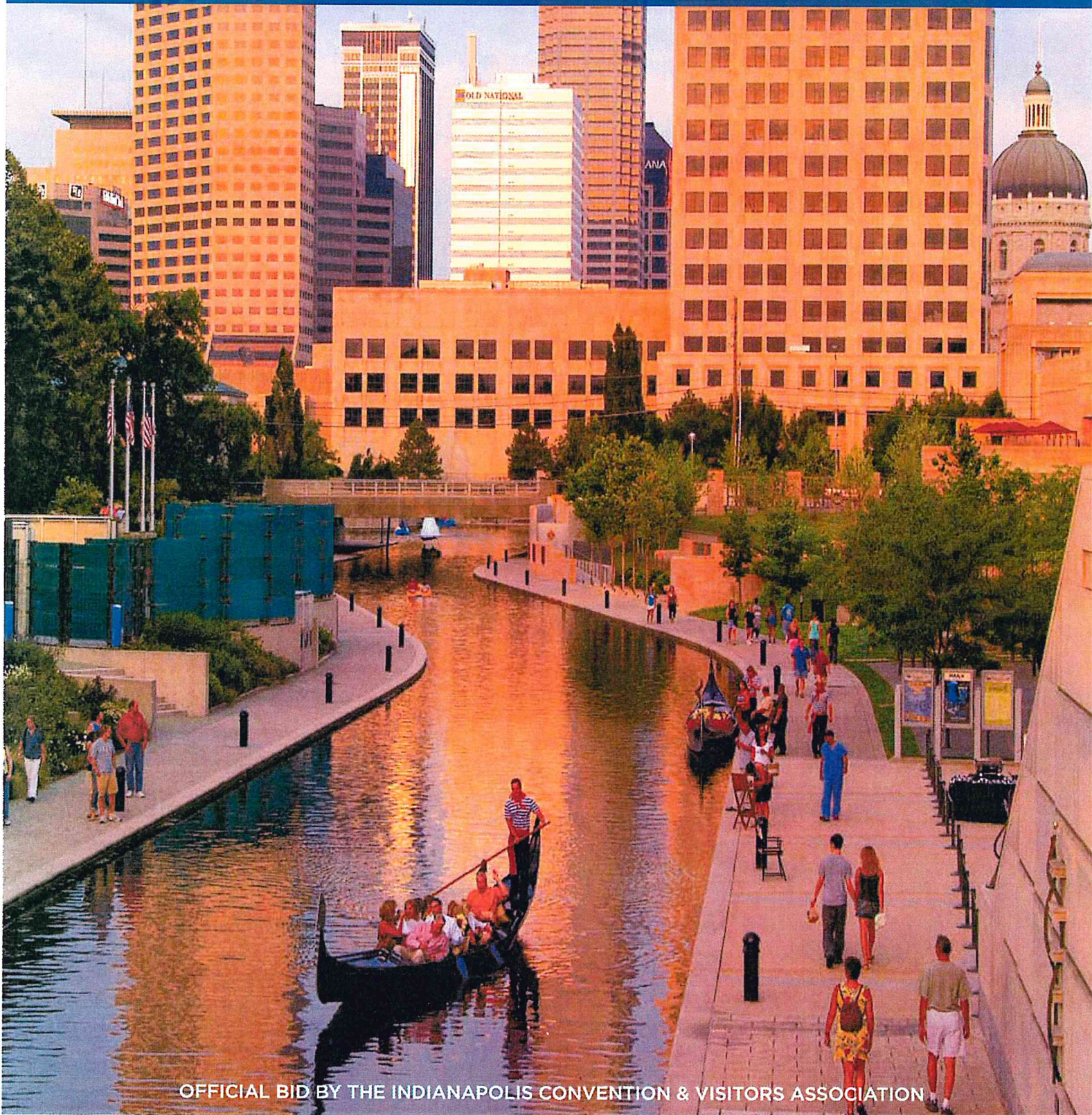


SATW 2012 **CHOOSE INDIANAPOLIS**

# Indianapolis



OFFICIAL BID BY THE INDIANAPOLIS CONVENTION & VISITORS ASSOCIATION



# Contents

---

<b>Choose Indianapolis</b> .....	2
<b>Letters of Invitation</b> .....	3
<b>Core Convention Overview</b> .....	6
<b>Host Hotel: Under One Roof</b> .....	11
<b>Gateway Cities</b> .....	13
<b>Interesting Tours</b> .....	15
<b>Local Cuisine</b> .....	20
<b>Board Meeting</b> .....	22
<b>Pre &amp; Post: Experience the Heartland</b> .....	25
<b>Leaving A Positive Footprint</b> .....	28
<b>Pricing</b> .....	30



# Choose Indianapolis

---



**After years of convening outside of the U.S., let's get back to the Heartland.**

---

Let's find an **under-explored city** that will pique editors' interest and generate countless story ideas.

A destination that will **drive attendance** by its central location. A city with more than **\$3 billion in new tourism** product.

A city that annually hosts the **largest single-day sporting event** in the world—only to find out that there are more than race cars. A super city which will host the **Super Bowl** in 2012.

Let's find a destination that is home to the **world's largest children's museum**—only to find, there are more than museums.

A destination replete with hidden cultural enclaves, fascinating people to profile, and more than **200 restaurants** and **50 unique attractions** within walking distance of your downtown host hotel.

A place where **fall foliage** will be exploding during our convention. A place offering pre and post tours taking us **off the beaten path** and off the guidebook.

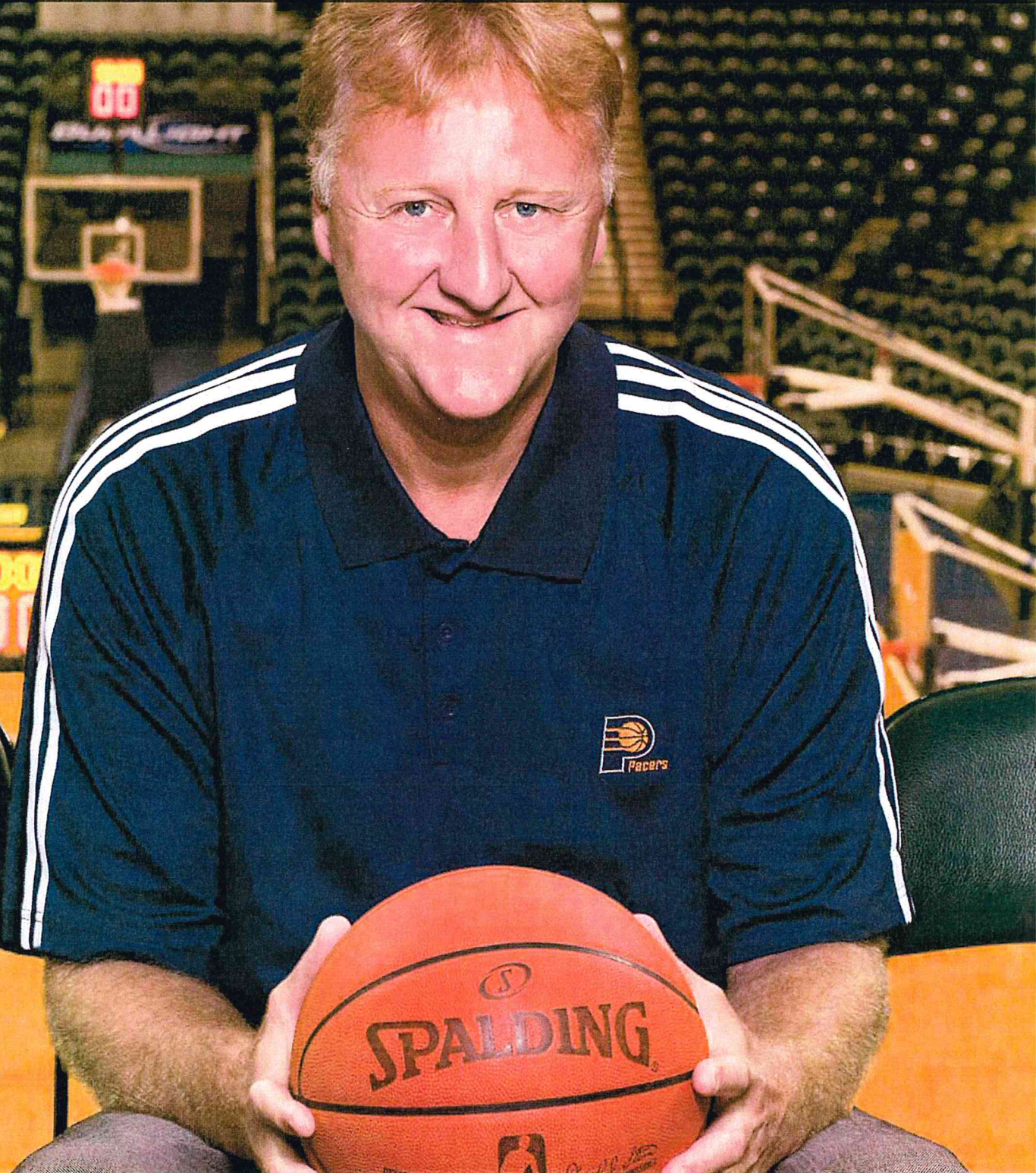
Let's rediscover the Heartland.

