January February March April May June
July August September October November December

3. Where did you stay?
a. hotel/motel b. bed & breakfast c. relative/friend d. camping/RV park
motel in Lewisville

4. How long did you stay?
a. 1-2 nights b. 3-4 nights c. 5 or more nights d. day trip only

5. How far did you travel?
a. 50 miles or less b. 51-100 miles c. 101-200 miles d. 201-350 miles e. 351 miles or more

6. What was the purpose of your trip?
a. vacation/getaway b. friends/relatives c. business/meeting d. other *College reunion*

7. What places did you visit or activities did you take part in while you were here?
a. museums b. galleries c. antiquing d. shopping
e. outdoor recreation f. motor sports g. athletic sporting event h. business
i. festivals/events j. performing arts k. horse country area l. university-related activity
m. historic district/downtown square n. other _____

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1 2 3 4 5

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 Yes No

Comments: _____

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 Yes No

If not, do you plan to visit in the future?

- Yes No

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July August September October November December

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m. historic district/downtown square n. other _____

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- 1 2 3 4 5

9. Would you refer Denton to another traveler?

- Yes No

Comments: _____

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Ba

**** U.S. POSTAL SERVICE ****
MPO DENTON, TX 762019998
482390 40.00
07-30-99 19:21:47

UNIT 3544 LIST

NAME	ADDRESS	AMOUNT
FN/SSN	RCPT#	
AIC 052 PNT IMP/ADL PST		
NT MAILING	2717 N ELM	
	438 070195	854.19
WORLD HARVEST	BOX 911	
	448 070196	44.28
DENTON PUBLISHIN	P 369	
	383 120239	822.62
CENTURY 21 N STR	1172 BENT OAKS	
	330 190138	127.04
N TX MAILING	2717 N ELM ST	
	438 190139	138.05
PENDERS MUSIC CD	314 S ELM	
	348 190140	654.78
N TX REHAB PAIN	403 W UNIV	
	946 190141	306.80
N TX STATE FAIR	POB 1695	
	412 190142	25.00

TOTAL AMOUNT: \$ 3172.76

AIC 053 POSTAGE DUE/BRM

DNT CVR	414 W PARKWAY	
	17 070198	25.00

TOTAL AMOUNT: \$ 25.00

AIC 126 MISC NON-POSTAL

J CARTER	BOX 3075	
	3KEYS 100244	3.00
MILLS	BOX 2482	
	1KEY 100245	1.20
PRIVETTE INTL	PO 2322	
	2KEYS 120238	2.00

TOTAL AMOUNT: \$ 6.00

AIC 134 BUS REP ANN PNT

DENTON CVR	414 W PARKWAY	
	17 070197	100.00

TOTAL AMOUNT: \$ 100.00

ISSUED: 13
VOIDED: 0
TOTAL: 13

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 Yes No

If not, do you plan to visit in the future?
 Yes No

2. What month did you visit? (circle) January February **March** April May June
July August September October November December

3. Where did you stay?
 a. hotel/motel b. bed & breakfast c. relative/friend d. camping/RV park

4. How long did you stay?
 a. 1-2 nights b. 3-4 nights c. 5 or more nights d. day trip only

5. How far did you travel?
a. 50 miles or less b. 51-100 miles c. 101-200 miles d. 201-350 miles e. 351 miles or more

6. What was the purpose of your trip?
 a. vacation/getaway b. friends/relatives c. business/meeting d. other _____

7. What places did you visit or activities did you take part in while you were here?
a. museums b. galleries c. antiquing d. shopping
e. outdoor recreation f. motor sports g. athletic sporting event h. business
i. festivals/events j. performing arts k. horse country area l. university-related activity
m. historic district/downtown square n. other _____

8. Rate your experience (5 being the highest; 1 being the lowest)
1 2 3 4 5

9. Would you refer Denton to another traveler?
 Yes No

Comments: _____

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1. Have you visited Denton, TX in the last year? (If "yes", please answer questions 2-9)

Yes No

If not, do you plan to visit in the future?

Yes No

2. What month did you visit? (circle) January February March April May June
July August September October November December

3. Where did you stay?

a. hotel/motel b. bed & breakfast c. relative/friend d. camping/RV park

4. How long did you stay?

a. 1-2 nights b. 3-4 nights c. 5 or more nights d. day trip only

5. How far did you travel?

a. 50 miles or less b. 51-100 miles c. 101-200 miles d. 201-350 miles e. 351 miles or more

6. What was the purpose of your trip?

a. vacation/getaway b. friends/relatives c. business/meeting d. other visit daughter in college

7. What places did you visit or activities did you take part in while you were here?

a. museums b. galleries c. antiquing d. shopping
e. outdoor recreation f. motor sports g. athletic sporting event h. business
i. festivals/events j. performing arts k. horse country area l. university-related activity
m. historic district/downtown square n. other _____

8. Rate your experience (5 being the highest; 1 being the lowest)

1 2 3 4 5

9. Would you refer Denton to another traveler?

Yes No

Comments: Depends on their purposes

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1. Have you visited Denton, TX in the last year? (If "yes", please answer questions 2-9)

Yes No

If not, do you plan to visit in the future?

Yes No

2. What month did you visit? (circle) January February March April May June
July August September October November December

3. Where did you stay?

a. hotel/motel b. bed & breakfast c. relative/friend d. camping/RV park

4. How long did you stay?

a. 1-2 nights b. 3-4 nights c. 5 or more nights d. day trip only

5. How far did you travel?

a. 50 miles or less b. 51-100 miles c. 101-200 miles d. 201-350 miles e. 351 miles or more

6. What was the purpose of your trip?

a. vacation/getaway b. friends/relatives c. business/meeting d. other Races

7. What places did you visit or activities did you take part in while you were here?

a. museums b. galleries c. antiquing d. shopping
e. outdoor recreation f. motor sports g. athletic sporting event h. business
i. festivals/events j. performing arts k. horse country area l. university-related activity
m. historic district/downtown square n. other Races

8. Rate your experience (5 being the highest; 1 being the lowest)

1 2 3 4 5

9. Would you refer Denton to another traveler?

Yes No

Comments: Had A Real good Time.

*****REMEMBER*****

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1. Have you visited Denton, TX in the last year? (If "yes", please answer questions 2-9)
 Yes No

If not, do you plan to visit in the future?

- Yes No

2. What month did you visit? (circle) January February March April May June
July August September October November December

3. Where did you stay?

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6. What was the purpose of your trip?

- a. vacation/getaway b. friends/relatives c. business/meeting d. other HONEY MOON

7. What places did you visit or activities did you take part in while you were here?

- a. museums b. galleries c. antiquing d. shopping

- e. outdoor recreation f. motor sports g. athletic sporting event h. business

- i. festivals/events j. performing arts k. horse country area l. university-related activity

- m. historic district/downtown square n. other _____

8. Rate your experience (5 being the highest; 1 being the lowest)

- 1 2 3 4 5

9. Would you refer Denton to another traveler?

- Yes No

Comments: IT WAS A GREAT EXPERIENCE AND VERY EASY TO FIND YOUR WAY.

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- Have you visited Denton, TX in the last year? (If "yes", please answer questions 2-9)
 Yes No
If not, do you plan to visit in the future?
 Yes No
- What month did you visit? (circle) January February March April May June
 July August September October November December
- Where did you stay?
 a. hotel/motel b. bed & breakfast c. relative/friend d. camping/RV park
- How long did you stay?
a. 1-2 nights b. 3-4 nights c. 5 or more nights d. day trip only
- How far did you travel?
a. 50 miles or less b. 51-100 miles c. 101-200 miles d. 201-350 miles e. 351 miles or more
- What was the purpose of your trip?
a. vacation/getaway b. friends/relatives c. business/meeting d. other College Visit / camp
- What places did you visit or activities did you take part in while you were here?
 a. museums b. galleries c. antiques d. shopping
e. outdoor recreation f. motor sports g. athletic sporting event h. business
i. festivals/events j. performing arts k. horse country area l. university-related activity
 m. historic district/downtown square n. other _____
- Rate your experience (5 being the highest; 1 being the lowest)
1 2 3 4 5
- Would you refer Denton to another traveler?
 Yes No

Comments:

Enjoyed the City. Hope to Return

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VISITOR SURVEY

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1. Have you visited Denton, TX in the last year? (If "yes", please answer questions 2-9)
 Yes No

If not, do you plan to visit in the future?
 Yes No

2. What month did you visit? (circle) January February March April May June
July August September October November December

3. Where did you stay?

a. hotel/motel b. bed & breakfast c. relative/friend d. camping/RV park

4. How long did you stay?

a. 1-2 nights b. 3-4 nights c. 5 or more nights d. day trip only

5. How far did you travel?

a. 50 miles or less b. 51-100 miles c. 101-200 miles d. 201-350 miles e. 351 miles or more

6. What was the purpose of your trip?

a. vacation/getaway b. friends/relatives c. business/meeting d. other _____

7. What places did you visit or activities did you take part in while you were here?

a. museums b. galleries c. antiquing d. shopping
e. outdoor recreation f. motor sports g. athletic sporting event h. business
i. festivals/events j. performing arts k. horse country area l. university-related activity
m. historic district/downtown square n. other _____

8. Rate your experience (5 being the highest; 1 being the lowest)

1 2 3 4 5

9. Would you refer Denton to another traveler?

Yes No

Comments: _____

*****REMEMBER*****

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- Free overnight stays at Denton bed & breakfasts, hotels and motels, round-trip airport shuttle service (if traveling by air, airfare not included); golf package for two; shopping gift certificates from Denton's unique stores and galleries; commemorative Denton items and much more . . .

