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JULY EXTRA!

The Lions' Roar

Overland Park Host Lions Club
Overland Park, Kansas
www.oplions.org



WE SERVE

Convention Bureau Promotes USA/Canada Forum in E-Mail to OP Businesses!

We Lions often refer to ourselves and our activities as the “world’s best-kept secret.” Mindy Lallier of the Overland Park Convention and Visitors Bureau, however, has helped spread the word! Below is the text of an e-mail sent to about 1,000 business leaders in the Overland Park area on July 29. *Note that the first event listed is the USA/Canada Lions Leadership Forum for 2013!* The e-mail not only features the Forum, but includes a link to the Lions Clubs International web site. This is a golden opportunity for decision-makers and others in the area to learn more about Lions Clubs and our humanitarian services, especially if they are not already familiar with us. [E-mail copied by permission of Ms. Lallier.]

Dear [business leader],

Are you a member of an association – maybe it’s work related or maybe it’s a personal interest? Does that association host annual meetings and events? Does your company hold meetings or conferences? Would Overland Park be a good location for a future event site?

The Overland Park Convention & Visitors Bureau is looking to work with Chamber members and community partners to bring these meetings and conventions to Overland Park. These events mean additional revenue to our community and can save you time and money on travel – it’s a win-win!

Below are a few events coming to Overland Park.

• We are very excited to announce that the [USA/Canada Lions Leadership Forum](#) will be hosted in Overland Park in September 2013. This event brings over 6,000 room nights into Overland Park. *(Bold-face and enlarged type added for emphasis by Ye Olde Editor.)*

• International Machine Quilters Association (IMQA) has committed to coming in May of 2011 and 2012. IMQA has been in Overland Park since 2005 and we are thrilled to have them through 2012!

• The American Bridge League will host an event the week between Christmas and New Years in 2010 (and possibly 2011 – fingers crossed!).

• The National Association of Clock and Watch Collectors will host its national convention in June 2011. This event was especially exciting for me to work on because this is a national event bringing in collectors from all over the country.

• National Narrow Gauge Convention will be in OP in August 2014! This event is unique because attendees tour local homes with narrow gauge model railroads.

• American Public Works will be utilizing the Convention Center in 2011. They are a repeat client and were here last in 2008.

• Central States Shrine Association will be back in OP in August 2011. We are really looking to have this great event

• Missouri District United Pentecostal Church International will host its youth event Easter weekend in 2011, 2012 and 2013. They have been a long-time partner with us for this event and we hope to continue with them for years to come.

If you have an association you’d like to bring to Overland Park, contact me at mlallier@visitoverlandpark.com or at 913-491-0123. We’ll help you show your friends and business acquaintances why Overland Park is above and beyond. By design.

Sincerely,

Mindy Lallier

Senior Sales Manager

Overland Park Convention & Visitors Bureau

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All of us Lions—locally and throughout the state—need to build on this added publicity so that the 2013 Forum in Overland Park will be the best ever. The organizational structure should be in place by next Spring. That’s when the planning and the work will begin in earnest. When you’re asked to serve, enlist gladly and willingly!

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July EXTRA. Issue No. 2. 2010-2011

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