**Let's choose Indianapolis.**



# LETTERS OF INVITATION

NBA legend and current Indiana Pacers' President, Larry Bird, proudly calls Indianapolis home.







M. Timothy O'Keefe  
President  
Society of American Travel Writers

Dear Tim:

I've been informed that you are considering hosting your annual convention here in 2012. As a life-long Hoosier and Indianapolis resident, I'm proud that our state and city are on the list.

Obviously, I've lived in Boston and in my travels across the country and around the world, I've seen and experienced many different places.

I will admit I'm partial to my home state, but in my lifetime, I've been amazed at what Indianapolis and Indiana have done to make this a destination for conventions and tourists alike.

I tell friends who haven't been here in a while that they have to come back, they would be amazed at what we have to offer and they most likely will want to come back. And you know what? They have visited and they have come back.

I've also been told your board meeting would be held in French Lick, my hometown. I think your group would enjoy what southern Indiana has to offer in its natural beauty and hospitality.

Hopefully, you will like what we have to offer and once you experience it, you will be glad you visited.

Sincerely,

A handwritten signature in black ink, appearing to read 'Larry Bird'.

Larry Bird  
President of Basketball Operations  
Indiana Pacers



City of  
**Indianapolis**  
*Gregory A. Ballard, Mayor*



M. Timothy O'Keefe  
President  
Society of American Travel Writers

**RE: Indianapolis Invitation for SATW Annual Convention in 2012**

Dear Tim,

On behalf of the City of Indianapolis and our 66,000 tourism employees, I want to officially invite you to host the Society of American Travel Writers' Convention here in 2012.

The 13<sup>th</sup> largest city in the U.S. saw a 5% increase in tourism from 2007-2008 and is slated for continued growth.

This momentum, coupled with the more than \$3 billion in new tourism-related product, has propelled our city into a true first-tier destination.

I am confident our thriving cultural amenities, new tourism offerings and interesting events will provide your membership with numerous untold stories and an excellent platform for networking and professional development.

We hope you will strongly consider hosting your annual convention in Indianapolis.

Warm Regards,

Gregory A. Ballard  
Mayor  
City of Indianapolis



# CORE CONVENTION OVERVIEW

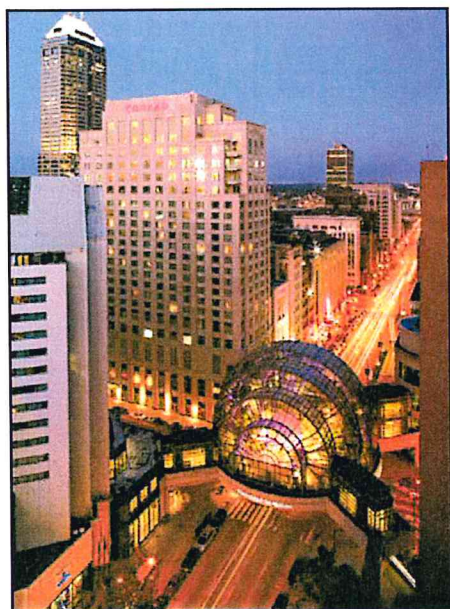
Indianapolis has recently invested more than \$3 billion in new tourism-related product.





# Core Convention

---



The Indianapolis Convention & Visitors Association is officially submitting a bid to host the Society of American Travel Writers' (SATW) Annual Convention in 2012.

The last time SATW convened in the Midwest was in 1988 for the "Heartland USA" convention. Let's just say it's been awhile.

## Event Dates:

- Option 1: September 9-14, 2012
- Option 2: September 14-19, 2012
- Option 3: September 21-26, 2012

## Key Partners:

Marriott Place Indianapolis  
Frontier Airlines & Midwest Airlines  
Indiana Office of Tourism Development

---

**Location, Location, Location:** Centrally located, Indianapolis and its new \$1 billion airport terminal (the first designed and built post 9/11), offers more than 150 daily departures per day—including Toronto. Getting here is easy.

**Driving Attendance:** By 2012, the SATW Annual Convention will have taken place outside of the U.S. six of the last eight years. The accessibility of physically getting to Indianapolis coupled with its hidden stories ensures membership will attend. Actives who are traditionally "too busy to get away" from their offices can easily jet to Indy.

**Timely News:** As outlined in the tour ideas, Indianapolis is developing \$3 billion in new tourism-related product, all coming online by 2011. From the host hotel to every single tour, Indianapolis has ensured there is something "new" for active members to report on every step of the way.

**Tourism Concierges:** Each attendee—active and associate—will be partnered with a local Indy Tourism Concierge (ITC) to answer questions pre-trip and serve as an on-call guide during the convention. Locals know the city best.

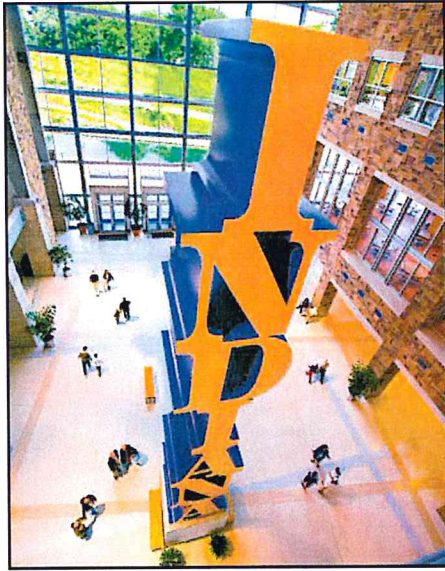
**Making Media Marketplace Work:** A well-attended, well-executed media marketplace is an essential component to the convention. We have some new ideas on making this more user-friendly for both actives and associates.

**Walkability:** With 200 restaurants and 50 major attractions within walking distance of the host hotel, the Marriott Place Indianapolis, attendees can easily explore the city on foot.

**Experience:** Members of our team have been part of executing other major journalism conventions, including SATW's 2002 convention in Hawaii, the National Association of Black Journalists convention, and the Midwest Travel Writers Association's convention.