(To mail: Fold this panel over the bottom panel to show business reply address, moisten adhesive strip and seal)

DENTON CONVENTION & VISITOR BUREAU

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6. What was the purpose of your trip?

a. vacation/getaway b. friends/relatives c. business/meeting d. other fair mule rodeo

7. What places did you visit or activities did you take part in while you were here?

a. museums b. galleries c. antiquing d. shopping
e. outdoor recreation f. motor sports g. athletic sporting event h. business
i. festivals/events j. performing arts k. horse country area l. university-related activity
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e. outdoor recreation f. motor sports g. athletic sporting event h. business
i. festivals/events j. performing arts k. horse country area l. university-related activity
m. historic district/downtown square n. other Birthday Party at Italian Restaurant

8. Rate your experience (5 being the highest; 1 being the lowest)

1 2 3 4 5

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Yes No

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e. outdoor recreation f. motor sports! g. athletic sporting event h. business
i. festivals/events j. performing arts k. horse country area l. university-related activity
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- 1 2 3 4 5

9. ~~Would you refer Denton to another traveler?~~

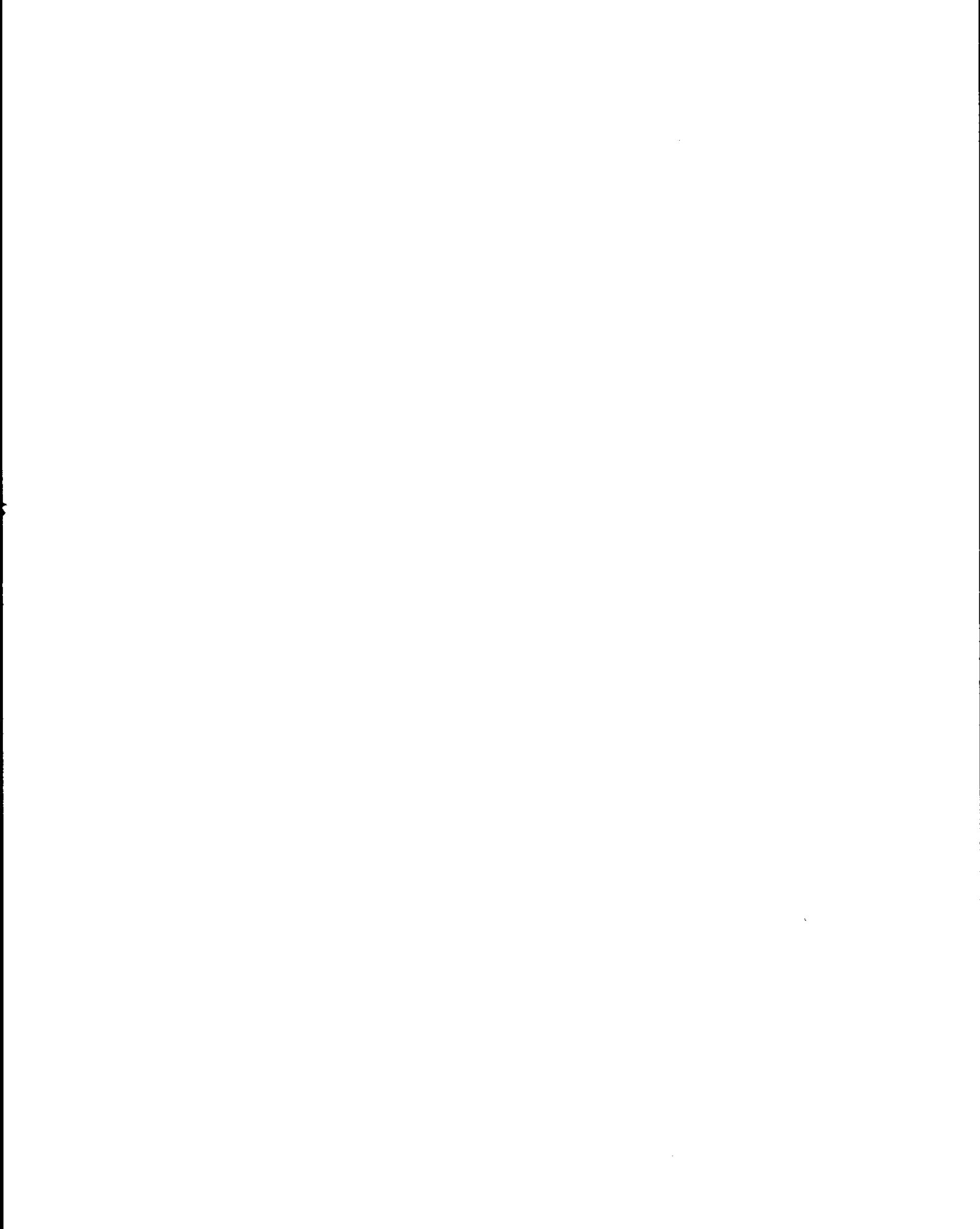
- Yes No

Comments: We always try to stay in Denton to avoid worst traffic - crowds

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visitors > total count 17

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14 Yes 3 No

If not, do you plan to visit in the future?

4 Yes 1 No

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1 2 3 4 5

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13 Yes No

Comments:

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1. Have you visited Denton in the last year? (If "yes", please answer questions 2-9)

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i. Festivals/events j. Performing Arts k. Horse Country Area l. University-related activity
m. Historic District/Downtown Square n. Other (Please Specify):

8. Rate your experience (1 being the least enjoyable, 5 being the most enjoyable)

1 2 3 4 5

9. Would you refer Denton to another traveler?

Yes No

Comments:

REMEMBER

(All returned, completed surveys postmarked by January 10, 2001 will be entered in a drawing for Denton prizes.

You can return this survey 3 ways:

1. Adhere stamp and mail via Post Office
2. Fax this form to 940-382-6287
3. Visit www.discoverdenton.com and fill this survey out on the web

Move the
"K" under the "G"

Denton Convention & Visitor Bureau
414 W. Parkway
Denton, TX 76201

Bulk Rate
U.S. Postage
PAID
Denton, TX
76201
Permit No. 438

PROOF
DATE
12-14-01

Place
Stamp
Here

~~Final~~

Denton Convention & Visitor Bureau
414 W. Parkway
Denton, TX 76201

FAX PROOF

Sir Speedy

PRINTING • COPYING • GRAPHIC DESIGN • DIGITAL NETWORK

260 S. I-35E

Denton, Texas 76205

(940) 591-9252 • Fax (940) 591-9345

Please Deliver Immediately!

Company: Denton Convention Attn. Christine

Fax No: 382-0040 Date: 12-14-01

Title of Proof: Visitor Survey 3 Pages Including Cover Page

Following this sheet is a proof of your art. Please read it very carefully . . . make sure everything is just the way you want it because this is exactly what we will print.

When you find an error or decide to change something, write the new information directly on the following art. **Additional charges will be incurred for any changes you make to this art,** but corrections of our errors will, of course, be done without further charge to you.

When you are finished proof reading your art, please mark the appropriate box, sign this slip, fax it and the copy of your art back to me. Upon receipt, we will release your artwork for printing.

NO ORDER WILL BE PRINTED WITHOUT A SIGNED APPROVAL!
Proofs not returned within 24 hours will delay the production date!

- This art is OK! Please print as is!
- This art needs changes/corrections. Please fix and send me another proof.
- This art needs changes/corrections. Please fix as noted and print. I do not require another proof!

X Diana Overgaard
AUTHORIZING SIGNATURE

A copy of the Printing Trade Customs used in the printing industry is available upon request.

NOV. -14' 01 (WED) 22:29 SIR SPEED

TEL:940 591 9345

P. 001

SIR SPEEDY PRINTING #4093
260 S. I-35 E
Denton, TX 76205

Quotation 8276

11/14/01

Christine Gossett
Denton Convention & Visitor Bureau
414 Parkway P.O. Drawer P
Denton TX 76202-1719

Ship To:
< Same as Bill To >

Deliver

Acct.No	Ordered By	Phone	Fax	P.O. No	Prepared By	Sales Rep
84	Christine Gossett	940-382-7895	940-382-6287		Jeff	HOUSE
Quantity	Description					Price
	Gum strip : Southwest Converters 214-351-2557 137.50 lot up to 2500 (Any quantity less than 2500) 30.80M after that (quantities more than 2500)					
5000	Visitor Survey (With Glue Strip) Glue - 11149 Paper Vellum Bristol 67# Springhill Colors 8.5 x 11 Misc. Colors Print Black+1C / 1 Color Reflex Blue					865.81
7000	Visitor Survey (With Glue Strip) Glue - 11149 Paper Vellum Bristol 67# Springhill Colors 8.5 x 11 Misc. Colors Print Black+1C / 1 Color Reflex Blue,					1149.09
1500	Visitor Survey (With Glue Strip) Glue - 11149 Paper Vellum Bristol 67# Springhill Colors 8.5 x 11 Misc. Colors Print Black+1C / 1 Color Reflex Blue					521.68
2500	Visitor Survey (With Glue Strip) Glue - 11149 Paper Vellum Bristol 67# Springhill Colors 8.5 x 11 Misc. Colors Print Black+1C / 1 Color Reflex Blue					615.16

Can be blue on white card stock, doesn't have to be colored or blue on yellow if it shows up better

Denton Convention & Visitor Bureau
414 W. Parkway
Denton, TX 76201

Bulk Rate
U.S. Postage
PAID
Denton, TX
76201
Permit No. 438

Place
Stamp
Here

Denton Convention & Visitor Bureau
414 W. Parkway
Denton, TX 76201

FAX PROOF

Sir Speedy

PRINTING • COPYING • GRAPHIC DESIGN • DIGITAL NETWORK

260 S. I-35E

Denton, Texas 76205

(940) 591-9252 • Fax (940) 591-9345

Please Deliver Immediately!

