Debi DeBenedetto

- Attended 20 Out of town conferences to include
- New York Travel Adventure show, Huddle, Travel South, Glammer, Cleveland outdoor show, MPI GA Expo, Affordable Meetings Chicago, Chicago Live, Visit Florida Atlanta, Visit Florida NY, Orlando Plan Your Meetings, Destination Showcase Chicago, MPI Turn berry, MPI WEC Miami, FSAE Orlando, Governors Conference, Affordable Meetings DC, Successful meetings Orlando, IT&ME Chicago, Museums Conference Naples.
- Participation in programs with Visit Florida = Dialog and See For Yourself
- Reservations presentations 7 completed = Tourico, Mark Travel, Certified Vacations, Expedia, Hotels.com, S/W Airlines, United Airlines
- Ongoing site visits with meeting planners
- FAMS = Bahamas Delegation, TOP Motor Coach, Encounter
- Planned and coordinated First Annual Destination Expo
- Tourism week awards and luncheon
- Secured many unique Promotional items and uniforms for staff
- E Blast coordination, thousands to golf, Meeting planners, Travel agents, romance, special interest
- Promotion Stay 3 get 4th night free 1,059 room nights booked reported \$90,000 +
- 24,536 room nights in RFP leads sent to hotels 3212 room nights booked

Booked business Page 1

Booked business 2005

Date today Conference Name	Planner name	# of room nigh	ts conference dates
1/4/2005 Wells Dairy	Deb Lang	12	20 Jan 21-26,2005
1/12/2005 Prina Nestle	Ruth Wilms	40 cancelled	Feb. 28 05
2/2/2005 AAPPO	Denise Grozza	85	0
2-Feb AAPPO	Denise Grozza	85	0
4/15/2005 Fox Hollow	Franklin Manchester	\$8,000 F&B	5-May
2-May IACVB 2010 2007	Paul Griffin	lost	2010 2007
6/23/2005 ACMMSCO	Kelly Hughes	90	00 May-07
25-Jun Florida Historical Society6/27/05 new TDC	Tom Muir	15	60 May-06
National Interstate Insurance Co	Michele Silverstone	g	00
7/19/2005 Scout Tours	Cathy Donahue	11	2 Mar-05
Sep-05 Go Visit UK	Shelly Bunt	Wholesale cont	ract
9/13/2005 Collier County Collition	Len Price	4	0 Jun-06
Oct-05 Wingate med. Unc. Edu	Vicki	10	00 Jan. 06

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Groups pending		S SENT TO HOTELS			2005					
Name	Date	Room nights phone	Planner Name			How did you hear	Status	Market Segment		Lost
Florida Cheer & Dance Assn	1/4/2005	120	Paul Smith	May 13-15, 2	005	e-mail	Miami chosen	Arts	local Naples	
Group USA Florida Pawnbrokers Assn	1/4/2005	125	Albert Brinson Debra Reed	none specific none specific		website website	pending pending	Planner Planner	Miami Tampa	
Strata Marketing	1/4/2005	56	Mike McHugh		5.May	website	lost	Corp	Chicago	
Medallion Instrumentation	1/4/2005	30	Joyce Hill	none specific		website	pending	Corp	Michigan	
Triangle Medica Meetings	Jan-05		Beth Killmeyer	35 a vear		website	pending	Medical	Pittsburgh	
Nat Assn Board Pharmacy Fall	1/4/2005	257	Leslie Dreiske		lov-05	Visit FLA	pending	Medical	Chicago area	
Star Dust Dance	Jan-05	900	Len Moss			Chamber	pending	Smerf	NY / USA	
Sagebrush Corp	Jan-05	285	Vicki Juntti			website	pending	Corp	MN	
Royal Tours	12-Jan	38	Gay Riddick			Other CVB	no space avail	motorcoach	Virginia	
College American Pathologists	21-Jan	28	Peggy Fritz			repeat planner contac	pending	Conferon	TX	