# Proposed Convention Schedule

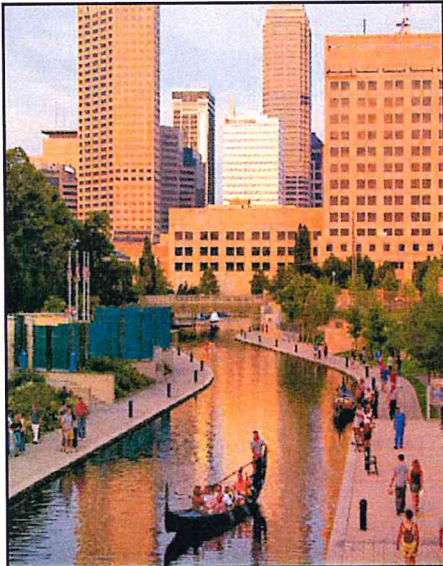


## Day 1

- All Day Attendees Arrive
- All Day Segway Tours of the City
- 10:00 a.m. Registration Opens
- 10:00 a.m. Hospitality/Media Center/Internet Center Opens
- 6:30 p.m. First Timers Reception
- 7:30 p.m. Opening Night Bash & Live Outdoor Concert
- 10:00 p.m. Nightlife: Slippery Noodle Inn

## Day 2

- 8:00 a.m. Breakfast/Business Meeting
- 10:00 a.m. Professional Development Workshops
- 12:00 p.m. Lunch at Indianapolis Motor Speedway with Keynote Speaker
- 2:30 p.m. Media Marketplace
- 4:00 p.m. Indy 500 Rides
- 8:00 p.m. Cultural Bash Event: Dinner with Art & Entertainment

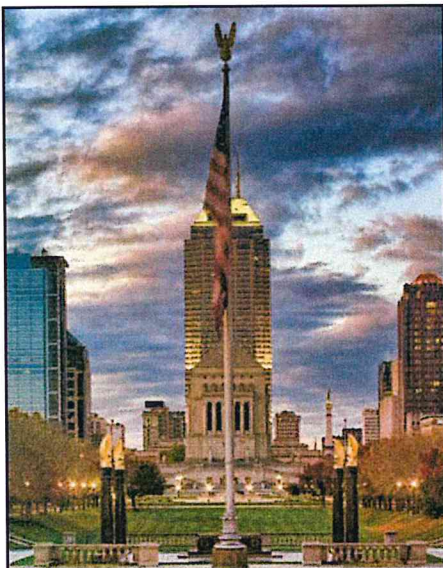


## Day 3

- 8:00 a.m. Breakfast at Hotel
- 9:30 a.m. Full Day Tours Depart
- 9:30 a.m. Golf Tournament
- 7:00 p.m. Dine Around: Indy Original Restaurants
- 10:00 p.m. Nightlife: David Letterman's Neighborhood

## Day 4

- 8:00 a.m. Chapter/Council Breakfast at Hotel
- 10:00 a.m. Professional Development Workshops
- 12:00 p.m. Half Day Tours Depart (lunch included)
- 7:00 p.m. Dine Around: Indy Original Restaurants



## Day 5

- 8:00 a.m. Breakfast at Hotel
- 10:00 a.m. Professional Development Workshops
- 12:00 p.m. Awards Luncheon
- 2:00 p.m. Service Project: Positive Footprint/Half Day Tours
- 7:00 p.m. Closing Gala: A Tailgate to Remember

## Day 6

- 8:00 a.m. Breakfast at Hotel
- All Day Airport Transfers & Departures for Post Tours



## Reception Venues

---



**Unique venues.  
Perfect events.  
Networking  
made fun.**

Another integral part of a successful convention is receptions that marry professional networking with fun. We have found the perfect balance.

### **Opening Night Bash**

Attendees will gather at White River State Park, a 250-acre urban greenspace that is literally a stone's throw from the host hotel.

Under a tent, Indy's top independent restaurants will prepare an array of gourmet offerings. Segway's will be lined up like parked VIP cars for guided tours of the 250 acres.

Imported Venetian gondolas will also be available for attendees to peacefully glide along the city's Central Canal, cutting through White River State Park and the downtown corridor.

Also, the Park's attractions—NCAA Hall of Champions, Indiana State Museum, Eiteljorg Museum of American Indians & Western Art, and the Indianapolis Zoo—will be open for attendees to enjoy for free.

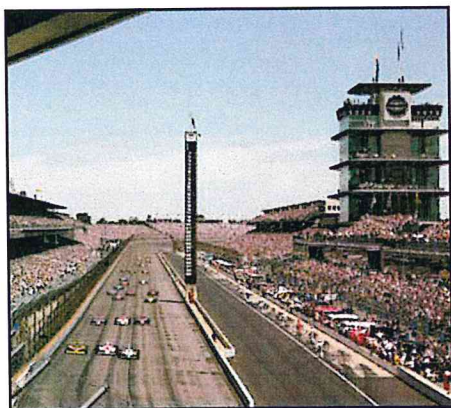
Part of White River State Park is an intimate soundstage where national bands play each year. A live concert by some of Indy's top musicians will provide entertainment as the sun sets.

To end the night, a fireworks display. Let's just say the first night will be a bang.





## Reception Venues .....



### Media Marketplace

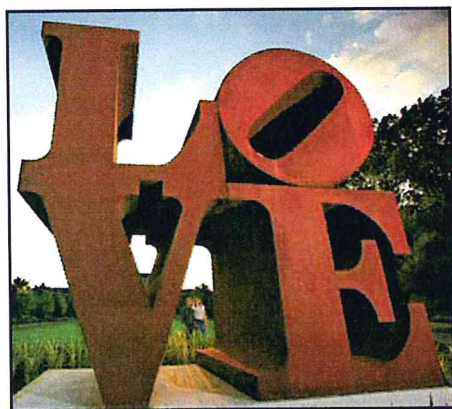
The Indianapolis Motor Speedway is the iconic facility that hosts the world's largest single-day sporting event each year—the Indianapolis 500.

First used for the automobile industry to test cars, the track opened in 1909—it's 100 years old.

The media marketplace will take place on the actual track, on the surface where **Mario Andretti**, **Danica Patrick** and others have gone more than 200 mph.

Post marketplace, each attendee will have the ability to go around the track in a pace car.

---



### Cultural Bash Event

The 13th largest city in the U.S. has more than just sports.

The Indianapolis Museum of Art will play host to a **cultural convergence**. The museum is the 7th largest art museum in the U.S. and home to the original “LOVE” sculpture—that's right, it's not in Philadelphia.



SATW will have the entire building to explore and admire **Picasso, van Gogh, Gauguin**.

In addition, other key cultural institutions will be on hand to serve up live dance, stand-up comedy, and other performing arts.

---

### Awards Luncheon

This one is easy, the host hotel. Sandwiched between professional development and service project/Half Day Tour, we'll gather in the ballroom of the JW Marriott to admire and honor SATW members' accomplishments.

---



### Closing Gala: A Tailgate to Remember

To celebrate the 2012 convention, the closing gala will be a Super Bowl themed gathering on the floor of Lucas Oil Stadium—the \$720 million host venue for the 2012 Super Bowl.

With the **stadium's roof open to the sky**, we'll have a night of tailgating with celebrity appearances.



# HOST HOTEL: UNDER ONE ROOF

The new \$450 million Marriott Place Indianapolis is the VIP hotel for Super Bowl 2012 & SATW 2012.





## Host Hotel: Under One Roof

New hotel  
means new  
**story ideas.**



The new \$450 million Marriott Place Indianapolis hotel complex is currently under construction, scheduled for completion in February, 2011.

This one-of-a-kind hotel development is located within White River State Park, a unique 250-acre downtown greenspace.

The Marriott Place Indianapolis is comprised of four Marriott brands all **under one roof**—delegates will have the option to stay at the JW, Courtyard, Fairfield Inn or the SpringHill Suites.