Company: Denton Convention & Visitor Bureau Attn: Diana Jeff

Fax No: 940-382-6287 Date: 1-15-02

Title of Proof: Visitor Survey 3 Pages Including Cover Page

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Please Bold this part

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8. Rate your experience (1 being the least enjoyable, 5 being the most enjoyable)
1 2 3 4 5

9. Would you refer Denton to another traveler?
 Yes No

Comments:

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2. Fax this form to 940-382-6287
3. Visit www.discoverdenton.com and fill this survey out on the home page of our website

→ Refold with the CVB address showing, adhere stamp and mail via Post Office.

01/15/2002 17:29 9405919345

SIR SPEEDY

PAGE 02/03

Denton Convention & Visitor Bureau

PO Drawer P

Denton, TX 76202-1719

PRSR STD
US Postage
PAID
Denton TX
Permit No. 438

Proof
Date 1-15-02
3



Place
Stamp
Here

Denton Convention & Visitor Bureau
PO Drawer P
Denton, TX 76202-1719



SIR SPEEDY PRINTING #4093
260 S. I-35 E
Denton, TX 76205

Copy of Invoice

No: 16610

Date: 01/23/02

Ship To:

< Same as Bill To >

Denton Convention & Visitor Bureau
414 Parkway P.O. Drawer P
Denton TX 76202-1719

Fax: 940-382-0040

Acct.No	Ordered By	Phone	P.O. No	Prepared By	Sales Rep	Ship Via
84	DiAnn	940-382-7895		Jeff	HOUSE	Deliver
Quantity	Description					Price
700	Visitor Survey (With Glue Strip) Paper Vellum Bristol 67# Springhill White 8.5 x 11 White Print 1 Color / 1 Color Reflex Blue					330.72
Gum strip : Southwest Converters 214-351-2557 137.50 lot up to 2500 (Any quantity less than 2500) 30.80M after that (quantities more than 2500)						Subtotal 330.72 Shipping 0.00 Postage 0.00 Tax 0.00 Total 330.72 Paid 0.00 Balance 330.72
Terms						Net 30 Days

Pay from this invoice

SIR SPEEDY PRINTING #4093 · 260 S. I-35 E · Denton, TX 76205 · (940) 591-9252

(print# 2)



FAX

Date: 1-4-02
Number of Pages: 3
(including cover sheet)

.....

TO: Jeff

FROM: DIANN
Denton Convention and
Visitor Bureau

PHONE:
FAX#: 591-9345

PHONE: 940/382-7895
FAX#: 940/382-6287

We need the same order w/A
qty of 700.

Thanks DIANN

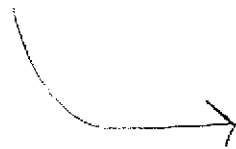
Denton Convention & Visitor Bureau
414 W. Parkway
Denton, TX 76201

Bulk Rate
U.S. Postage
PAID
Denton, TX
76201
Permit No. 438

*Pete @
NTM
said this
has changed.*

Place
Stamp
Here

*Need
BAR Code
under address*



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Denton, TX 76201

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change date

1. Have you visited Denton in the last year? (If "yes", please answer questions 2-9)

Yes No

If not, do you plan to visit in the future?

Yes No

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m. Historic District/Downtown Square n. Other (Please Specify):

8. Rate your experience (1 being the least enjoyable, 5 being the most enjoyable)

1 2 3 4 5

9. Would you refer Denton to another traveler?

Yes No

change date to be this

Comments:

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3. Visit www.discoverdenton.com and fill this survey out on the web



Separator Sheet

File Contents: Misc. Publications

Denton Convention and Visitor Bureau

FROM : LIBERTY-MARKETING

PHONE NO. : 800 478 2543

May. 23 2002 08:46AM P1



LIBERTY MARKETING COMPANY

Serving Chambers, City & County Governments
H.A. Fuller-Sutherland, CEO

204 N. West Street
Arlington, Texas 76011
(817) 880-3110 • Fax (817) 860-7113
(800) 954-MAPS

Facsimile Transmission

TO:

FROM:

ATTN: *Christine*
 BUSINESS: *Denton CVB*
 FAX NO: *940-382-16287*

CHARLENE HAIRSTON
 PROJECT DIRECTOR

DATE: *5-23-02*
 NUMBER OF PAGES: *3*
 PHONE: 1-800-954-6277
 FAX: 1-800-478-2543
 E-MAIL: *libertym@airmail.net*

MESSAGE: Choice of Colors on Map are RED and BLUE on WHITE GLOSSY PAPER

Christine,
 Here is the distribution
 sheet for the 2002 Duke Ray
 Roberts maps. To get your
 free maps please sign
 and fax back to me ASAP!

Sincerely,
Charlene Hairston

CITY _____

STATE _____

MAP NO. _____

FROM : LIBERTY-MARKETING

PHONE NO. : 800 478 2543

May. 23 2002 08:47AM P3



LIBERTY MARKETING COMPANY

Serving Chambers, City & County Governments
H.A. Fuller-Sutherland, CEO

204 N. West Street
Arlington, Texas 76011
(817) 860-3110 • Fax (817) 860-7113
(800) 954-MAPS

WE AT LIBERTY MARKETING WANT YOU TO HAVE THE MOST INFORMATIVE, UPDATED AND ATTRACTIVE MAP TO PROMOTE YOUR AREA. IN ORDER TO ACCOMPLISH AND CREATE THIS SUCCESSFULLY, WE WILL REQUIRE THE FOLLOWING FROM YOU...

1. **A Current Phone Book** - *no charge*
 2. **Copies of Mid Week and Weekend Local Newspapers** *send her the medical newspaper list, not the actual papers*
 3. **Local Information and History** - *Visitor Guide and handout on Denton's history, might mark points of interest pages & descriptions & calendar pages*
 4. **A Calendar of Events** -
 5. **Points of Interest** -
 6. **Any Noteworthy Info or Photos you would like included.** *> include a CtOS photo or see if she needs any late photos. She can take JPEG on disk*
- [Redacted]*
8. **A Relocation Packet** - *Distinctly Denton*
- [Redacted]*
- [Redacted]*

**PLEASE MAIL THESE ITEMS TO : LIBERTY MARKETING CO.
204 N. WEST STREET
ARLINGTON, TX 76011
ATTN: CHARLENE HAIRSTON**

Christine,
Any of this info that you have will be a GREAT help! Thanks! All

mailed 5/23/02

FROM : LIBERTY-MARKETING

PHONE NO. : 800 478 2543

May. 23 2002 08:46AM P2



LIBERTY MARKETING COMPANY

Serving Chambers, City & County Governments
H.A. Fuller-Sutherland, CEO

204 N. West Street
Arlington, Texas 76011
(817) 860-3110 • Fax (817) 860-7113
(800) 954-MAPS

DISTRIBUTION AGREEMENT


To establish the number of the new **2002 LAKE RAY ROBERTS MAPS** we will be printing, to satisfy the **FREE DISTRIBUTION** need for this publication, we would appreciate you completing this agreement and faxing this request back to us ASAP, our fax # is (800) 478-2543. These are the 3foot X 2foot maps that are printed in red, and blue on white 60lb glossy paper.

We would appreciate your cooperation in completing this agreement, most particularly the space dealing with the number of maps you normally give away over a 12 month period for each publication. This information will help us establish the overall need for maps in the areas; however, more importantly, it will help us plan for future publications.

YES! 

We would like to receive a good supply of **FREE LIBERTY MARKETING** maps for our own distribution, **AT NO COST OR CHARGE**. We understand these maps will be shipped **PRE-PAID** by the United States Postal Service. This is in no way an endorsement, but we do agree to be one of the distribution points for our maps.

DENTON C & VB

 **FAX TO:1-800-478-2543**

414 W. Parkway

Physical Address

P.O. BOX # (IF APPLICABLE)

Christine Gossett

Signature

Denton, TX 76201
City, State, Zip

Christine Gossett

Name & Title (PRINT CLEARLY PLEASE)

940/382-7895
Area Code & Phone Number

Normal Number of Maps Given = 500

Number of Maps Needed 500

FROM THE DESK OF
CHARLENE HAIRSTON, PROJECT DIRECTOR



Fax

To: Lorraine From: Denton CVB - Christie
349-8384 Date: 4/16/01
Pages: 2
Re: Ads/free listings CC:

Urgent For Review Please Comment Please Reply Please Recycle

•Comments:

Lorraine -

After we finish our budgets and applications I would like to get with you to discuss the Clear Creek Natural Heritage Center. I missed the event in March, but I would like to catch up on any new news. ~~with~~
~~Christie~~ Thanks!

