

**2012-2017 Michigan Tourism Strategic Plan  
Service Excellence (SE) Committee Meeting  
Greater Lansing CVB, 9:30am – 1pm, August 7, 2014**

**Agenda**

1. Welcome and Introductions – All
2. Review of April 14 Meeting Notes – All
3. Proposed Statewide Certified Tourism Ambassador (CTA) Program – Mickey Shaefer
4. Next Steps and Next Meeting – Sarah Nicholls
  - a. Add more committee members?
  - b. Meet before Sept/between Sept and Nov TC meetings?

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**Meeting Notes**

**In attendance:** Jennifer Zieger (Co-Chair), Kelly Brennan, Rick Hert, Julie Pingston, Sarah Nicholls. Also in attendance for first half of meeting: Mickey Schaefer, President of the Tourism Ambassador Institute and CEO/Founder of The Experience Institute, and Kimberly Patterson, CEO/Founder of the Visitor Engagement Academy.

**Absent:** Larry Schuler (Co-Chair), Chris Shepler, Julie Sprenger, Judy Zehnder-Keller.

**Welcome and Introductions** – made by all.

**Proposed Statewide Certified Tourism Ambassador (CTA) Program –**

Mickey Schaefer and Kimberly Patterson provided an overview of the various programs their organizations can offer, including not only CTA but also the Experience Dedicated™ Destination (EDD) accreditation program and Visitor Journey A2D™ Arrival to Departure Tourism Training (Sarah has hard copies of materials for those unable to attend).

- Certified Tourism Ambassador Program: <http://www.ctanetwork.com/>
- The EXPERIENCE Institute: <http://www.theexperienceinstitute.org/>
- Visitor Engagement Enterprises - Visitor Engagement Academy™ and Visitor Journey A2D™ Arrival to Departure Tourism Training:  
<http://www.visitorengagemententerprises.com/home.html>

Those present discussed the options presented by Mickey and Kimberly and would like to present their proposed alternative to the full committee at the next SE meeting. If the entire SE committee is in agreement, this proposal would then be presented to the TC.

**Review of April 14 Meeting Notes** – Notes reviewed/approved, no changes/additions.

**Next Meeting** – October suggested as best month, Sarah will send Doodle with these notes (next TC meetings are Sept 12 and Nov 8).

**Agenda Items for Next Meeting –**

- Review of statewide CTA proposal – all.
- How/where to share the definitions of SE and The PMP – review of templates, Julie P. to develop drafts.
- Review of pre-test of satisfaction/intentions survey.