No matter which hotel delegates choose, amenities abound:

- Spa
- Fitness center & pool
- WiFi throughout
- Tuscan bistro
- European-style coffee cafe
- Outdoor public art plaza

With 1,626 rooms and more than 100,000 square feet of meeting space, the benefits are clear: **everyone and everything will be under one roof:**

- All attendee rooms
- All professional development meetings & workshops
- SATW Convention Office
- Hospitality/Media Center
- Internet Center



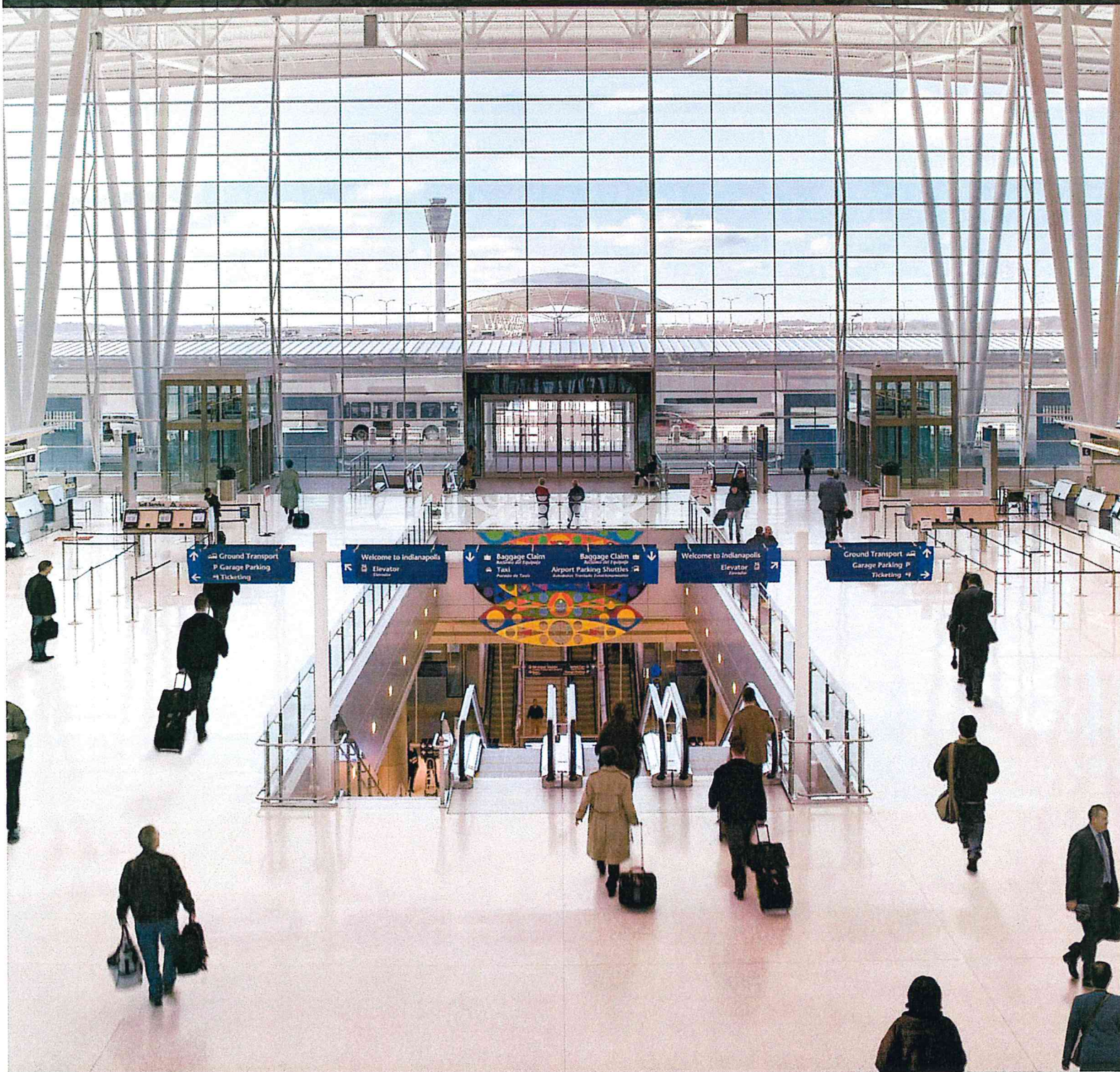
There won't be time and resources wasted by having to transport attendees to another hotel or an offsite, sterile meeting center.

Did we mention the hotel is within walking distance to 200 restaurants and 50 major attractions?



# GATEWAY CITIES

Indianapolis International Airport's terminal, the first designed and built post-9/11, is slated to be the largest LEED-certified building in the Midwest.





# Gateway Cities

---



**Getting here is easy...period.**

Indianapolis has partnered with Frontier and Midwest Airlines, wholly owned subsidiaries of Indianapolis-based Republic Airways, to provide roundtrip air transportation for SATW members attending the conference.

A business story in itself, the company is one of three U.S. airlines that have remained consistently profitable during one of the most turbulent periods in U.S. aviation history.

As part of registration, delegates will receive roundtrip air from all of the major gateway cities listed below:

Albuquerque	Fort Lauderdale	New York	San Diego
Atlanta	Houston	Orlando	Seattle
Austin	Kansas City	Philadelphia	Salt Lake City
Boston	Las Vegas	Phoenix	Sacramento
Chicago	Los Angeles	Pittsburgh	San Francisco
Dallas	Milwaukee	Portland	Tampa/St. Petersburg
Denver	Minneapolis/St. Paul	San Antonio	Washington, D.C.
Detroit			

In addition, the Canadian cities of **Calgary**, **Toronto** and **Vancouver** will also be covered by Indianapolis as part of registration.

Delegates seeking air transportation from cities not included on the above list will be responsible for their own transportation costs to one of the above gateway cities.

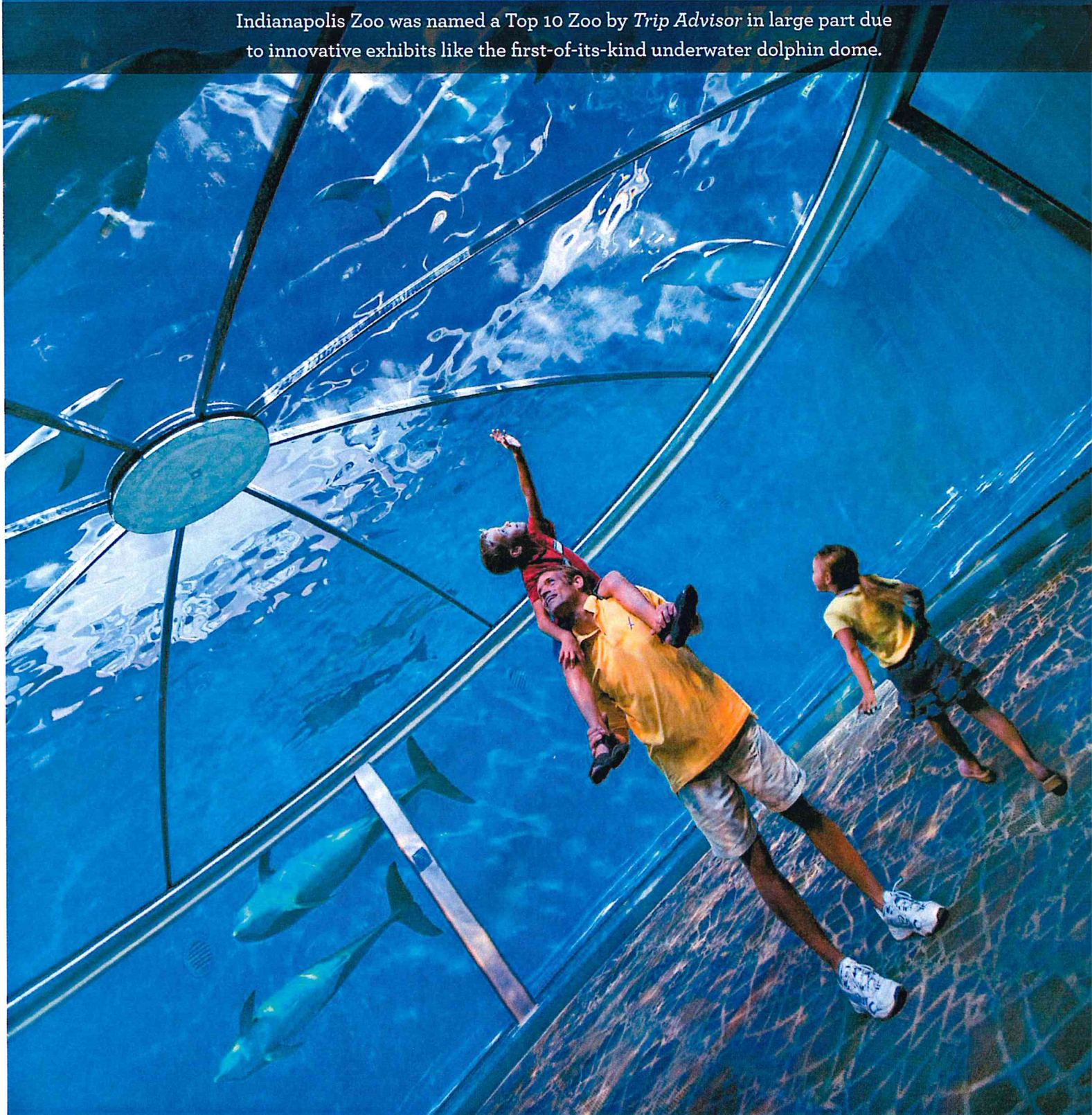
Having the airline partner physically located in the host city will **ensure the booking process** will be seamless: a team to research best flights; deliberate correspondence with attendees; confirmation.