Aluminum Extruders Council McKesson Corp	Feb-05 Feb-05	771 100	Rand Baldwin Lisa Putnam			website website	pending	Corp	IN CA	
Don Anderson Corp	2/18/2005	41	Don anderson	May 13-15, 2		website	pending	Corp	CA	
NASFM	2/18/2005	370	Richard Miseyko			repeat planner contact		Corp	FL	
Christian Church of God	2/22/2005	134	Jim Cullumber			Visit FLA	pending	Smerf	IN	
Extraordinary Eventz	3/1/2005	35	Lisa Reece	F	eb-06	repeat planner contact	pending	Smerf	FL	
Access Medical	3/3/2005	5	Susan Paderski	,	Apr-05	website	pending			
Discovery film crew	3/3/2005	44	Rodney			referral	pending			
CFA Institute	3/6/2005	120	Dana Henshaw	June 06-07-0		mailed	pending	Corp	VA	
Ace of Florida	3/6/2005	1105	Richard Miseyko			repeat planner contact		Association	FL	
U of Michigan FL National Assn. Social Worker	Mar-05 Mar-05	140 400	Jenny Freels Chuck Cook			website referral	pending pending	Smerf Association	MI FI	
BCC Tennis	24-Mar	100	Frank Hatten		/ar-06		pending	Sports	MD	
Knights of Pythis	Mar-05	100	Lou Sadowsky	Nov. 2005	viai-00	website	pending	motorcoach	FL	
MPI SEC June Retreat	28-Mar	25	Pat Dobaz		lun-05	repeat planner contact		Meetings	FI	
Qiagen National Sales Meet	Apr-05	595	Erin Flynn			website	pending	Corp	MD	
Fabricators & Manufactureers Ass	Apr-05		Mary Ann Browning	N.	lay-06	Visit FLA	pending	Corp	IL	
Inn at Fox Hollow		8,000 catering	Franklin Manchester			website	pending	Corp	NY / USA	
Dolphin Imaging	Apr-05		Linda Homel		/ar-07	website	pending	Corp	CA	
P Thompson	4/12/2005	280	p Thompson	Oct. 05		NAJ	pending	motorcoach	_	
Church of Christ Retreat	4/18/2005	150 650	Richard Runge	Set/Oct 05		website	pending	Smerf	FI Ks	
Signage & Graphics Summit Collier County Coalition	4/25/2005 4/27/2005	40	Michelle Beniak Len Price			website local referral	lost booked cheaper pending	Corp Gov	rks Fl	х
National Interstate Insurance	4/26/2005	90	Michelle Silvestro		Jul-05	website	booked Marco Marrio		OH	
DI Foodservice 2006 dealers	5/3/2005	180	Connie riffin		lan₌06	repeat planner contact		Corp	GA	
The Spring Air Company	5/4/2005	90	Carolyn Yoemans			uses CVB's	pending	Corp	II	
Florida Literacy Coalition FLC	5/25/2005	530 727-822-4414	Richard Miseyko	Spring 2006		repeat planner contac	pending	Assn.	FL	
ASMH ACMMSCO annual	5/25/2005	900 414-347-1103	Kelly Hughes	April May 200	7 -8	friend	Booked Registry napl	es		
Corus Aluminium Rolled product	5/25/2005	66 847-585-2514	Tess Ladringan	Feb. 2006		website	lost to Carolina's	corp	IL	х
University of Rochester	5/31/2005	137 585-275-2094	Julie Blowers			repeat planner contact	pending	Assn.	NY / USA	
American Benefits Council Florida Fish and Wildlife	6/3/2005 6/3/2005	92 fax703-519-848 180 850-488-9386	36 Myrlin Young Scott Ball			website Visit FLA	pending pending	Assn. Gov	VA FL	
GMAC	6/3/2005	2000 952-831-7309	Jodi Montgomery			website	pending	GUV	r L	
Church of Lord Ralley	6/7/2005	135 770-500-8595	Vickie Thomas			repeat planner contact		Smerf	GA	
Arm Partners 2007 Conference	6/9/2005	300 630-285-3590	Arthur Gallagher		Apr-07	Destination Showcase	pending	Assn.	IL	
USS Wainwritht Veterans Assn	6/9/2005	110 513-829-7280	Dan Bowman	2008 - 2010 J	luly	Destination Showcase	pending	Assn.	II	