Christie

940/382-7895

Metro 972/445-5558

Fax 940/382-6287

s:/cvb/misc.correspondence/cfaxcover.doc

MeetingNews

CONVENTION CENTER

REGIONAL MEETING GUIDES

LISTING FORM

FREE LISTING INFORMATION

Complete this section for a **FREE** Listing in *Meeting News' Meeting Guide* - Return by Fax: 401-828-1757
Information will be included on a space available basis

Center Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ 800#: _____

Seating Capacity (largest): _____

Theater Style: _____ Banquet Rounds: _____ Arena/Coliseum Seating: _____

ADVERTISER LISTING INFORMATION

In addition to free listing information, complete this section if you are purchasing a display ad, package B or package C

Web Site: www. _____ E-Mail: _____

Contact: _____ Title: _____

Total Meeting & Exhibit Space: _____ Sq.Ft Total Exhibit Space: _____ Sq.Ft

Number of Meeting Rooms: _____

Meeting/Services/Facility Description: (50-75 words) (include second sheet if needed)

Name (please print): _____

Signature: _____ Date: _____

RETURN TO

Meeting News Meeting Guides - Production: 6 Cedar Pond Dr. # 2, Warwick RI 02886
Phone: 401-828-1985 Fax: 401-828-1757

The Clear Creek Natural Heritage Center Steering Committee invites you to attend an exciting event (Development Kickoff) March 31, 1:00-4:00 P.M. where the City of Denton, along with our partners, will present the vision for the future Clear Creek Natural Heritage Center (CCNHC). The CCNHC project area encompasses approximately 2,700 acres adjacent to the southern section of the Greenbelt. The project began as a partnership between the U.S. Army Corps of Engineers and the City of Denton when both entities committed funds to restore the area including wetland construction and reforestation in the upper floodplain of Lake Lewisville. The city received permission from the Corps to dedicate 50 of these acres to the construction of an environmental education facility.

Following approval of the education facility, the city sought partners and organized a steering committee to develop a master plan for the area. The committee is comprised of representatives from: the City of Denton, Denton Independent School District, University of North Texas, Texas Woman's University, Denton County, and the U.S. Army Corps of Engineers. The mission of the CCNHC is to inspire environmental citizenship through an understanding of the natural heritage of North Central Texas by providing nature experiences, education and research programs, and conservation and restoration projects.

CLEAR CREEK NATURAL HERITAGE CENTER

DEVELOPMENT KICKOFF

(at the proposed learning facility location)

March 31, 2001

1 - 4 P.M.

There will be a brief ceremony, featuring a performance by the Woodrow Wilson Elementary Choir. Following the ceremony, attendees are invited to explore the project area and learn more about Texas wildlife at a program by Animal Edutainment of Aubrey (Sponsored by First State Bank). Remember, all of the trails are unimproved, so please wear sturdy footwear and dress appropriately.

Please be aware that onsite parking is unimproved. We would encourage you to use our remote parking which is available at the City of Denton Civic Center (Bell and McKinney). Shuttle service will run from 12 - 4.

MeetingNews

REGIONAL MEETING GUIDES

CONVENTION & VISITORS
BUREAU

LISTING FORM

FREE LISTING INFORMATION

Complete this section for a **FREE** Listing in *Meeting News' Meeting Guide* - Return by Fax: 401-828-1757
Information will be included on a space available basis

CVB Name: Denton Convention & Visitor Bureau

Street Address: 414 W. Parkway

City: Denton State: TX Zip: 76201

Phone: 940/382-7895 Fax: 940/382-6287 800#: 888/381-1818

Web Site: www.discoverdenton.com

ADVERTISER LISTING INFORMATION

In addition to free listing information, complete this section if you are purchasing a display ad, package B or package C

E-Mail: _____

Contact: _____ Title: _____

Services Provided by the Bureau: (50-75 words) (include second sheet if needed)

Display advertisers receive state page listing and expanded listing at no charge, Reader Service Number & matching editorial space (max. 1/2 page)

Name (please print): Christine Gosselt

Signature: Christine Gosselt Date: 4/12/01

See if
Some
org's are
interested

TEXAS EVENTS CALENDAR

Advertising Rates

Year 2001 Rate Base: 90,000 Circulation: Spring, Summer, Fall
75,000 Circulation: Winter

Black/White	1X Gross/Net	2X Gross/Net	4X Gross/Net
FULL PAGE	\$ 1,600/\$ 1360	\$ 1,550/\$ 1317.50	\$ 1,500/\$ 1275
HALF PAGE	\$ 1,100/\$ 935	\$ 1,075/\$ 913.75	\$ 1,025/\$ 891.25
THIRD PAGE Square	\$ 800/\$ 680	\$ 775/\$ 658.75	\$ 725/\$ 616.25

COVERS (4-COLOR)	1X Gross/Net	2X Gross/Net	4X Gross/Net
COVER 2	\$ 3,500/\$ 2975	\$ 3,250/\$ 2762.50	\$ 3,000/\$ 2550
COVER 3	\$ 3,000/\$ 2550	\$ 2,750/\$ 2337.50	\$ 2,500/\$ 2125
COVER 4	\$ 4,200/\$ 3570	\$ 4,000/\$ 3400	\$ 3,800/\$ 3230

Net rate reflects 15% commission to recognized agencies or advertisers providing camera-ready materials.

Advertising Due Dates:

ISSUE DATE	SPACE CLOSING	MATERIALS DUE
— Spring 2001 (Mar, Apr, May-2001)	Nov. 1, 2000	Dec. 1, 2000
— Summer 2001 (Jun, Jul, Aug-2001)	Feb. 1, 2001	Mar. 1, 2001
— Fall 2001 (Sep, Oct, Nov-2001)	May 1, 2001	Jun. 1, 2001
— Winter 2001-2 (Dec-2001, Jan/Feb-2002)	Aug. 1, 2001	Sep. 1, 2001

TEXAS EVENTS CALENDAR

Insertion Order Form

MATERIALS SHIPMENT ADDRESS

Texas Events Calendar
c/o John Russell, Editor
150 E. Riverside Dr./Travel Division
Austin, TX 78704
Phone (512) 486-5876
Fax (512) 486-5879
Email: jrussel@dot.state.tx.us

ADVERTISING CONTACT

Travel Publications Section
Kathy Murphy, Publisher
P.O. Box 141009
Austin, TX 78714-1009
Phone (512) 486-5881
Fax (512) 486-5879
Email: kmurphy@dot.state.tx.us

Company/Advertiser _____ Contact Name _____

Address _____

Phone _____ Fax _____ Email _____

Advertising Agency _____ Contact Name _____

Address _____

Phone _____ Fax _____ Email _____

AD SIZE/POSITION _____ FREQUENCY _____

Send invoice to: Advertiser _____ Advertising Agency _____

AD COST (GROSS) \$ _____ AD COST (NET) \$ _____

GENERAL POLICIES

Payment shall be made in full by date materials are due. It is understood and agreed that all terms and conditions are subject to acceptance by the publisher. Unacceptable advertising items include, but are not limited to, out-of-state travel-tourism; alcoholic beverages; tobacco products; sexually-oriented products and services; advertising considered misleading or a misrepresentation of facts; advertising that discriminates against customers on the basis of race, color, creed, religion, sex, or national origin; or other subjects not related to travel and tourism.

I have read the general policies and I agree to the terms and conditions stated therein.

Authorized Signature

_____ Date: _____

Mail or fax this completed form to KATHY MURPHY at the address and fax listed above.

See !!
Alana
interested

SELLING COMMUNICATIONS, INC.

Thursday, September 14, 2000

Christine Gossett
Denton Convention & Visitors Bureau
PO Box P
Denton, TX 76202

Dear Christine,

SOUTHWEST AIRLINES' MEETINGS UPDATE

Meetings Update, the quarterly journal of the Southwest Airlines' Meetings Program is set to begin its second annual:

Texas Destination Guide

Scheduled for the **February 2001** issue, the journal is distributed to the top 5,000 most active meeting and group planners from the Southwest Airlines Meetings Program. Please remember the SWA's meetings specialists also distribute hundreds of additional copies at the top industry tradeshows. This translates into greater exposure for you.

And...

SMERF MEETING JOURNAL

The SMERF Meeting Journal, designed to provide the latest trends, information and opportunities on a quarterly basis to the Societal, Military, Educational, Religious & Fraternal meeting planner. SMERF Meetings Journal works for advertisers because it is targeted specifically to the top 6,000 meeting planners for this important meetings category. We are currently scheduled in **February 2001** for our first annual:

SMERF Affordable Meetings in Texas Guide

Please find the published net rates for the **Meetings Update** and the **SMERF Meeting Journal**. Closing January 10, 2001.

Full Page/ Four Color	... \$2,650
Half Page/ Four Color	... \$2,200
Third Page/ Four Color	... \$1,700

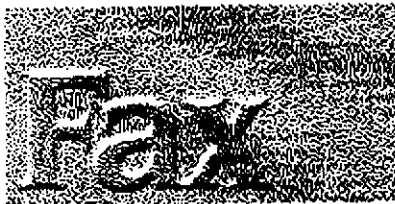
Fax to 972-390-1021 if you would like additional information or you may reach Walter Barnard at 972-390-1016.

Name: _____

Company: _____

Phone: _____ FAX: _____

YOU'VE GOT TO READ THIS



Date: Wednesday, May 17, 2000

To: Denton Convention & Visitor Bureau
Christine Gossett
Phone: 888-381-1818
Fax: 940 382 0048

From: Association Leadership - TSAE
Patrica Huber
Phone: 888-361-8723
Fax: 512-451-9556

Pages: 3

Subject: Texas Society of Association Executive
Buyers' Guide

Don't miss out on the TSAE Buyers' Guide. For as little as \$200 your company can reach over **1,200 ASSOCIATION EXECUTIVES** in the official magazine of Texas Association Executives, *Association Leadership*.

