

**From:** Godfrey, Rob <RobGodfrey@gov.sc.gov>  
**To:** Adams, Chaney <ChaneyAdams@gov.sc.gov>  
**Date:** 11/4/2016 3:48:52 PM  
**Subject:** RE: Draft letter under Governor's signature for conference brochure

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## GOVERNOR HALEY'S LETTER

Dear Tourism Industry Friends,

We hope you will join us in Spartanburg for the 52nd annual South Carolina Governor's Conference on Tourism & Travel, scheduled for February 20-22, at the Spartanburg Marriott.

Tourism leaders from across the state will have an opportunity to share the latest evolving consumer trends and best marketing practices with colleagues and, working together, ensure tourism continues to flourish in South Carolina.

We are blessed with outdoor attractions and natural resources, rich history and unique culture, and we are grateful for everything you do to sell South Carolina to visitors and vacations alike.

I hope you mark your calendars for Feb. 20-22 and plan to join us in Spartanburg!

Sincerely,

Nikki R. Haley  
Governor of South Carolina

**Rob Godfrey**  
**Office of Governor Nikki Haley**  
**Desk: (803) 734-2028 | Mobile: (803) 429-6068**

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**From:** Adams, Chaney  
**Sent:** Friday, November 04, 2016 3:30 PM  
**To:** Godfrey, Rob  
**Subject:** FW: Draft letter under Governor's signature for conference brochure  
**Importance:** High

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**From:** Dawn Dawson [<mailto:ddawson@scprt.com>]  
**Sent:** Friday, November 04, 2016 2:46 PM  
**To:** Symmes, Brian; Adams, Chaney  
**Cc:** Duffy, Amy  
**Subject:** RE: Draft letter under Governor's signature for conference brochure  
**Importance:** High

Hi, again, Brian and Chaney! Wondered if you had a moment to look over the draft letters at bottom ... let me know if it's OK for us to use in the Governor's Conference registration brochure. Probably need an answer by Tuesday, Nov. 8. Attached are last year's letters for reference.

Thanks!

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**Dawn Dawson-House**

SCPRT, Director of Corporate Communications  
office 803-734-1779; mobile 803-467-0202

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From: Dawn Dawson  
Sent: Thursday, October 27, 2016 2:00 PM  
To: 'Symmes, Brian' <[BrianSymmes@gov.sc.gov](mailto:BrianSymmes@gov.sc.gov)>; Chaney Adams ([ChaneyAdams@gov.sc.gov](mailto:ChaneyAdams@gov.sc.gov)) <[ChaneyAdams@gov.sc.gov](mailto:ChaneyAdams@gov.sc.gov)>  
Cc: Amy Duffy <[aduffy@scprt.com](mailto:aduffy@scprt.com)>  
Subject: Draft letter under Governor's signature for conference brochure

Hi, everyone! We have drafted the two letters below for the registration brochure for the Governor's Conference on Tourism & Travel. As you know, the conference is the largest gathering of tourism professionals in the state, and will be held Feb. 20-22 in Spartanburg at the Marriott.

In her letter, Gov. Haley usually invites the industry to attend the conference and thanks them for continuing to grow the industry. Following her letter is Duane's, and he outlines some of the program highlights.

Last year's letters are attached, FYI. Will you have time to review and respond by next Wednesday, Nov. 2?

Thanks for anything you can do!

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#### GOVERNOR HALEY'S LETTER

Dear Tourism Industry Friends,

Please join us in Spartanburg for the 52<sup>nd</sup> annual South Carolina Governor's Conference on Tourism & Travel, scheduled for February 20-22, at the Spartanburg Marriott.

Tourism leaders across the state recognize the conference as the best opportunity to gather and share ideas that enable South Carolina tourism businesses to grow and improve our economy. They learn more about evolving consumer trends and best marketing practices, but also take the opportunity to network with colleagues and business associates to further extend success.

Certainly we are blessed with a beautiful coastline, fascinating history and thrilling outdoor experiences, but it is your work that promotes these vacation opportunities to the traveler and gets them coming.

I hope you mark your calendars for Feb. 20-22 and plan to join us in Spartanburg!

Sincerely,

Nikki R. Haley  
Governor of South Carolina

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#### DUANE'S LETTER

Ladies and Gentlemen:

We are looking forward to hosting the 52<sup>nd</sup> annual Governor's Conference on Tourism & Travel in beautiful Spartanburg and setting the stage for a discussion on trends and best practices that can help grow tourism. Our

lineup of speakers and events will share insights on the economy and ways to leverage emerging as well as traditional opportunities for tourism in South Carolina.

Our opening general session will be led by tourism research analyst Brian London, who specializes in studying the economic impact of travel on communities and a destination's advertising effectiveness. We also will feature Jonah Berger, who will explain how successful viral campaigns can be strategic, and Jeff Fromm, who will provide insights into marketing to Millennials.

Several of the highlights of the conference are sure to be the *Taste of Spartanburg* opening reception scheduled for Monday night and exciting tours of the city on Tuesday!

Breakout sessions will focus on public relations, sports tourism, social media and crisis communications, and we'll wrap up the conference with the annual awards luncheon.

We have an amazing program in store, and we can't think of a better place to hold the 2017 gathering than in Sparkle City! Register today and join us in Spartanburg!

Sincerely,

Duane Parrish  
Director, SC Department of Parks, Recreation & Tourism

Dawn Dawson-House  
[SCPRT](#), Director of Corporate Communications  
SC Department of Parks, Recreation & Tourism  
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