With a new \$1.1 billion airport terminal **offering more than 150 daily departures**, getting from the West Coast or East Coast or anywhere in between is quick and easy.



# INTERESTING TOURS

Indianapolis Zoo was named a Top 10 Zoo by *Trip Advisor* in large part due to innovative exhibits like the first-of-its-kind underwater dolphin dome.





## Interesting Tours

**Eclectic tours.  
Fresh stories.  
Off-the-beaten-  
path excursions.**



The following tours are just a sample of excursions we know delegates will find interesting. Each tour will have a “news” component, ensuring active members leave with interesting, timely ideas—in addition to having fun.

### Tour Activity Key:

①  
Relaxing

③  
Moderate

⑤  
Physical

### Half-Day Tours

**Famed Painter:** Oprah, Maya Angelou, and Robert Redford have Nancy Noel’s pieces. We’ll sit down with Nancy at her home-studio—which is on a 40-acre llama farm—and go to her gallery for an intimate tour. Then, out come the brushes for attendees to take lessons from Nancy. (Activity Level: 1)

**Swim with Dolphins:** The Indianapolis Zoo offers a unique in-water program. Don a wetsuit and actually enter the water with Atlantic bottlenose dolphins. Learn about dolphin behavior and conservation. (Activity Level: 4)

**Farm-to-Table 101:** With its rich soil, Indianapolis has been supporting farm-to-table restaurants for decades. There will be a “class” led by local chefs on how to source locally and incorporate your surroundings onto your table at home. You’ll even venture out into the garden for lessons in gardening in your own backyard, or city loft. (Activity Level: 2)

**Ethnic Eateries:** Visit some of the city’s best ethnic restaurants, to meet the owners, watch the chefs, and taste the cuisine from around the world. From Turkish to Korean, from Greek to Ethiopian, actives will leave with food pitches, everyone will leave full. (Activity Level: 1)

**Indie Chocolate:** Indy has a cluster of chocolate shops and confectioneries only found here. This includes Endangered Species Chocolate, which was even taken by a NASA astronaut into space. Tour three to learn how chocolate is made and then taste. (Activity Level: 1)



# Interesting Tours

---

## Half-Day Tours

**Green Thumb:** This tour will lead you to some of Indianapolis' most stunning public gardens. Tour Garfield Park, one of 12 Indy parks connected via a system of parkways. Also, see the historic Oldfield's Home, a formal garden established in the 1920s at an estate located on the grounds of the Indianapolis Museum of Art. Interesting note: The Garden Writers Association will hold its annual meeting in Indy in 2011. (Activity Level: 3)

**Antique Haven:** Central Indiana has some very old, very mom-and-pop antique shops. We'll show you four key antique places, giving you plenty of time to find your own hidden treasures. (Activity Level: 2)

**Relax & Replenish:** Choose from an array of spa treatments by non-chain spas. We are talking hot stones, hydration masks, deep tissue massages—bottom line, relax and replenish time. (Activity Level: 1)

**NCAA Mania:** The NCAA is headquartered in Indy, and more than 300,000 student-athletes compete in the NCAA's 88 championships in 23 sports across three divisions. We'll learn about running college sports and then actually compete with each other in a track-and-field style lineup. (Activity Level: 4)

**Native American Culture:** Translated, Indianapolis means "Place of Indians." The Eiteljorg Museum of Native American Indians & Western Art is one of only a handful of museums dedicated to this genre of art in the U.S. Explore the history of Native Americans, participate in the ancient ritual of a drumming circle, soak in world-class art, and meet/interview Native Americans who are proud to call Indianapolis home. (Activity Level: 1)

**Elvis & Dillinger:** Elvis performed his last concert in Indianapolis. Visit the Elvis memorial where his fans still gather and talk with the local reporter who gave his last show a poor review—hear about how fans still send him hate mail. Also, notorious bank robber John Dillinger was born outside of Indy and is buried in the third largest cemetery in the U.S. Visit his headstone and also his birthplace. (Activity Level: 2)

**History of Racing:** The Indianapolis Motor Speedway opened in 1909 and is arguably the most famous racetrack in the world. This tour will be led by the track historian, taking you on a behind-the-scenes journey of this sacred facility. Tour of the famed oval museum to admire its collection of antique cars (more than 400), and learn about the materials used in building the track. (Activity Level: 2)

**World's Largest Children's Museum:** The Children's Museum of Indianapolis is the world's largest, welcoming more than one million people annually. Its 500,000 square feet of space offers tons of interactive, education-based places to play. Act like a kid again, dig for real dinosaur bones and learn about glassblower Dale Chihuly. Hear about the Museum's partnership with National Geographic. (Activity Level: 2)

**Hike Into Nature:** With the fall foliage turning, hike into the newly developed 100-acre "Art & Nature" park at the Indianapolis Museum of Art—meander into the deep forest, trek across streams and peer onto a natural lake—all while admiring public art spread across the landscape. (Activity Level: 5)



# Interesting Tours

## Full-Day Tours

**Fore - Golf Tournament:** Legendary golf course architect and Indianapolis resident Pete Dye has more courses in Indiana (20) than any other state. The SATW Golf Tournament will be held at one of his most signature courses, Brickyard Crossing Golf Resort. With four holes literally inside the iconic Indy 500 track, golfers will experience a truly fascinating round. And who knows, maybe Dye will be there... (Activity Level: 4)

**Art Crawl:** From the 7th largest art museum in the U.S. to intimate galleries resplendent with local talent, we'll canvass the city to see why the *Washington Post* had its eyes on Indy's art scene. The culmination of this tour will be a class in which attendees learn how to blow glass, wood work, make ceramics or paint—with everyone taking home a handmade piece. (Activity Level: 3)

**Monuments & Memorials:** Aside from Washington, D.C., Indy is home to more monuments and memorials than any other city in the U.S. Step inside many of these towering structures to learn about their creation, architecture and symbolism. The tour will be led by one of Indiana's highest-ranking colonels. (Activity Level: 3)

**Organic Dairy Farm:** Traders Point Creamery is a family-owned dairy farm within the city's limits. Attendees will learn the health benefits of organic dairy, walk into the pastures to see the cows grazing and the milking process, visit the creamery, and then taste. The owner inherited the 120-acres and her husband is a doctor who knows the health benefits of organic dairy. Their products are on the shelves of Whole Foods nationwide. (Activity Level: 3)

**Cultural Bike Excursion:** By 2011, Indy's six cultural districts will be connected via the \$50 million Cultural Trail—a unique 16-mile urban bike and pedestrian path bringing visitors to the front door of nearly 200 restaurants and 50 attractions. The city replaced a lane for vehicular traffic with this trail. Jump on bikes and see some of the city's best attractions. (Activity Level: 5)

**Shoot Hoops with Legends:** Basketball was invented in Massachusetts, but was perfected in Indiana. We'll visit three iconic Indiana gyms and shoot hoops with some Hoosier basketball legends. (Activity Level: 5)

**Living History:** Conner Prairie is a 1,000-acre living history museum located outside of the city. Actors dress and play the role of inhabitants of a 19th-century town in Indiana—similar to Williamsburg. We'll also experience the acclaimed "Follow the North Star" program, which explores what it would have been like to be traveling on the Underground Railroad as a slave. (Activity Level: 2)

**Ultimate Indy 500 Experience:** An offering that is also open to the public, you can be strapped into a real Indy 500 car and do 180-mph speeds around the real Indy 500 track—driven by a real Indy 500 driver. Get a shot of adrenaline, Indy-style. After the ride, meet an actual race team and tour its garage. (Activity Level: 5)



