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CENTRAL WEST MICHIGAN TOURISM COLLABORATIVE

GOAL 1: ESTABLISH AND IMPLEMENT A COORDINATED EDUCATION EFFORT FOR INTERNAL AND EXTERNAL TOURISM –RELATED STAKEHOLDERS

CONVENER: ANNE HARDY

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WORK GROUP MEMBERS:

<u>NAME</u>	<u>AFFILIATED GROUP</u>	<u>PHONE/EMAIL</u>
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_____	_____	_____
_____	_____	_____
_____	_____	_____

First Meeting Date: _____ Time: _____ Location: _____

	INDICATORS OF SUCCESS
1. Educate agencies/area leaders on regional tourism offerings. – zoning officials, county officials	<ul style="list-style-type: none"> • Who • When • How
2. Create uniform training materials	<ul style="list-style-type: none"> • Who • When • How
3. Education of businesses and employees	<ul style="list-style-type: none"> • Who • When • How
4.	<ul style="list-style-type: none"> • Who • When • How