Franklin Electric	6/9/2005	390 260-827-5498	Stacy Need	F	eb-06	Destination Showcase	pending	corp	II	
Funeral Directors Services	6/9/2005	280 773-622-1488	John Baran			Destination Showcase		Assn.	II	
American Academy of Dermatolog		80 847-330-0230	Debra Barrett		1-Nov	Destination Showcas		Pharm	il	
Mitsubishi IA National Sales National Bar Assn	6/9/2005	225 847-478-2417	Lori Bacharz Kathleen Thompson	Apirl 06	00	Destination Showcase Destination Showcase	pending	Corp	II II	
Pro Club Incentive	6/9/2005	720 614-985-1682	Dianne Killian			Visit FLA	pending	Corp	II Helms	
Appraisal Foundation Board	6/21/2005	290 202-624-3048	Paula Douglas			website	pending	Gov	DC	
Florida Historical Society	6/20/2005	150 321-254-9855	Tom Muir	Ma 2006	,	direct	Booked Naples B/W	Assn.	FL	
Screen Vision	6/21/2005	300 212-497-0432	Barbaara Scully	Jan. 2006		website	pending	Corp	NY / USA	
NAHB Custom Builder	6/21/2005	961 202-2668145	Gigi Smith			repeat planner contact		Corp	DC	
Florida Trust Historic Pres	6/21/2005	240 850-224-8128	Caroline Tharpe Weiss			Lee County vcb	pending	Assn.	FL	
Lern Network	6/27/2005	250 301-498-6486	Bill Strehl	Feb/June 200		Lee County vcb	pending	Smerf	MD	
NICU Children's Medical Ventures Thomas Cook Motorcoach	6/29/2005 7/7/2005	441 781-871-6226 115 1.14417E+1	Jill Nash 3 David Harris	April/May 200 2006 5 tours	16	website Visit FLA	pending pending	corp motorcoach	MA UK	
Choice Medical	7/7/2005	10 1-850-425-818			lov-05	website	pending	Medical	Tallahassee	
Scout Tours	7/1/2005	112 508-634-2091	Cathy Coalson Cathy Donahue	March bus to		LaPlaya	booked	motorcoach	i alialiassee	
International Code Council	8/1/2005	70 708-799-2300	Brenda Cole	Aug ,2005		website	pending		II	
The Concierge Inc	8/1/2005	275 908-586-7500	Howard Rich	March, 2006		website	pending	executive	NJ	
Conference Direct	8/1/2005	80 813-661-1391	Janet Fisher	Feb , 2006		website	pending	Corp	FL	
Multi Unit Bowling Industry	8/1/2005	115 leeann@bpaa.d		Dec. , 2005		website	pending	Assn.	TX	
Ace Practitioners	8/17/2005	500 727-822-4414	Diana Schneider			repeat planner contact		Site search	FL	
Events Plus Health care Sate of Fla office of Insurance	8/18/2005 8/23/2005	380 856-854-7257 400 850-562-5841	Donna McCool Chuck Cook			website FSAE	pending pending	Events plus 3rd party Assn.	NJ FL	
Greek Staff Meetings	8/24/2005	80 608-443-3735	Melissa Rohlfs			website	pending	Sorority Smerf	WI	
Collier County Coalition	9/13/2005	40	Len Price			local referral	booked Marriott Fairfi		***	
IFAS Geep	8/29/2005	1010 352-392-5930	Beth Miller Tipton			repeat planner contact				
Wingate edu	9/1/2005	25 wingate@med.	ur Viki Wingate			website	pending			
Florida Funeral Directors	8/31/2005	300 rsimmons@ffda				website	pending			
Fabral Manufacturing	8/29/2005	150 717-299-6600	Cheryl Tobin			website	pending			
ITS Florida DOT	9/13/2005	225 850-224-7775	Karen Crawford	N		resource book	pending	very low rated	FL Gov	
NCFC Fase ECO Council	9/15/2005	915 202-879-0809 50 727-822-4414	Chris Cooper Richard Misevko		1-Jan	website repeat planner contact	pending	relocate NO meet Assn.	DC FI	
Osterman Co	10/3/2005	50 727-822-4414 70 770-993-9701	Georgette Johnson	several	Aar.OF	Plan Your Meetings	pending	Assn. Corp	GA	