Your listing will include a 50 word description and complete contact information. You can add your logo, a photo or be listed in more than one categories too. Take a look at the enclosed info.

Deadline is May 24th!

Deadline for Jan/Feb 2001 is Dec. 6, 2000

Review w/ alana

The Association Industry Can Be a

Jungle

Let TSAE Guide **You**

THE TEXAS SOCIETY OF ASSOCIATION EXECUTIVES
I N T R O D U C E S ...

Association Leadership's
BUYER'S GUIDE

The *Association Leadership* Buyer's Guide is an excellent marketing opportunity to reach more than 1,200 association executives and supplier organizations at a very low cost! The Buyer's Guide appears in the July/August and January/February issues of *Association Leadership*. It's a great way to reach the professionals that make the buying decisions.

Your Buyer's Guide Listing includes

- +company name
- +address
- +phone
- +fax
- +e-mail
- +Web site
- +contact person and
- +50-word description of your product/services.

Logo, color photo and additional listings are available.

Listing deadlines are:

**May 24, 2000 for the July/August issue and,
December 6, 2000 for the January/February 2001 issue.**

For rate information, refer to the enclosed order form.

WHAT A BUY!

**Association Leadership BUYER'S
GUIDE LISTING** Call Pat Huber
today at 888.461.TSAE to reserve
your listing!

BUYER'S GUIDE CONTRACT AND ORDER FORM



Discounts: Advertiser receives a 5% discount if they have a display ad of any size running in the same issue with listings. Star Package advertisers receive a 10% discount.

Issue: _____ July/August 2000 _____ January/February 2000

<u>No.</u>	<u>Rates</u>	
_____ Basic Listing(s)	\$200 each	\$ _____
_____ Basic Listing(s) with B/W logo	\$300 each	\$ _____
_____ Basic Listing(s) with color logo	\$400 each	\$ _____
_____ Basic Listing(s) with color photo	\$500 each	\$ _____
_____ Additional Listings (same copy under add'l. categories)	\$100 each	\$ _____

Less discounts - \$ _____
Total \$ _____

Charges for Buyer's Guide listings will be billed upon publication, checks payable to TSAE. Listing charges are not commissionable to agencies. Please complete the following billing information:

Company Name _____ Date _____

Authorized Signature _____ Print Name _____

Billing Address _____

City _____ State _____ Zip _____ Ph _____/_____

Return this form to: Pat Huber, TSAE Advertising Sales, 314 Highland Mail Blvd, Suite 510, Austin, TX 78752-3733. For more information, contact Pat Huber at 888.461.TSAE, 512.451.1025, Fax 512.451.9556, or e-mail rdpat@rector-duncan.com.

Please save your company information and 50-word description in Word or e-mail to rdpat@rector-duncan.com.

Association Leadership BUYER'S GUIDE LISTING (as you wish to appear in guide)

Company Name _____

Address _____

City _____ State _____ Zip _____

Contact _____ Ph _____/_____ Fax _____/_____

E-mail _____ Web site _____

50-word Description: _____

If you are ordering ADDITIONAL 50-word descriptions, please make copies of this form and submit with your listings. ALL LISTINGS MUST BE TYPED. Note: Logos and photos must be submitted on disk or e-mail in jpg. format.

- Categories: (Please one or more as appropriate)
- Accounting Software
 - Airports
 - Association Management Software
 - Association Management
 - Audio/Visual Equipment/Service
 - Awards, Incentives, Promotional Items & Meeting Supplies
 - Banquet Facilities
 - Bed & Breakfast Inn
 - Boat Rental & Charter
 - Casino/Resorts
 - Certified Public Accountants
 - Charter Services
 - Coaching/Consulting
 - Computer Software
 - Conference Centers
 - Convention Contractor Services
 - Convention & Visitors Bureaus/Chambers of Commerce
 - Convention & Visitors Bureaus
 - Convention Centers
 - Convention Decorating Services
 - Credit Card Processing
 - Destination Management
 - Employee Benefits
 - Entertainment
 - Fax Broadcasting
 - Fax & E-mail Broadcasting
 - Film & Tape Services Directory
 - Golf Courses
 - Golf Resorts
 - Hotel/Resorts
 - Hotel/Resort/Casino
 - Housing Bureau
 - Insurance
 - Insurance & Risk Management
 - Investment Programs
 - Internet Service Provider
 - Lodge/Nature Park
 - Long Distance Provider
 - Meeting & Banquet Facilities
 - Mailing Services
 - Meeting & Management Services
 - Printing
 - Public Speaker Training
 - Public Speaker
 - Publishing
 - Speakers Bureau
 - Trade Show Services
 - Training Services
 - Transportation
 - Web Design, Management & Hosting

NACORE Announces Summer SIG Conference Series



**"Defining Industry-Specific
Corporate Real Estate
Practices"**

HIGH-TECH
June 8, 2000

Redwood Shores, Calif.
Oracle Conference Center

SCHEDULE

June 8

8:30 a.m. - 9:00 a.m.	Registration
9:00 a.m. - 10:30 a.m.	Session I
Life in the Fast Lane: High Growth Firms	
10:30 a.m. - 10:45 a.m.	Break
10:45 a.m. - 12:15 p.m.	Session II
Mergers and Acquisitions — Tools to Manage Change	
12:15 p.m. - 1:30 p.m.	Lunch with Speaker
1:30 p.m. - 3:00 p.m.	Session III
Real Estate Strategies in a Global Environment	
3:00 p.m. - 3:15 p.m.	Break
3:15 p.m. - 4:45 p.m.	Session IV
Rethinking the Corporate Real Estate Model	
4:45 p.m. - 6:00 p.m.	Networking Reception

Speakers Include:

Julie Benezet
Director, Global Real Estate & Facilities
Amazon.com

Gary Tuckman
Director of Corporate Real Estate
E*Trade Group Inc.

Jacque Salerno MCR
Regional Business Manager
Compaq Computer Corp.

Christine Ross
Workplace Strategist
Cisco Systems

Mark Schleyer
Executive Director of Real Estate
SBC Communications Inc.

Bob Thurman
Director of Workplace Strategies
Cisco Systems

Steven A. Jones
Senior V.P.
Jones Lang LaSalle

Michael O. Cissell
Managing Director of Corporate Services
Cushman & Wakefield

Restaurant/Retail SIG Fly-In Conference

June 14-15, 2000
Chicago • O'Hare Hilton

SCHEDULE

June 14

1:00 p.m. - 1:30 p.m.	Registration
1:30 p.m. - 3:00 p.m.	Session I
Leveraging the Power of the Internet	
3:00 p.m. - 3:30 p.m.	Break
3:30 p.m. - 5:00 p.m.	Session II
Using Lease Databases in Portfolio Management	
5:00 p.m. - 6:00 p.m.	Networking Reception

June 15

7:45 a.m. - 8:30 a.m.	Continental Breakfast
8:30 a.m. - 10:00 a.m.	Session III
Geographic Information System (GIS): New Opportunities	
10:00 a.m. - 10:30 a.m.	Break
10:30 a.m. - Noon	Session IV
The e-Business Revolution	
Noon - 1:30 p.m.	Lunch with speaker

Speakers Include:

Anthony J. Paoni
Clinical Professor of
E-Commerce & Technology
Kellogg Graduate School of Management,
Northwestern University

Peter Pike
President
PikeNet

Ray Silverstein
Director, Real Estate Strategies
The Gap Inc.

Lisa Ackerman
V.P. & Co-Founder
AnySite Technologies

Andrew Bieber
Marketing Representative
ESRI

Martin L. Camp Esq.
Partner
Jones, Day, Reavis & Pogue

John W. Davis MCR.h
Executive Managing Director
CB Richard Ellis Inc.

Steven L. Smith
Managing Director
Grubb & Ellis Company

Michael S. Hobbs Esq.
Director of Corporate Services
Grubb & Ellis Company

Andrew Schlauch
Senior Associate
PricewaterhouseCoopers

Karen Daly
Senior Managing Director
Insigina/Edward S. Gordon Co.

Financial Services

SIG Fly-In Conference

June 14-15, 2000

Chicago • O'Hare Hilton

SCHEDULE

June 14

1:00 p.m. - 1:30 p.m.	Registration
1:30 p.m. - 3:00 p.m.	Session I
Leveraging the Power of the Internet	
3:00 p.m. - 3:30 p.m.	Break
3:30 p.m. - 5:00 p.m.	Session II
Integrating Technology into Real Estate Strategies	
5:00 p.m. - 6:00 p.m.	Networking Reception

June 15

7:45 a.m. - 8:30 a.m.	Continental Breakfast
8:30 a.m. - 10:00 a.m.	Session III
Redefining the Delivery of Corporate Real Estate Services	
10:00 a.m. - 10:30 a.m.	Break
10:30 a.m. - Noon	Session IV
Knowledge is Power	
Noon - 1:30 p.m.	Lunch with speaker

Speakers Include:

Anthony J. Paoni
Clinical Professor of E-Commerce & Technology
Kellogg Graduate School of Management,
Northwestern University

Peter Pike
President
PikeNet

Gerard J. Vanella MCR
V.P. Corporate Properties Group
Chase Manhattan Bank

Lewis Pierotti
First Vice President
Banc One Corp.

Sharon Casper
E.V.P. Asset Management
Washington Mutual Bank

Bob Bertges
Sr. V.P./Managing Director of Corporate Real Estate
First Union Corporation

John W. Davis MCR.h
Executive Managing Director
CB Richard Ellis Inc.

David Johnson
CIO
Jones Lang LaSalle

Steve Henry
CIO
Trammell Crow Co.

