

SCHEDULE & REGISTRATION

DASH FOR CASH: HOW TO MAKE THE MOST OF YOUR HOTEL OCCUPANCY TAX FUNDS

THURSDAY, SEPTEMBER 10, 2009 AMBASSADOR HOTEL • AMARILLO, TEXAS

MORNING SESSION

8:30 AM	Registration and Breakfast
9:00 AM	Welcome
9:15 AM	Proper usage of Hotel Occupancy Tax
10:15 AM	BREAK
10:30 AM	Proper usage of Hotel Occupancy Tax, continued
11:30 AM	Texas Hotel & Lodging Association Robin Clinker, Director of Marketing, Texas Hotel & Lodging Association
12:00	LUNCH

AFTERNOON SESSION

12:30 PM	Community Examples of HOT spending Dalhart • Hereford • Amarillo
1:30 PM	Financing Tourism: Making the most of your money Nancy Cordero, Texas Department of Agriculture, Texas Historical Commission
2:30 PM	BREAK
2:45 PM	Marketing Tourism: Creative ways to spend your HOT dollars Rock Langston, Tomato Graphics
3:30 PM	Wrap Up and Questions

REGISTER NOW: DASH FOR CASH HOW TO MAKE THE MOST OF YOUR HOTEL OCCUPANCY TAX FUNDS

Name

Organization

Street or PO Box

City, State, ZIP

Email address

Phone

PRICING	COST
Conference fee: PTMC members	\$60.00
Non members	\$75.00

CONFERENCE HOTEL: AMBASSADOR HOTEL, 3100 I-40 WEST, AMARILLO, TEXAS

CONFERENCE RATE: \$69.00 (CALL HOTEL AT (806) 358-6161 AND ASK FOR PTMC CONFERENCE RATE)

TO REGISTER: Complete this form, print, and send it with your check payable to PTMC before **September 4, 2009**

Mail to: Panhandle Tourism Marketing Council, c/o Dalhart Chamber of Commerce, P.O. Box 967, Dalhart, TX 79022.

Registration forms can be faxed to 806-244-4945

Questions: Kristine Olsen, 806-244-5646. There's a lot of interest in this class, so advance registration is recommended.

www.texasptmc.org