Quality Stay less	10/3/2005	98 352-372-7878	Kyle Green			Third party	too low rated	Corp	FL	
SEC MPI winter retreat	10/5/2005	21 954-753-1106	Pat Dobsz	,	6-Jan	repeat planner contact		Assn MPI	FL	
MPI Tampa/Orlando Chapter	10/5/2005	100 727-567-5165	Liz Hall		lun-06	MPI planner repeat	pending	Assn MPI	FL	
AAC Nursing	9/16/2005	709 202-463-6930	Shana Cohen		Jan-06	Met at Affordable DC	pending	Medical	DC	
Check Free	10/10/2005	1025 201-521-2403	Cynthia Mullally	1	lov-06	?	pending	Corp		

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Data leads generated Trade show leads

Business cards, labels data bases shared from shows Fams etc.	attended Type of show				
Show Name	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	# of leads			
Fam Planned for Bahama Tourist			15	1/21/2005	
Leads sent Holiday Showcase	Travel Agents		60		
Meeting south leads	Planners and Agents		10		
AAA Midwest agents mailing /share	Travel Agents		500	1/20/2005	
3 leads to JoNell PR from Chicago Adventures in Travel	Media			1/9/2005	
3 leads to JoNell PR from NY Adventures in Travel	Media			1/19/2005	
Travel & Adventure Chicago Travel & Adventure New York	Trade and consumer Trade and consumer	500VG 500vg		1/9/2005	
Florida Huddle	wholesale tour ops	Suuvg		1/27/2005	
Travel South Memphis group tour	group tour ops			2/13/2005	
Lousiana Golf leads	golf		100	1/28/2005	
Cincinatti golf leads	golf			1/28/2005	
Fishing Trip	fish /golf		5	2/2/2005	
received special interest from AAA mailing huge response		Middwest A	AA		
Site IVA W and Capt. Wright kayak tours	great first hand experience				
Sent Florida 2005 specialized TA list to partners					
Sent Huddle leads to partners					
Sent Grand Rapids golf leads out	Consumer	Midwest		2/18/2005	
Don Sinclair Site	Students trip Everglades	FGCU	_	2/18/2005	
Cathlic Alumni Site	future meeting site	71	3	2/18/2005	
Meeting south leads Philidelphia Play Fla Golf leads sent to participating par	Meeting planner golf	7leads	240	2/18/2005 2/23/2005	
Play FLA Golf leads Cleveland Syracuse	golf			3/1/2005	
Toronto Golf leads	golf			3/23/2005	
Conferon Information	Meeting Planners		1000	3/24/2005	
Chicago Golf leads	golf		211	4/4/2005	
Plan your meetings leads	Meeting Planners		60		
Affordable Meetings Chicago show	Meeting Planners		137	4/18/2005	
Nashville Golf leads	golf		1017	4/15/2005	
Florida Live	Travel Agents		210	4/27/2005	
United Airlines	Reservation Agents			4/26/2005	
South West Airlines	Reservation Agents			4/28/2005	
GoGo	Reservation Agents			4/28/2005	
Tourico Sales Presentation and lunch	Reservation Agents		20	0 0 0 0	
Certified Vacations Sales Presentation Cookies & oranges	Reservation Agents			5/28/2005	
SITE Meeting chapter seminar MPI World Congress	Planner/supplier Planner/supplier	thousands	50	6/17/2005 7/12/2005	
FSAE Annual Conference	Planner/supplier	triousarius	250	7/15/2005	
Expedia Presentation	Reservation Agents		200	1/13/2003	
Successful Meetings	Planner mailings		12	8/2/2005	
Explore Your own Paradise Event	local coordinated entire event			7/20/2005	
Group Travel Mart On line sign up	groups online travel show			8/3/2005	
Expedia Presentation	Reservation Agents		250	8/10/2005	