Darryl Lemecha
Senior V.P. & CIO
Insigina Financial Group

Steve Sutherland
CIO/EVP
CB Richard Ellis Inc.

Ken M. Johnston MCR
Real Estate Strategist
Cushman & Wakefield

Eugene Page
Senior Director
Jones Lang LaSalle

Paul Carity
Managing Director
KPMG Consulting LLC

Karen Daly
Senior Managing Director
Insigina/Edward S. Gordon Company Inc.

Christine Barber
Director of Workplace Research
Knoll

Marc Rosenthal
Senior V.P. Corporate Properties
Fleet Bank

To register, call 800-726-8111 or visit www.nacore.com

Fax

->

948 382 6287 Christine Gossett

Page 001

Look into
this for
future ads

Association News

AMERICA'S MOST-READ MAGAZINE FOR STATE AND REGIONAL ASSOCIATIONS

OCTOBER 2001 DIRECTORY DEADLINE REMINDER!

The deadline for the October 2001 *Association News Convention & Visitors Bureaus Directory* is **September 4, 2001**. Do not miss out on this opportunity to reach the more than 10,000 chief executives and meeting planners at state and regional associations nationwide who read *Association News* each month. **Our readers will spend more than \$3.9 billion on the 161,860 off-site meetings, conventions and seminars they'll plan in the coming year. Reach them for less than two cents apiece with a listing in the *Association News Convention & Visitors Bureaus Directory*.**

To order your listing, complete and fax this page to (310) 577-3715. But you must hurry, the September 4 deadline is just around the corner! Need more information? Call (310) 577-3700 and ask for Martha Romero.

Directory Order Form Return by fax to (310) 577-3715

Discount Rate for Two Listings: Your listing will appear in the October 2001 and April 2002 issues.

\$270 for two listings only \$350 for two listings with black & white logo \$850 for two listings with color logo

One-Time Listing: Your listing will appear in the October 2001 issue only.

\$180 for one listing only \$240 for one listing with black & white logo \$540 for one listing with color logo

Credit Card Auto-Pay Option: Your listing will appear in the October and April issues until cancelled.

\$135 for each listing without logo \$175 for each listing with black & white logo \$425 for each listing with color logo

Please type or print clearly. Use caps, lower case and punctuation exactly as you want your listing to appear. **If you are ordering a listing with a black & white or color logo, please mail logo to address shown below or e-mail it to jerry@schneiderpublishing.com.**

CVB Name: _____

Address, City, State & Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Web Site: _____

Sales Contact, Title: _____

Description/Services (50-word maximum): _____

Method of payment: Invoice (A \$15 surcharge will be added) Check MasterCard Visa AMEX (Please complete below)

Account # _____ Expires _____ Signature _____

Name _____ Title _____ Phone _____

Please print the name, title and phone number of the person completing this form and send with check and artwork by September 4, 2001 to:
Schneider Publishing Co., Inc., 11835 W. Olympic Blvd. #1265, Los Angeles, CA 90064 • Attn: Martha Romero • Tel: (310) 577-3700 • Fax: (310) 577-3715
This form serves as your invoice. Please return a copy of this form with your payment.

— THE DALLAS/FORT WORTH —
RELOCATION
G · R · O · U · P

April 27, 1999

Denton Chamber of Commerce
Attention: Public Information Department
414 Parkway
Denton, TX 76201

Dear Public Information Editor:

Enclosed with this letter is a copy of our city profile that represents Denton. This letter is written to ask that you check the information that is given on this form and see if it represents Denton in the way you would like for it to. This city profile is given to individuals moving to Dallas who are requesting information about your area.

When you return the corrected profile, would you please send us a Newcomer Information Kit for the city of Denton. We like to keep this information on file in the event someone requests further information that is not listed on our city profile.

Would you also please check the telephone numbers listed on the profile to make sure they are correct; especially the ones needed to connect utilities.

Thank you in advance for your help in this area. If you have any questions, please don't hesitate to give me a call at the below listed telephone number.

Sincerely,



Carleen Alderman
Manager of Administration

/ca

Attachment

DENTON

Churches

Denton's 100 churches represent 25 denominations, one synagogue and one Moslem mosque.

Culture

Cultural activities are available year round through the University of North Texas, Texas Woman's University and community organizations. The One-O'Clock Jazz Lab of the University of North Texas has been nominated for two Grammy awards. More than 600 musical performances are given each year at the University of North Texas. The Denton Community Band and the Community Chorus perform many concerts throughout the season with membership open to all area musicians. The Denton Civic Ballet offers a two-concert season. The Greater Denton Arts Council services and coordinates arts for the Greater Denton area. The art galleries of the University of North Texas and Texas Woman's University feature exhibits of both university and local artists as well as traveling exhibits.

Education

The Denton Independent School District is just over 100 years old and has an enrollment of over 12,000 students. The District consists of ten elementary schools (K to 5), ^{two} middle schools (6-8), two high schools (9-12) and a special education instructional center. ^{one early childhood center and one alternative school.}

The District has gifted and talented programs at all levels including the elementary Mizar program in grades 4-6. In addition to the special-interest clubs available to all students, each elementary school has an orchestra, most have auditioned choirs and one has an auditioned handbell choir. Both high school bands and orchestras are nationally ranked and students can compete in Class 5-A athletic activities.

The Denton ISD provides academic support for physically and mentally handicapped children at the Sullivan-Keller Instructional Center or by mainstreaming students into the regular classroom. Dyslexia therapy, homebound education and deaf education are also available.

The University of North Texas in Denton is a comprehensive, State-supported institution and is only a 45 minute drive from Dallas and Fort Worth.

Texas Woman's University is also in Denton and we also have a campus for North Central Texas College.

Library

Emily Fowler Public Library 940/566-8565
502 Oakland

Local Media

Denton Record Chronicle 940/387-3811
published daily

Charter Cable 940/566-2901

Medical Care

Denton's two hospitals, Denton Regional Medical Center and Denton Community Hospital, have a total of 407 beds.

Population

71,450 (1997) 73,050 (1998)

Post Office

Main Station 940/387-8555
101 East McKinney

Sports and Recreation

Denton Residents are only a few minutes away from boating, sailing, golf, tennis and a variety of other activities. The Denton Parks and Recreation Department maintains 20 parks, a pool, 28 softball/baseball parks, three football fields, nine soccer areas, 20 tennis courts and four recreation centers. Avid golfers may choose from three public courses as well as two private golf courses. Lakes Lewisville and Roberts are just 10-15 minutes away. Annual events include the Denton Arts Festival in April, the Quarterhorse Capital Circuit Show in June and the North Texas State Fair and Rodeo in August.

*Texas Storytelling Festival in March
Main Street Days in September
Holiday Lighting Festival in December*

— The Dallas/Fort Worth —
RELOCATION
G · R · O · U · P

P.O. Drawer P
Denton, TX 76202
Phone: 940/382-7895
Fax: 940/382-6287
dcvb@iglobal.net

Denton Convention & Visitor Bureau

Fax

To: Sharon Primus

From: James Swenson

Fax: 972-239-7850

Date: January 25, 2000

Phone: 972-239-2399

Pages: 2 3

Re: Denton Changes

CC:

Urgent **For Review** **Please Comment** **Please Reply** **Please Recycle**

•Comments:

Ms. Primus,

Attached is the proofed copy of the Denton listing for the Destination DFW publication. I apologize that they are late. We just have a few minor changes.

Thanks!



James Swenson

* This event NO LONGER OCCURS - IT HAS BEEN REPLACED BY "ARTS, ANTIQUES & AUTOS" EACH OCTOBER

Neighborhoods

...w facility will showcase the Library's expanded Internet resources, funded by a substantial grant awarded in 1999.

This most modern of suburbs is named after the old Peters Colony, itself named after W.S. Peters, the head of the Texas Immigration and Land Company, who first began attracting settlers to the area in the 1840s.

DENTON

Population: 75,300
 School District: Denton 9643
 Chamber of Commerce: (940) 382-0400
 e-mail: dcoc@iglobal.net
 Average New Home \$: \$155,000 ?
 Average Apartment Rent \$: \$555 ?

Depending on the nature of the inquiry, or who is asking, the Denton Chamber of Commerce enjoys the unique benefit of being able to describe its city as being "literally the best of both worlds!"

If necessary, the city can easily be described as the autonomous county seat of Denton County, with Lake Lewisville serving as a peaceful and natural buffer from the fast-paced confusion of the Dallas area. The community enjoys economic independence by virtue of its primary local employer — state government, including the Denton State School, Texas Woman's University and the University of North Texas. There are also a variety of major private employers, including Andrew Corp., International Isotopes Inc., Josten's, Morrison Milling Co., Peterbilt Motors Company division headquarters, Tetra Pak, and Unibilt Cab assembly plant, United Copper Industries and Victor Equipment, and Trim Systems.

Denton's consumer trade area, primarily anchored by the 750,000 sq. ft. Golden Triangle Mall and the 105,000 sq. ft. Exposition Mills Denton Factory Stores, currently extends north to Ardmore, Okla. and west to Decatur.

Denton Regional Medical Center and Denton Community Hospital provide all levels of health care services. A forward-thinking city government allows city leaders to use terms such as "control of our

Denton's 26 percent share of water rights in Ray Roberts Lake, located just 12 miles north of the city limits.

Denton rarely refers to itself as a bedroom community, opting instead for a "country living" moniker. Unlike most of the neighborhoods in the Dallas area, Denton offers ranch estates, and in some parts of the county, horses actually outnumber people. In August, citizens gather for the North Texas State Fair.

