



Minutes from meeting on October 21, 2009

Following are the minutes from the October Meeting of the Metro Memphis Attractions Association, which was held on **Tuesday, October 21st at The Memphis Redbirds / AutoZone Park**. 40 members and guests were in attendance. A delicious lunch was catered by **Memphis Redbirds Catering**. If you have any questions or comments relating to this meeting and/or the information provided here, please contact a Board Member for assistance or clarification.

Guest Speaker & Presentation:

Lynn Bennett Doyle, M.S. Assistant Administrator, Delta Medical Center

Bio: Lynn Bennett Doyle holds a Master's Degree in Counseling from the University of Memphis. She worked in the fields of Mental Health and Chemical Dependency for 15 years prior to her current position focusing on hospital marketing and operations. She is the Executive Director of Business Development and Marketing at Delta Medical Center. Lynn has also worked for the Memphis in May International Festival as a Public Relations Representative from 1999-2002 and then as a volunteer. Lynn hosts "Health Awareness" which airs on Channel 18. Along with her husband John, they own the Barking Dog Advertising Agency.

Highlights:

The presentation topic was "**How to move to stellar customer service.**" "All the marketing you do is great, but your word of mouth is huge." Think about what you're not doing. It's all about saying not what I can't do but how can I do it? You have to LISTEN to what someone's not saying. Look at their face. See if you can tell anything. See everything from your customer's perspective.

Who do you have at your front door? Are they smiling? Happy? That first person makes the impression and usually they are paid the least.

The people who are complaining are the people who aren't getting what they want. We don't like those people. We want them to go away. We like the nice people that are happy. But the people who complain are the people that don't get what they want. Do what you can to satisfy a customer. Get them what they need...send somebody out to get it if necessary!

We are going to make mistakes, but SERVICE RECOVERY means no mistake can't be undone if you take the time. Saying "**I am sorry**" is a good start!

Do you ever go through a fast food and just want to say "Give me 5 bucks of food because I know that's what you're going to do anyway?"

If you have the chance to make it right, make it right. Good customer service is "What else do you need from me?"

Host Comments:

We were welcomed by Kellie Grabert with the Memphis Redbirds. The Redbirds are in an off-season celebration after winning the PCL Championship Trophy. This hard-won trophy was proudly displayed during our luncheon. The ballpark, which is a vital part of our city, was recently voted the #1 Minor League Ballpark.

MMAA PRESIDENT'S COMMENTS:

- Minutes from the September Meeting were presented previously via email and were approved by motion unanimously.
- Renewals for 2010 Membership will be distributed at our November Meeting.
- **MMAA is 50 MEMBERS STRONG!!!**
- Elections will be to be held at the November meeting for the 2010 Board of Directors. Regena Bearden is heading the Nominating Committee. Please contact Regena if you are interested in **volunteering to serve as a Board member** or **nominate** someone.
- **THANK YOU** to our October Member Spotlight Participants – **Jennifer Koval with the Holiday Inn Select Downtown and Solomon Garrett with the Memphis -Shelby County Airport Authority.**

ASSOCIATION REPORTS:

- **Memphis CVB:** The Fall Mixer will be held on October 22nd at the new Teton Trek exhibit at the Memphis Zoo.
- **HSMAI:** November 11th: Member Appreciation Luncheon
December 1st: “ Mind Your Meetings” Topic: Renegotiating Contracts

BRAG JAR

- Anne Kenworthy, IRIS Orchestra will perform at the Germantown Performing Arts Center on November 14th. It is their 10th season in Memphis.
- Marty Marbry, TN Tourism, discussed the upcoming Culinary FAM in Memphis. Thank you to all of the volunteers! They are very low on Memphis brochures in Welcome Centers. If you send to the main location, they will distribute them for you.
- Peggy Lovell, Woodruff Fontaine Museum, is hosting a Paranormal Tour on October 30th. Tickets are \$10.00 and can be purchased at the door. There will be tours throughout the evening.
- Andrew Moore, Playhouse on the Square is hosting “The Best Party in Town” fundraiser November 7 from 7p.m. to 11p.m. \$100 tickets. (50% deductible) The party begins with champagne and martinis in the piano bar and moves to the scene shop with a jazz combo. Desserts in the theatre.
- Nora Tucker, Victorian Village, announced they are having a **Members Only Party** at Scott Blake’s house on Sunday, November 15. 4 to 8p.m. The theme is “Toast with Tallulah” as Tallulah Bankhead returns to Laurelhill, her grandmother’s Home! 40’s musical stylings by **Brennan and the Boys**. Membership fee is \$25.00. Please visit www.victorianvillageinc.org for more info.
- Sheri Monroe of Shelby Farms Park Conservancy announced that **Starry Nights** will be offering one night for non-motorized vehicles on **Monday, November 30**. The course is approximately 1.7 mile to walk, run, bike, skate, wagon, etc. Visit www.starrynightsmemphis.org for details.

DOOR PRIZES were donated by Playhouse on the Square, IRIS Orchestra and Harrah’s Casino Tunica. **THANK YOU! We appreciate your generosity and support!!!**

The next meeting will take place on NOVEMBER 18th at the Memphis Zoo, Teton Trek Exhibit. Check out our website (www.memphisattractions.org) for details & directions.

Meeting Adjourned.