



## Be an Active and Engaged Industry Partner

- **Be Informed** - The Biweekly Member Newsletter is our main form of communication with our Industry Partners. Keep up to date on Door County Visitor Bureau's promotional opportunities, member education sessions, events and announcements.
- **Be Oriented** - Held the first Wednesday of each month are informal 30 minutes sessions to familiarize both new and existing partner businesses on how to make the most of your partnership. Learn how the DCVB is working to bring visitors to Door County and how you can get involved.
- **Be Engaged** - Attend our mixers and events (i.e. The National Tourism Week Breakfast, The Annual Meeting, or various member mixers held throughout the county). These are a great opportunity to meet and network with industry colleagues and Door County Visitor Bureau staff. Quick Tip: These are very well attended events, be sure to bring a lot of business cards!!!
- **Be Proud** - Show consumers and other businesses that you are a proud Industry Partner of the Door County Visitor Bureau. Use the 'Industry Partner of the Door County Visitor Bureau' logo in your marketing materials and display your partnership decal on your business entrance. Show us off - we don't mind!
- **Be Creative** - Visitors access our website to find out more about Door County and in turn, your business. Be sure you take a peek at your inline page regularly and forward us new photos and descriptive changes along with providing us your social media links.
- **Become a Certified Tourism Ambassador** - CTA is a nationally recognized program that focuses on increasing tourism by turning *each* visitor encounter into a positive experience. Positive images for Door County have a positive impact on the economy. Essentially, your business grows through the combined efforts of hundreds CTA's, who are trained to be experts in the tourism industry in Door County. To sign up, contact Christine Salmon at [christine@doorcounty.com](mailto:christine@doorcounty.com) or 920-818-1134

*"Your Partnership with the Door County Visitor Bureau supports all the work we do to promote Door County as a single destination. It's the strength in our unity that makes Door County a better place to live and great place to visit.*

*In exchange for your support, we do everything we can to promote your business and offer the support you need to succeed as well as provide access to a variety of highly effective marketing opportunities available to you - because of our combined efforts*

*If you have any further questions or comments, please feel free to contact us directly. We're here to help however we can"*

**Philip Berndt**  
Membership Director  
Door County Visitor Bureau  
[phil@doorcounty.com](mailto:phil@doorcounty.com)  
(920) 818-1136



*"As Membership Liaison of the Door County Visitor Bureau, I look forward to helping in any way I can. Depending on your needs, I am here to assist with any questions you may have about our organization and/or your partnership services.*

*Please, be sure to add me to your email lists and never hesitate to contact me if you have a question.*

*I am here to help!"*

**Yvonne M Torres**  
Membership Liaison  
Door County Visitor Bureau  
yvonne@doorcounty.com  
(920) 818-1139

## Be an Active and Engaged Industry Partner

- Be Social** - The Door County Visitor Bureau is active on social media - like us on Facebook; follow us on twitter; email your events to us for our online Calendar of Events; invite one of our Insider Experts to experience something unique at your business; send us your fun and unique photos using our Capture Door County site.
- Be on Display** - If you have a brochure, make sure you drop them off at our visitor center. Be sure to send a supply of approximately 400. We will contact you when we are running low.  
\* Quick Tip: Make sure you send us a supply if you reprint. We will only contact you when we are running low.
- Be Top of Mind** - Keep us informed of anything new and exciting going on at your business and make sure your contact information is up to date. Add relevant Door County Visitor Bureau staff to your distribution lists and send them a note if there is something going on that would be of interest to their initiatives.  
\*Quick Tip: Be sure you ask Membership Liaison, Yvonne Torres, for a staff list so you know who everyone is.
- Be Connected** - Being a Door County Visitor Bureau Industry Partner affords you with access to key contacts at other partner businesses. Be sure to contact either Yvonne Torres or Phil Berndt to obtain a list.
- Be Involved** - As an Industry Partner of the Door County Visitor Bureau there are numerous marketing and business opportunities that you can participate in. Whether it is hosting a journalist as part of our Travel Writer Program, introducing your property to our Visitor Information Specialists or participating in one of our three Seasonal Promotions - The key to seeing the benefits of partnership is to participate! !