An exceptionally cohesive and progressive central business district takes advantage of the local heritage and identity by sponsoring the annual "County Seat Saturday" each September. Another popular Denton trademark — the arts — both visual and performing, are highlighted every spring during the Denton Arts and Jazz Festival and the Texas Storytelling Festival.

On occasion, Denton leaders will identify themselves as the "Top of the Golden Triangle," reflecting the city's strategic location where the eastern and western segments of I-35 rejoin less than 40 miles north of downtown Dallas and Fort Worth. Thanks to the I-35 corridor, Denton offers nonstop access to either Canada or Mexico. While Denton maintains its own municipal airport, it can easily describe junkets to area airports such as Alliance, D/FW International and Love Field in terms of minutes versus miles.

For race car lovers, almost one-half of the NASCAR racing enthusiasts headed to the new Texas Motor Speedway in north Fort Worth will pass through Denton city limits, making this city the "Northern Gateway" to the second-largest sports facility in the country. The speedway is located 14 miles south of Denton, next to Alliance Airport. The area will be able to experience dual-track NASCAR and Indy car racing several times a year.

Educationally, Denton is a hub of higher learning. The Denton ISD offers a wide variety of programs for specific student needs, including gifted and talented, fine arts, deaf education, honors and



Day Days of Summer, Denton

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Neighborhoods



Wellington of Flower Mound

vocational courses. The University of North Texas continues to be one of the largest higher education institutions in the state. Texas Woman's University — including the Dallas and Houston campuses — is the nation's largest university primarily for women.

FLOWER MOUND

Population: 47,300
 School District: Lewisville
 Chamber of Commerce: (972) 539-0500;
www.themetro.com/fmchamber
 Average New Home \$: \$268,000
 Average Apartment Rent \$: \$712

When settlers discovered this area of Blackland Prairie in the 1840s, it was filled with blue stem grasses and wildflowers, all of which covered an unusual formation rising up from the prairie flatlands — a 12 1/2-acre mound, 50 feet high. This natural phenomenon inspired the name of Flower Mound.

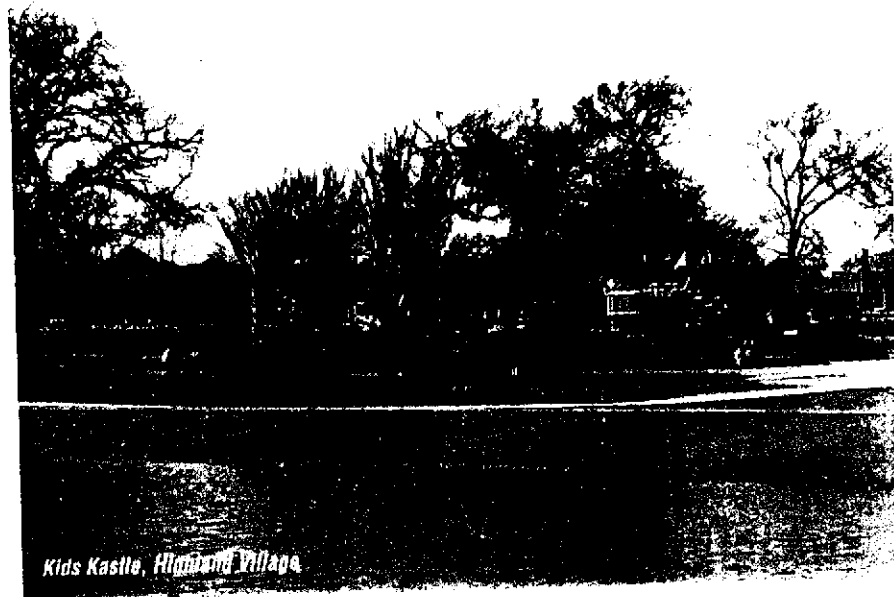
This picturesque, north central town is bordered by pastures of grazing horses near growing modern residential neighborhoods. Rolling hills and heavily wooded land in the western and southern portions of the community complement the distinctive contemporary architecture near the town's center.

Because of its close proximity to Fort Worth and Dallas, and its relaxing environment, Flower Mound has become a popular settling-down place for many new Texans. Just 10 minutes from D/FW International Airport, the community is

situated north of Dallas and Fort Worth. Since 1987, Flower Mound's population has increased to over 47,000, thus becoming the fastest growing city in one of the fastest growing counties in the nation.

The city's housing boom can be attributed to several factors, such as comparatively low land prices that offer urban residents a scenic community and less city noise and distractions. While housing construction continues at an impressive pace, the town's master plan is designed to monitor zoning and building densities carefully.

Recreationally, Flower Mound offers Lake Grapevine to the south and Lake Lewisville to the north. The US Dept. of the Interior presented the city with the "Enjoy the Outdoor America" award for



Kids Kastle, Highland Village

outstanding use of open spaces, linking neighborhoods with parks and trails for walking, jogging and cycling.

The Lewisville ISD serves the majority of students and provides such activities as Adopt-a-School program, which allows local businesses, organizations or individuals the opportunity to support a school by providing special services or materials.

HIGHLAND VILLAGE

Population: 12,150
 School District: Lewisville
 Chamber of Commerce: (972) 317-2558
 Average New Home \$: \$594,000
 Average Apartment Rent \$: \$712

Highland Village was incorporated in 1963 after approximately 100 lakeside residents decided to make their homes permanent. The early residents, for the most part, were professionals from the Dallas area who wanted to get away for the weekend and enjoyed it so much they moved to what is now known as Highland Village.

In spite of its hideaway appeal, Highland Village is a scant 15 minutes west of D/FW International Airport, or east of the Legacy Park/West Plano area, and almost exactly halfway between Dallas and Denton. The centrality of the location has been attracting numerous young families to developments like

(Continued on page 116)

L

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OF

Featur

Ashton Wc
\$150s
722/5

Darline
\$230s
972/5



Destination DFW

12001 N. Central Expressway, Suite 640 • Dallas, TX 75243 • (972) 239-2399 • Fax: (972) 239-7850



Dear Chamber Member:

Enclosed please find your copy of the 1999/2000 issue of *Destination DFW*. Inside, I have marked the page containing information on your city.

Please look over the information concerning your city, mark any changes or corrections and return via fax or mail by January 10.

Our independent contractor will provide any statistical information necessary to the publication.

If I don't hear back from you, I'll assume that you've decided to make no revisions and will run the copy for the next issue (due out July '00) as it currently appears.

If you would like to include photos that reflect the lifestyle of your community, please send them to my attention at the address listed above. I will be more than happy to return them when production is complete.

Thanks again for your phone call and in advance for your help!

Sincerely,

Sharon Primus
Production Assistant



OFFICIAL TOUR DIRECTORY

VacationPackager

October, 1999

Dear Christine Gossett,

As a Domestic or National Tourist Office, your organization is currently listed free of charge in the **Domestic or International Tourist Offices** section of the **Official Tour Directory (OTD)**, and on **OTD's VacationPackager** World Wide Web site (<http://www.vacationpackager.com>). At absolutely no cost to you, we identify your organization and your top 3 activities to thousands of travel agencies, 2,200 tour wholesalers and travelers planning their vacations on-line.

To ensure your continued exposure, please review the listing information below. **Return or fax this letter within 2 weeks of receipt to the address or number provided below.** Remember, this is how your listing will appear in the Spring/Summer 2000 OTD, and on the **VacationPackager** web site. Therefore, please review it carefully.

Our design provides the ability for advertisements to be strategically positioned within your listing. If you are interested in this **added** exposure, or wish to showcase more than 3 activities, please check the box below and one of our account managers will contact you.

If you have any questions, please feel free to call us at (212) 290-7355.

Best Regards,

David Juman
Editor

FAX TO
(212) 290-7288
FOR IMMEDIATE UPDATING

*Faxed
10/25/99
DJ*

Company Name & Address:

Denton Convention & Visitors Bureau
P.O. Drawer P
Denton, TX 76202
#12791

Contact Numbers:

Toll-Free Phone: 888-381-1818
Local Phone: 940-382-7895
Fax: 940-382-6287
Other Phone:

Contacts:

President: Christine Gossett
E-Mail: cvb@iglobal.net
Marketing Manager:
E-Mail:

Company E-Mail and/or Online Addresses:

E-MAIL: cvb@iglobal.net
WWW: <http://www.denton-chamber.org>

Contact (to print in listing): Christine Gossett
E-Mail: cvb@iglobal.net

Heading(s) to appear under:

Texas

Please update the **top 3 activities** in your destination.
Advertisers may indicate additional activities where appropriate.

- | | | |
|---|--|--|
| <input type="checkbox"/> Amusement/Theme Parks | <input checked="" type="checkbox"/> Fishing | <input type="checkbox"/> Religious Pilgrimages |
| <input type="checkbox"/> Archaeology/Ancient Culture | <input type="checkbox"/> Gaming | <input type="checkbox"/> Safaris, Game-Viewing |
| <input type="checkbox"/> Beach | <input type="checkbox"/> Golf | <input type="checkbox"/> Skiing, Snow |
| <input type="checkbox"/> Boating/Sailing | <input type="checkbox"/> Hiking/Treks | <input type="checkbox"/> Spas/Hot Springs |
| <input checked="" type="checkbox"/> Carnivals/Festivals | <input checked="" type="checkbox"/> Historical Sightseeing | <input type="checkbox"/> Water Sports |
| <input type="checkbox"/> Ecotourism | <input type="checkbox"/> Honeymoon | |
| <input type="checkbox"/> Fall Foliage Viewing | <input type="checkbox"/> National Parks/Camping | |

Please Sign & Return:

Listing OK as is.

