



“Cowboys & Culture” – Site Texas Chapter Summer Retreat

When: June 14 & 15, 2009

Where: Omni Fort Worth Hotel, Fort Worth, TX

With some 40 members and non-members from all over the state, the Summer Retreat of the Site Texas Chapter gathered in the historic town of “Cowboys & Culture”, Fort Worth. With check-in completed at the fabulous new Omni Fort Worth Hotel, it was all aboard “Molly the Trolley”, as the group set out Sunday evening to build some new relationships over cocktails at the Flying Saucer Bar sponsored by the Fort Worth Convention & Visitors Bureau.

The event continued with a supplier tradeshow on Monday morning during a buffet breakfast sponsored by the Omni Fort Worth Hotel, allowing buyers and suppliers the opportunity to continue building those relationships, and identify how they might work together for mutual benefit.

Following the opening remarks of Chapter President Sandy Bench, the audience enjoyed the latest updates from Site Global President, Patrick Sullivan. He explained the new branding of the association, as well as the many inherent benefits of membership and the numerous Site Global events one may take part in. This includes the upcoming Site Classic Golf Tournament in Ft. Worth September 9 to 12, 2009.

Our much-anticipated guest speaker Penny Wing, then addressed the group with some of the most creative incentive program methodology today, explaining easily why Penny has won so many Site Crystal Awards over the years. With a simple philosophy of understanding the customer and creating truly ‘out of the box’ programs with incredibly creative components, Penny demonstrated how one can set themselves apart from their competitive set even in a down economy. She then treated the audience to one Texas State lottery ticket each. Penny hoped that one of us might have the same success as her and win over a quarter of a million dollars as she had done some years before in California.

Both Patrick and Penny were then whisked away courtesy of our air sponsor, American Airlines, to their respective home cities of New York and San Diego.

For more information contact:

Jonathan E Richards CMP
VP Communications Site Texas Chapter
jrichardsusa@hotmail.com