

September 26, 2011

Dear Meeting or Conference Planner,

Phil Bruno recently spoke during a general session at the Governor's 2011 Colorado Tourism Conference in Loveland, Colorado. Phil was incredibly well received by over 350 tourism industry members. The conference feedback that we received showed that his presentation resonated with the attendees and was informative and inspiring.

His insight into best practices by using local and regional business models was helpful and timely in this economic situation. He did his research on 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.

The case studies Phil presented were very applicable to every segment of the tourism industry. The conversation about the definitions of community was especially relevant as Colorado's tourism industry is very focused on establishing strong partnerships and identifying the commonalities in their communities to thrive in the current environment.

As a conference planner, Phil was an ideal presenter. He was incredibly easy to work with and from first contact to presentation was a very smooth experience. I recommend Phil Bruno as a presenter for your conference.

Sincerely,

Laura Libby
Colorado Tourism Office