# Interesting Tours

---

## Full-Day Tours

**Wine Trail:** Indiana touts more than 30 wineries, eight of which make up the Indy Wine Trail. Learn about the grapes growing in the region, tour these wineries, meet the winemakers, and then roll up the sleeves to make vino. Oh, and there will be some tasting, too. (Activity Level: 3)

**Indiana Film Making:** Indiana resident Angelo Pizzo wrote and produced two cult-classic films, “Hoosiers” and “Rudy.” He’s gearing up to make it a trifecta, a movie about the first running of the Indy 500 in 1911. We’ll tour some of the iconic locations used in the films and meet some of the stars. (Activity Level: 2)

**Active Adventure:** Geared for those looking for a cardio workout while admiring nature. Climb on a bike and explore Eagle Creek Park, the 6th largest municipal park in the Nation. Enjoy more than 3,900 acres of wooded terrain and more than 1,300 acres of water. The park is one of the Top 10 most visited attractions in the city, and offers biking, hiking, canoeing and cross country skiing. Surround yourself in nature for a bike ride into nature. (Activity Level: 5)

**Choose Your Own Adventure:** Don’t see something you like? Lean on your Indy Tourism Concierge to create your own half-day or full-day tour. Maybe you want to feed the giraffes at the Indy Zoo, take a cooking class at the local culinary school or meet the inventor of voicemail. (Activity Level: TBD)



# DINE AROUND: LOCAL CUISINE

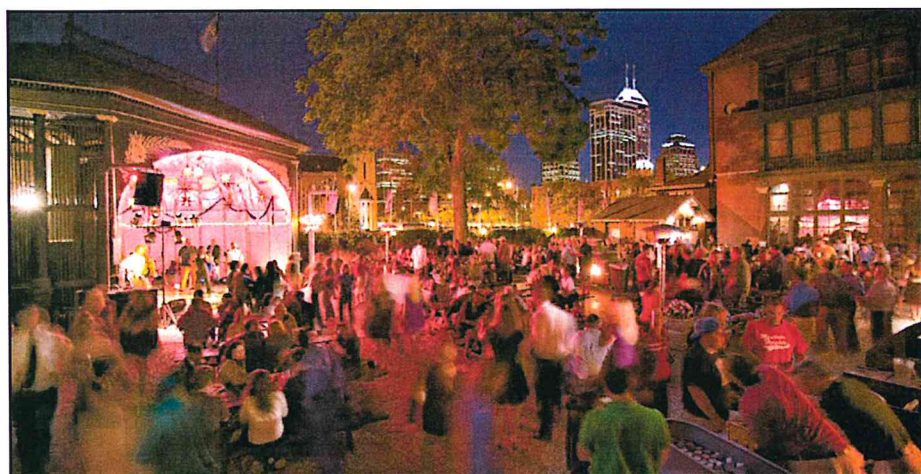
The famous shrimp cocktail at St. Elmo Steak House was recently named  
“The World’s Top 5 Spiciest Foods” by The Travel Channel’s blog, *WorldHum*.





## Dine Around: Local Cuisine

---



**Experience  
restaurants  
only found  
in Indy.**

We have identified **30 Indy original restaurants**, places you can't find anywhere else on the planet. These ethnically diverse eateries will serve as dine around locations. Via two nights of gastronomic exploration, attendees will dine around to find the unique dishes of Indianapolis.

Here are just three of the participating restaurants to please your palate:

**St. Elmo Steak House:** This famed restaurant opened in 1902 and has the largest retail wine cellar in the state. From JFK to Michael Phelps, from Mick Jagger to Marilyn Monroe—the restaurant is the spot for visiting celebrities.

**R Bistro:** Chef sources all local ingredients, including her own urban garden which sits next to the restaurant. With only 17 tables, visitors always get to interact with the chef.

**Petite Chou:** Celebrating 20 years, the owner was a sex crimes prosecutor who moved from NYC to Indy and couldn't find a healthy spot to serve her kids—the solution, she opened her own.

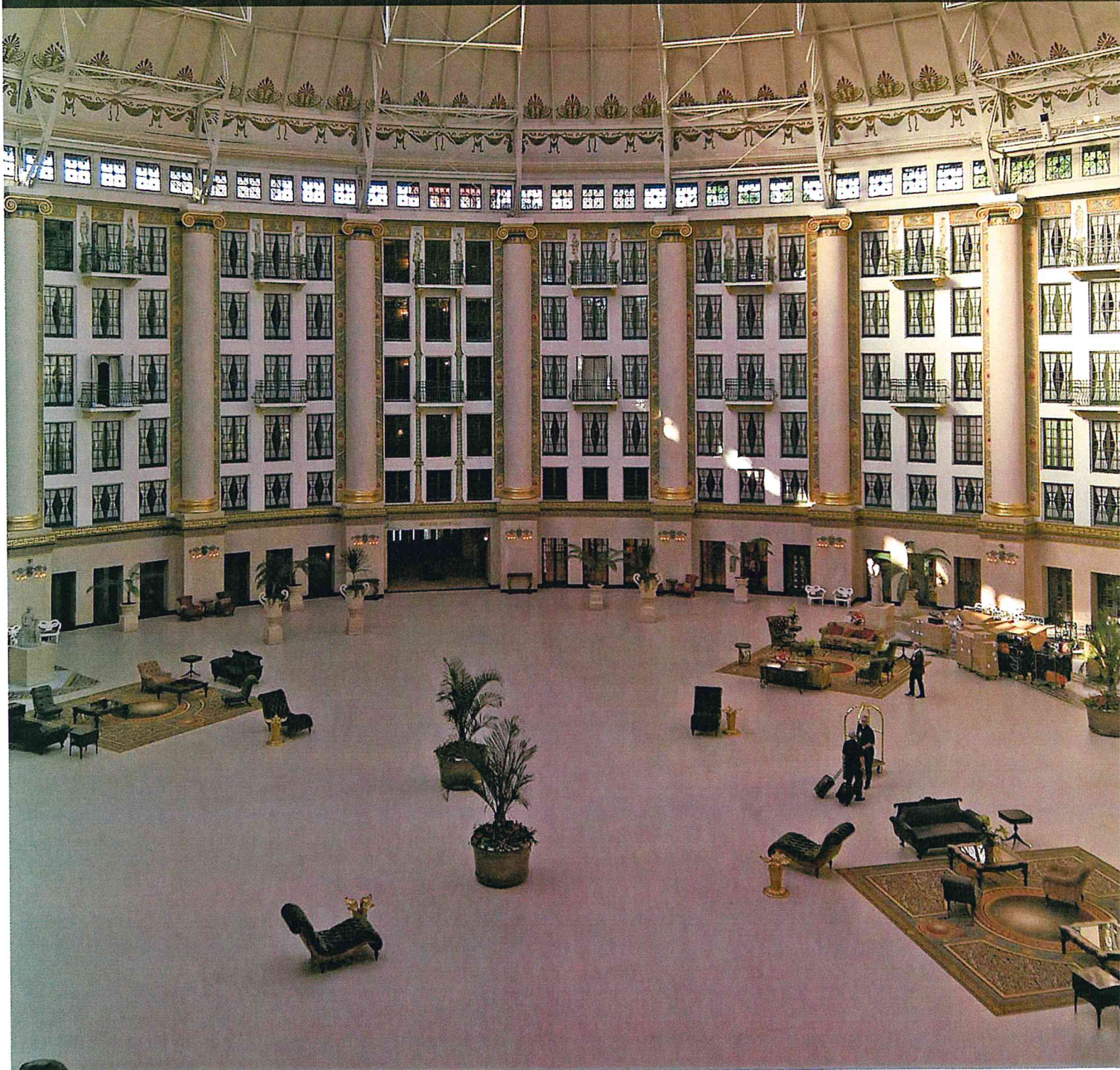
**Taste of Table Hosts:** Each group will have an Indy table host, an interesting personality who can paint a picture of why they choose to reside in the 13th largest city. A few include:

- **Allison Melangton**, president of Super Bowl 2012.
- Famed golf course architect **Pete Dye**.
- Heartland Film Festival CEO, **Jeff Sparks**, a friend of Steven Spielberg.
- **A'Lelia Bundles**, great-great granddaughter of Madame CJ Walker, first African-American millionaire in the U.S.
- **Scott Jones**, inventor of voicemail.
- Film maker **Angelo Pizzo**, who wrote "Rudy" and "Hoosiers."
- **Bobby Plump**, the person who actually hit the shot that inspired the movie "Hoosiers."
- **Dr. Larry Einhorn**, oncologist who treated Lance Armstrong for testicular cancer.
- Indy 500 driver **Sarah Fisher**.
- **Dr. John Lechleiter**, CEO of Eli Lilly—pharmaceutical giant that pioneered Prozac.
- Past CEO of the Whitney Museum and current CEO of the Indianapolis Museum of Art, **Maxwell Anderson**.



