

# Colorado

Tourism Office

**COLORADO TOURISM OFFICE BOARD**

October 23, 2009

Dear Meeting or Conference Planner,

I recommend Phil Bruno as a speaker for a conference.

He recently spoke to the general session at the Colorado Tourism Conference in Pueblo, CO and was well received by over 350 industry members. His presentation was found to be informative, helpful and fun. His presentation helped to inspire the attendees.

His insight into best practices by using local and regional business models was helpful and timely in this economic situation. He did his research of our needs as a tourism group and paired the success stories of both local and regional businesses and their success stories to our situation in promoting tourism in this new economy.

He stressed that we need to know our customer and if we hadn't asked who they are in the last nine months...we didn't know them anymore. It was a timely and effective approach to helping large and small businesses understand the changes that have taken place and how we need to focus our strategies to this new paradigm.

His approach to telling the story of how you can be successful in this market environment coupled with his research; helped to make the presentation understandable and practical for anyone to fit into their business experience.

Best,

Kendra Rhoades, Mgr.  
Speaker Liaison  
48265 I-70  
Burlington, CO 80807  
[burlwc@rebeltec.net](mailto:burlwc@rebeltec.net)