FSAE Leads sent out	Meeting Planners Assn		139	8/17/2005	
Meeting Source leads sent out	Meeting planners	6 leads			Personal contact with Debi sent VG
Site inspect set Gerber Products	Feb 6 events	150 pp			Sites for Marriott NGALA 5th Ave Princess
Site Inspect set Events plus	Easter 2006 Meeting		300 40		Sites for Marriott Hilton Radisson NBH
Collier County Collition MPI Installation Dinner attended	Oct-06 Meeting Planner Membership				Booked Marriott Fairfield Inn Debi Attended
ASTA Leads sent to hotels	Travel Agents	networking	Only	July	show data base sent out to partners
Play Florida Golf	Golf and consumer	ad		coon 2006	successful meeting and coop
Affordable Meetings DC	Meeting Planners	aa	60		good show attended leads out
Museums Conference booth	local conference hosted by CVB				hosted welcome and VG
Florida Governors Conference on Tourism	Conference attended	network & e	educa	5-Aug	seminars attended
Top Fam	4 Motorcoach operators tour		4		day fam and tour destination contact with many operators
Brambles Tea Room	Site inspect	site			does group business high tea
LaPlaya	Lunch with Travel Writer	met Scott			
Wellesley Inn	Met new GM/Sales				wants to be more CVB active partner
Botanical Gardens	Brainstorm marketing				lunch with partners on marketing together
Alan Maltz book meeting Audrey Byrd Meeting planner	purchase special gifts				color of Florida books purchased
Go Visit UK tour op sites set	Brainstorm marketing Site inspect	future busir			Meeting planner advice valuable Wholesale planner out of UK seeks hotels
Strand Country Club	Site inspect	future busir			site to discuss off site venues available
Holiday Showcase cHicago	send brochures	iuture busii	1033		Site to discuss on site verides available
Atlanta Camping & RV show	sent brochures				
Adventures in Travel Expo DC Shicago NY	sent brochures				
MLT University	sent brochures				
AAA Annual conference	sent brochures				
Philadelphia Roundtables new show	sent brochures				
Legatus Company	need off site attractions	Conference		istry	needs attractions for conference
West Jet Canada new airline to Ft. Myers	sent VG and green bags	future busir			kick off new flight schedule res agent info
SouthWest Airlines Mark Travel	res presentations Oct. 19	future busin			Ft. Myers airport expanded flights info
SGMP Society Government Meeting planners	attend conference	future busin			one day conference Gainsville MP
MPI SEC winter retreat MPI Tamps Orlando	sponsorship sponsorship	future busin			Destination project sponsorship Destination project sponsorship
CIC Golf cup completed	sponsorship	future busir			Destination project sponsorship
Traval Co - Wholesale agent with many hotels contracted	Fam				Cancelled due to lack of availability
UK Go Visit Shelly Burt site all day 8 hotels	Site inspect				Will contract with 3 area hotels 25,000 pax
IT&ME Trade show attended Chicago	Trade and consumer	future busin		MP	Meeting planners contacts leads sent 128
Getaways for Gulf aid project with Visit FL	charity	exposure		Leisure	Assisted with packages for auction
Local assistance in communication w/ Gulf Aid Hurricane	charity	exposure		leisure	Assisted with packages for auction