# BOARD MEETING

Surrounded by national forest and healing springs, the recently renovated French Lick Resort is a National Historic Landmark.





**Historic elegance.  
Natural beauty.  
Replenish at this  
hidden retreat.**



Upon arrival to Indianapolis, the 18 members of the **SATW** board will escape two hours south to French Lick, Indiana.

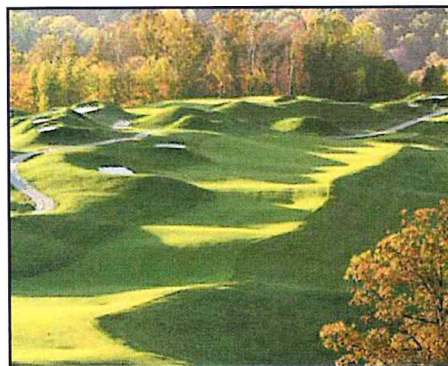
The historic French Lick Resort sits on 3,000 acres surrounded by the **Hoosier National Forest** and naturally occurring Pluto Mineral Springs—known for centuries for its **healing powers**.

A hundred years ago, the French Lick Resort was the Las Vegas of the Midwest, but by the end of century, it was boarded up. However, a recently completed **\$500 million historic renovation** and expansion has revived the resort to the glorious days of old.



The Resort is made up of two historic hotels: the French Lick Springs Hotel (built in 1845) and the West Baden Springs Hotel (National Historic Landmark built in 1902). With 119,000 square feet of new meeting space, conducting the business of the board will be easy.

Off hours, the board can venture into the **wild countryside** via the Resort's horseback trails. Spot deer, red-tailed hawks, wild turkeys and other wildlife. When it's time to unwind, the Resort touts two spas that utilize the famous mineral springs found only in Indiana.



There is also *Golf Digest's* "Best New Course for 2009," designed by legendary architect and Indianapolis resident, Pete Dye.

Need gaming? A new 51,000-square-foot Vegas-style gaming facility was recently added.

### **Event Dates:**

- Option 1: September 5-9, 2012
- Option 2: September 10-14, 2012
- Option 3: September 17-21, 2012



# Board Meeting Schedule

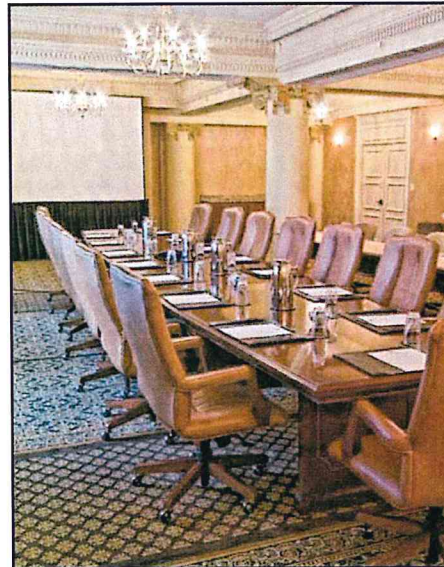


## Day 1

- Morning Board Members Arrive into Indianapolis
- 11:00 a.m. Private Motorcoach to French Lick, Indiana
- 6:00 p.m. Opening Reception
- 7:30 p.m. Dinner at Hotel

## Day 2

- 8:00 a.m. Breakfast
- 9:00 a.m. Business Meeting
- 12:00 p.m. Lunch with Keynote Speaker
- 2:00 p.m. Spa/Horseback Riding/Golf/Nature Hike
- 6:00 p.m. Train Ride through Hoosier National Forest
- 8:00 p.m. Dinner Offsite: Historic Bed & Breakfast



## Day 3

- 8:00 a.m. Breakfast
- 9:00 a.m. Business Meeting
- 12:00 p.m. Working Business Lunch
- 2:00 p.m. Hike through Blue Spring Caverns
- 8:00 p.m. Tour & Dinner Offsite: French Lick Winery

## Day 4

- 8:00 a.m. Breakfast
- 9:00 a.m. Business Meeting
- 12:00 p.m. Lunch
- 2:00 p.m. Boating on Patoka Lake or visit Amish Country
- 6:00 p.m. Closing Reception
- 8:00 p.m. Dinner at Hotel
- 10:00 p.m. Casino Open



## Day 5

- 8:00 a.m. Breakfast at Hotel
- 9:00 a.m. Final Meetings
- 11:00 a.m. Private Motorcoach Transport to Indianapolis



# PRE & POST: EXPERIENCE THE HEARTLAND

Hoosier National Forest, in the rolling hills of southern Indiana, occupies more than 200,000 acres and has more than 200 miles of hiking and horseback riding trails.





## Pre & Post: Experience the Heartland



**Crisp fall air.  
Unseen sights.  
Small town  
charm.**

With support from Indiana Office of Tourism Development and its numerous CVBs, to follow are just a few proposed tours taking attendees outside of Indianapolis. Working with the convention committee, additional tours will be activated.

### Tour Activity Key:

①  
Relaxing

③  
Moderate

⑤  
Physical

**Architectural Delight:** The small town of Columbus, Indiana (population of only 39,000) is the global home of Cummins Engine, a \$14 billion company. Starting in 1942, the founder of Cummins began incenting modernist architects to come build. Present day, the city is a hub for modern design, drawing visitors from around the world. Over a two-day span, we'll tour the 15 different modernist buildings by world-renowned architects.

The city is ranked 6th in the U.S. by American Institute of Architects on a list that includes the much larger cities of Chicago, New York, San Francisco, and Washington, D.C. (Activity Level: 2)

**Amish Country:** A few hours north of Indianapolis is the third largest Amish-settled area in North America. This tour will explore the rich history of this unique culture, admiring their simple way of life while meandering along picturesque countryside.

We'll dine family-style with hot-from-the-oven baked goods that are hallmarks of Amish Country. We'll also explore unique antique stores and historic churches found only in this region. A slice of Midwest charm, we'll stay in a quaint bed-and-breakfast tucked away in the countryside. (Activity Level: 2)

**Photographers Only:** Brown County State Park, Indiana's largest state park, is quietly tucked away in the most densely wooded part of Indiana. Guided by local photographers, SATW photographers will head out into the woods to admire the fall foliage, walk/hike along quiet creeks in search of wildlife, and reach hilltops for sweeping views of rural Indiana. Accommodations will be offered at the park's intimate Lodge, where wood burning fireplaces and rocking chairs are only part of the allure. (Activity Level: 3)



## Pre & Post: Experience the Heartland

**Lake Michigan Exploration:** Lake Michigan, by volume, is the second largest Great Lake and the only one located totally within the U.S. Via sailboat we'll explore the waters, including skimming past Chicago. We'll also head out into nature via foot as part of the Indiana Dunes National Lakeshore, 15,000 acres of protected wetland/woodlands.

Also, at 126 feet high and shifting four feet per year, Mt. Baldy is the largest moving sand dune in North America—we'll also explore this unique ecosystem. We'll also have time at Lighthouse Place, a premium outlet mall with more than 300 stores. (Activity Level: 4)

**Small Town Charm:** The town of Nashville, Indiana was founded in 1837. Word traveled quickly to writers and artists regarding the beauties of the quaint village. With only 826 residents, three traffic lights, and more than 100 mom-and-pops artisan shops, the ratio is just right.