Listing OK as corrected.

Please have an account manager call me regarding advertising.

Printed Name: James Swenson

Signature: *James Swenson*

Title: Administrative Assistant Date: 10/25/99

I understand information on my company's products and services may appear in the Official Tour Directory, the VacationPackager web site and/or its partner sites.

Thomas Travel Ventures - Official Tour Directory & VacationPackager

Five Penn Plaza • New York, NY 10001 • (212) 290-7355 • Fax: (212) 290-7288 • www.vacationpackager.com

Send Confirmation Report

Name: CVB

ID: 940 382 6287

25 Oct '99 11:42AM Page 1

Job	Start time	Usage	Phone Number or ID	Type	Pages	Mode	Status
429	10/25 11:41AM	0'33"	12122907288.....	Send.....	1 / 1	EC144	Completed.....

Total: 0'33" Pages sent: 1 Pages printed: 0



**OFFICIAL
TOUR DIRECTORY**

VacationPackager

October, 1999

Dear Christine Gosselt,

As a Domestic or National Tourist Office, your organization is currently listed free of charge in the Domestic or International Tourist Offices section of the Official Tour Directory (OTD), and on OTD's VacationPackager World Wide Web site (<http://www.vacationpackager.com>). At absolutely no cost to you, we identify your organization and your top 3 activities to thousands of travel agencies, 2,100 tour wholesalers and travelers planning their vacations on-line.

To ensure your continued exposure, please review the listing information below. **Return or fax this letter within 2 weeks of receipt to the address or number provided below.** Remember, this is how your listing will appear in the Spring/Summer 2000 OTD, and on the VacationPackager web site. Therefore, please review it carefully.

Our design provides the ability for advertisements to be strategically positioned within your listing. If you are interested in this added exposure, or wish to showcase more than 3 activities, please check the box below and one of our account managers will contact you.

If you have any questions, please feel free to call us at (212) 290-7355

Best Regards,

David Juman
Editor

Company Name & Address:
Denton Convention & Visitor Bureau
P.O. Drawer P
Denton, TX 76202
#12791

Contacts:
President: Christine Gosselt
E-Mail: cvg@iglobal.net
Marketing Manager:
E-Mail:

Contact (to print in listing): Christine Gosselt
E-Mail: cvg@iglobal.net
Heading(s) to appear under:
Texas

FAX TO
(212) 290-7288
FOR IMMEDIATE UPDATING

Contact Numbers:
Toll-Free Phone: 888-381-1818
Local Phone: 940-382-7885
Fax: 940-382-6287
Other Phone:
Company E-Mail and/or Online Addresses:
E-MAIL: cvg@iglobal.net
WWW: <http://www.denton-chamber.org>

Please update the top 3 activities in your destination.
Advertisers may include additional activities where appropriate.

<input type="checkbox"/> Amusement/Theme Parks	<input checked="" type="checkbox"/> Fishing	<input type="checkbox"/> Religious Pilgrimages
<input type="checkbox"/> Archeology/Ancient Culture	<input type="checkbox"/> Gaming	<input type="checkbox"/> Sailing, Game Viewing
<input type="checkbox"/> Beach	<input type="checkbox"/> Golf	<input type="checkbox"/> Skiing, Snow
<input type="checkbox"/> Boating/Sailing	<input type="checkbox"/> Hiking/Trake	<input type="checkbox"/> Spas/Hot Springs
<input checked="" type="checkbox"/> Carnivals/Festivals	<input checked="" type="checkbox"/> Historical Sightseeing	<input type="checkbox"/> Water Sports
<input type="checkbox"/> Ecotourism	<input type="checkbox"/> Honeymoon	
<input type="checkbox"/> Fall Foliage Viewing	<input type="checkbox"/> National Parks/Camping	

Please Sign & Return:

Listing OK as is. Printed Name: JAMES SWANSON

Listing OK as corrected. Signature: [Signature]

Please have an account manager call me regarding advertising. Title: ADMINISTRATIVE ASSISTANT Date: 10/25/99

I understand information on my company's products and services they appear in the Official Tour Directory, the VacationPackager web site and/or its partner sites.

Thomas Travel Ventures - Official Tour Directory & VacationPackager
Five Penn Plaza • New York, NY 10001 • (212) 290-7355 • Fax: (212) 290-7288 • www.vacationpackager.com

SUCCESSFUL MEETINGS SOURCEBOOK DATABASE

Code : 004150

770 Broadway, 5th Floor
New York, NY 10003-9595

Tel 646-654-7342

Intl. callers, dial appropriate intl. codes first)

Fax 646-654-7367

e-mail: jjaworek@billcom.com

www.successmtgs.com

October 5, 2001

FREE CVB/CVA SOURCEBOOK DATABASE LISTING INFORMATION

DENTON CVB
Christine Gossett , vp
PO Drawer P
Denton TX 76202

THE FOLLOWING IS A PRINTOUT OF YOUR FREE SOURCEBOOK DATABASE LISTING INFORMATION CURRENTLY ON FILE. THIS DESTINATION AND FACILITIES INFORMATION IS UTILIZED BY 75,000+ CORPORATE AND ASSOCIATION PLANNERS. IT PROVIDES AN INVALUABLE AID TO THEM IN THEIR SELECTION OF BOTH FACILITIES AND SITES. THE PRINT DIRECTORY, SOURCEBOOK, IS PUBLISHED EACH SPRING AND IS INTERNET ACCESSIBLE AT WWW.SUCCESSMTGS.COM.

TO KEEP YOUR LISTING INFORMATION CURRENT, PLEASE REVIEW AND UPDATE YOUR FREE LISTING INFORMATION FOR 2002.

A PRE-ADDRESSED ENVELOPE IS PROVIDED FOR YOUR CONVENIENCE.

KINDLY RETURN YOUR UPDATED PRINTOUT TO US BY: NOVEMBER 09, 2001

PROPERTY NAME: DENTON CVB

SALES EXECUTIVE: Christine Gossett TITLE: vp

ADDRESS: PO Drawer P
Denton TX 76202

GENERAL MANAGER:

SALES PHONE #: (940)382-7895 SALES FAX #: (940)382-6287

TOLL-FREE NUMBER FOR SALES: 8883811818

WEB SITE: www.discoverdenton.com

EMAIL: cvb@discoverdenton.com

THE INFORMATION ON THIS FORM IS ALL RIGHT AS IS: YES []

PRINT YOUR NAME: Christine Gossett TITLE: VP

SIGNATURE: Christine Gossett DATE: 10/12/01

THANK YOU FOR YOUR HELP.

JEAN JAWOREK
DATABASE MANAGER

Successful Meetings SourceBook Database
770 Broadway, 5th Fl.
New York, NY 10003-9595
Tel: (646) 654-7342
Fax: (646) 654-7367
jjaworek@billcom.com

CVB/CVA
2002 SOURCEBOOK DATABASE UPDATE

FREE LISTING

Dear Executive:

It's that time again!

That's right, it's time to update your **SOURCEBOOK** listing. As you probably know, this annual destination and facilities directory helps 75,000+ corporate and association meeting planners in their selection of meeting sites and facilities. But **SOURCEBOOK**'s listings only maintain their value when they are kept up-to-date.

Please help us keep your listing as current as possible.

The following is a printout of your organization's information currently on file with **Successful Meetings Magazine**. Since this information forms the basis of your **FREE** listings in both the print *and* the Internet versions of **SOURCEBOOK 2002** please take a few moments to review and update it. It is always our goal to keep your information as accurate as possible.

A pre-addressed envelope is also included for your convenience.

Should you have any questions, contact me at the numbers listed at the top of the page.

Thanks for your help.

Cordially,
Jean L. Jaworek
Database Manager

P.S. You will find **SOURCEBOOK** online, at www.successmtgs.com.



Christine, there's still time for a great idea!

October 1, 2001

Christine Gossett
Denton Convention & Visitors Bureau
414 West Parkway
Denton, TX 76201

Christine,

It's not too late for something special from Kinko's for the holiday season. Here are some ideas for you and Denton Convention & Visitors Bureau to say thank you to your best customers or coworkers for a great year. Wish them good fortune in the new millennium, add impact to the upcoming holiday event or make an important announcement.

Custom Calendars Add important company events, birthdays and reminders along with your logo or photo's of your product line, new facility, or of your boss falling out of the chair.

Holiday Events Personalized announcements, invitations and greeting card make a great impact. Coordinate the design with color posters, table tents, agendas, name tags, menus and the slide show presentation.

Creative Gifts Customer mouse pads, mugs, sweatshirts and a company/department holiday recipe book are great ideas for the office; or give your employees Kinko's gift certificate so they can create their own special gifts.

Time for the Holidays Kinko's is always open during the holidays with excess capacity so lighten your work load and enjoy the season. This is a great time for you to get a head start in producing your printed materials for the new year use up that budget before you lose it.

I hope I've given you some great suggestions. Again, there's still time, our Digital Services team can help you with the design and layout.

Please call me if you need additional information or would like to discuss an upcoming project or event. You can reach me at 214-676-3339.

Best Holiday Wishes

Stephanie Jacobs
Industry Account Manager

Make this holiday special,
Make it at Kinko's

IDEA for greeting
cards -
photo of staff
in front of or
on Bayless-Selby
House porch w/
Courthouse in the background