

Know Your Customer

"Increasing Visitor Traffic Through Positive Experiences"

When: Tuesday, November 18th, 2008

Time: 9:00 a.m. to 3:00 p.m.

Where: Caribou Inn and Convention Center

**\$30.00 per person
until Nov.1
\$40.00 per person
after Nov.1**



This conference will provide a forum for varied approaches to improving customer service, including upcoming training opportunities for area businesses.

"Someone calling themselves a customer says they want something called service."

Agenda

- 8:00 AM – 9:00 AM** Conference Registration
- 9:00 AM – 9:15 AM** Maine Office of Tourism Update
- 9:15 AM – 10:15 AM** Keynote - Daryll Kemp
- 10:15 AM – 10:30 AM** Break
- 10:30 AM – 11:30 AM** Customer Service and Your Bottom Line - Donna Fichtner
- 11:30 AM – 12:30 PM** Lunch - Networking
- 12:30 PM – 1:15 PM** Developing the Region's Tourism Infrastructure
- 1:15 PM – 1:30 PM** Break
- 1:30 PM – 2:45 PM** Dialogue Session - Daryll Kemp
- 2:45 PM – 3:00 PM** Wrap Up

Who should attend?

- Tourism businesses (lodging, dining, recreation, historical/cultural organizations, related services)
- Retail trade (convenience stores, gas stations, clothing, gift shops)
- Creative Economy businesses (artists, crafters, speciality foods, etc.)
- Chambers of Commerce and members
- Municipalities
- Service organizations

Speaker Bios

Donna Fichtner

Donna Fichtner has over thirty-eight years of experience in tourism and hospitality which runs the gamut from management in the private sector ski resort, sporting camp and advertising businesses to the public sector in Chamber of Commerce and Convention & Visitor's Bureau work.

Educated as an English major and a teacher, Fichtner has taught on both the secondary and post-secondary levels. She helped to initiate the first Hospitality Management program on the high school level and later developed and managed the first four-year college degree program in Maine at Husson College. In 2000, she obtained the prestigious Certified Hospitality Educator status. Greenville's "Moosemaine" and the National Folk Festival (now American Folk Festival) in Bangor are two of the events are the result of Fichtner's initiative and work.

Ms. Fichtner was honored by the State of Maine Tourism Association's Award for Distinguished Public Service in 1993. In 2003, she received the Maine Tourism Association's Marketing Award for her innovative work of statewide significance in capturing and marketing the National Folk Festival and was inducted into Maine's Tourism Hall of Fame in May, 2007. Donna is immediate past chair of the Maine Tourism Commission where she serves on the Natural Resource Development and Education committee and is a Regional Representative for The Maine Highlands. She also serves on the board of the Maine Tourism Association.

Donna now functions independently as a tourism economic development consultant working as a contractor to Piscataquis County's Nature Based Tourism Initiative and on several other tourism initiatives.

Daryll Kemp

Daryll Kemp lives in Portland, Maine where she has resided for the past thirty-seven years with her husband Carl Kemp, a retired local businessman. She is the owner of Daryll Kemp & Associates Consulting, a company that provides services to diverse organizations throughout the United States. Daryll has operated the consulting firm for the past eighteen years. During that same period, she was employed by L.L. Bean, Inc. in Freeport, Maine, retiring from her position there in October of 2000. The Position(s) held with L.L. Bean required development and delivery of staff programs on a broad variety of topics. Among them:

- Customer Service / Satisfaction
- Communication Skills
- Listening Skills
- Relationship Building
- Transition to Leadership
- Process Design and Management
- Negotiation Skills
- Influencing without Authority
- Goal Setting
- Change Management
- Vision and Mission Development

Throughout the years Daryll has offered consulting services, she has shared her expertise with a wide variety of organizations. Those include members of the hospitality industry, governmental agencies, healthcare institutions, universities and colleges, art museums, commercial businesses and non-profit agencies.

Register online at www.nmdc.org
or call Judy Dinsmore at 207-498-8736
or toll free at 1-800-427-8736