We'll admire the town's two historic covered bridges, in addition to taking painting classes in a cool classroom—Brown County State Park—which is the most densely wooded part of the State of Indiana. Whether you want to tour wineries, paint in nature, visit the late international artist T.C. Steele's home, or shop the boutiques—you'll enjoy this small, charming town. (Activity Level: 3)

**Pete Dye Golf Trail:** World-renowned golf architect Pete Dye calls Indianapolis home. He's only the 5th architect to be inducted into the World Golf Hall of Fame. Oh, and he played in the 1957 U.S. Open where he finished ahead of Arnold Palmer and Jack Nicklaus.

With more than 20 courses in the State of Indiana—more than any other state—this tour will allow members to experience a Pete Dye Golf Trail. Tee it up at three distinctly different public Dye golf courses: The Fort Golf Course, Kampen Course at Purdue University, and the Pete Dye Course at French Lick. (Activity Level: 4)

**Utopian Society:** New Harmony is a small town of 916 people located on the banks of the Wabash River. Fleeing religious persecution, the town spawned in 1814 as a spiritual sanctuary that later became a haven for international scientists, scholars and educators who sought equality in communal living. The "Harmonists" believed in celibacy, which is one reason the society died out near the end of the 1800s. Tour its historic buildings and take to the brick laden streets via horse and carriage. (Activity Level: 2)

**Breaking Away:** The 1979 film "Breaking Away" tells the story of four teenagers living in Bloomington, Indiana. The film is #8 on the List of America's 100 Most Inspiring Movies compiled by The American Film Institute. Visit Bloomington to see where the movie was filmed and bike some of the same roads featured in the movie. Also, by touring cafes, restaurants, boutiques and bars, find out why Bloomington was listed #8 on the list of "Top 10 Places to Live" by *Men's Journal* magazine and also made the list as "America's top 50 Adventure Towns" by *National Geographic Adventure* magazine. (Activity Level: 3)

**Stay & Play:** If you're seeking more time in Indianapolis to explore the city, stay and play by working with your assigned Indy Tourism Concierge to create your own pre or post tour. Maybe you want to take time-out for a tour of boutique hotels and bed-and-breakfast options. Maybe you would like to visit the Indiana Basketball Hall of Fame—Indianapolis will make it happen. (Activity Level: TBD)



# LEAVING A POSITIVE FOOTPRINT

SATW members will work along side journalism and  
tourism students for a unique service project.





# Leaving A Positive Footprint

---



**SATW will  
leave positive  
footprints.**

---

## Service Project Alongside Students

As part of the convention, we have organized an optional service project for attendees—an outing that will ensure that SATW leaves a **positive footprint** behind in Indianapolis.

For a two-hour window, attendees will join **journalism** and **tourism students** from Indiana University to plant trees and flowers along East 10th Street in downtown Indianapolis—a portion of the city seeking redevelopment and beautification.

Additionally, attendees will install a piece of public art via painting a mural downtown Indianapolis.

To recognize the project, a permanent sign will mark the location to read “Beautified by the Society of American Travel Writers Foundation, 2012.”

Professionals and students will join forces for a time of mentorship and feel-good memories.

## Food Rescue Program

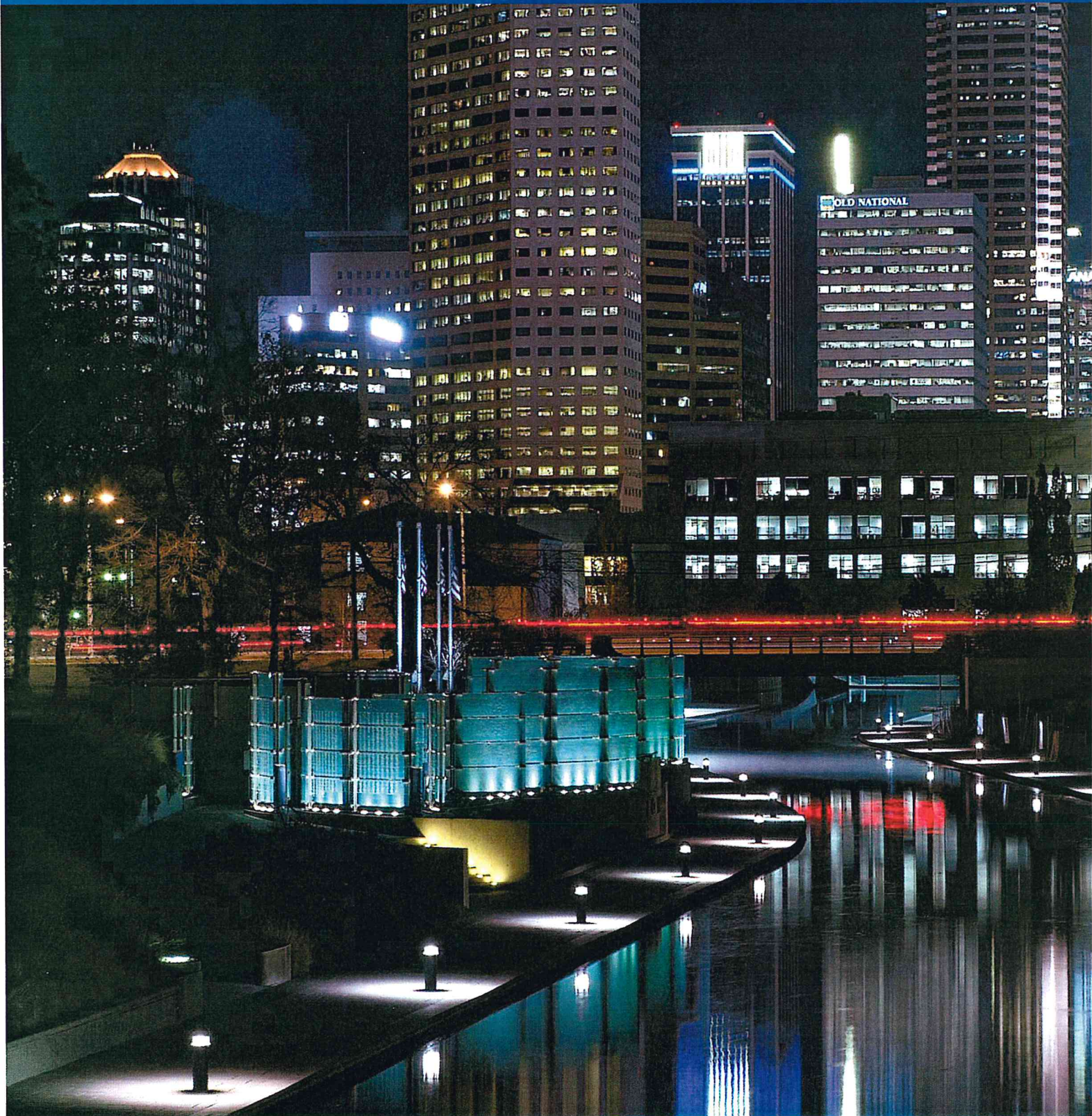
All the food not used at the convention’s events and receptions will be utilized by a food rescue program called Second Helpings.

The organization will reclaim the food and take it to kitchens at their facility. Local residents are given the chance to participate in a job-training program. Under the supervision of trained chefs, these local residents learn to prepare food, which is given to homeless shelters and missions in Indianapolis.

Just another way SATW will leave a **positive footprint** on Indianapolis.



# PRICING





## Pricing

---

After careful review, the Indianapolis Convention & Visitors Association is recommending the following set costs to ensure a first-class convention.

Per-delegate rates are inclusive of hotel, ground transportation, meals, tours, etc.—with the “Basic” rate including roundtrip airfare on Frontier and Midwest Airlines from gateway cities as listed in this bid.

Please note, all active members based in Canada will receive the below rates at par with the Canadian dollar.

<b>Basic Convention Attendee:</b>	<b>\$1,180</b>
<b>Joiner Convention Attendee:</b>	<b>\$980</b>
<b>Pre &amp; Post Tours:</b>	<b>\$275 (active)</b> <b>\$375 (associate/spouse/senior)</b>