



Resort & Conference Center
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Good Times – Another Successful FAM Tour

On June 21, 2011 we were honored and pleased to spend the day with some wonderful people who had never been to Oglebay or had not visited in a while. It's always a pleasure to introduce or re-introduce people to Oglebay. Our rich history and natural atmosphere provide the perfect canvas for meetings and events. On behalf of the Wilson Lodge Team we thank all the individuals who took time from their busy schedules to spend the day with us...we had a great time and look forward to spending more time with you in the near future.



2011 Certificate of Excellence award winner

Wilson Lodge at Oglebay Resort and Conference Center has won a 2011 Trip Advisor certificate of excellence. Trip Advisor awards this certificate to properties who consistently receive excellent ratings from their members. Oglebay has received a 4 rating.

Just one more reason to choose Oglebay for your next event!



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So What is a SMERF Anyway?

If you guessed the little blue people that used to be on TV, you guessed wrong. It is a segment of the hospitality industry comprised of Social, Military, Educational, Religious and Fraternal groups. While this segment sometimes takes a backseat to say the Association market, it should not be ignored. The SMERF segment packs a powerful punch. These groups can and do bring solid business. A few years ago, Groopie, a provider of online group travel bookings, estimated that SMERF groups book \$18 billion a year in travel. The number may be outdated, but it's safe to say that the figure probably remained about the same.

Oglebay is the perfect place for all of these SMERF segments. Weddings, family reunions, military reunions, educational groups, faith based groups and organizations are all welcome. It is the natural setting of Oglebay and its history of hosting these events that gives us the experience to recreate the same for YOU and your group. While times, and trends change, one thing remains the same, our loyalty to every guest, every time.

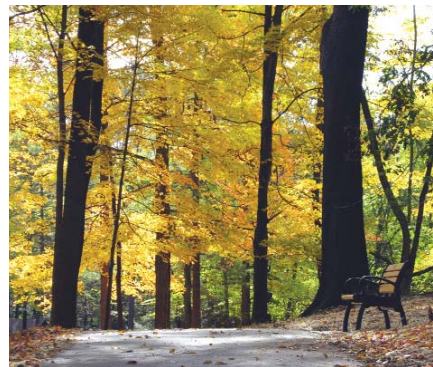
Credit – Smart Meetings

Getting the Most for your Meeting Dollar

It looks like things are looking up in today's economy. However, as business people it is our responsibility to make the most of our budget dollars. Doing so not only helps your organization's "bottom line" but can also lead to meetings that are more interesting, more memorable and, therefore, have more impact in achieving your meeting goals.

Rule #1: Be flexible with your meeting dates.

It would be our dream come true if every meeting checked in the same day that the meeting before checked out. However, in the real world that does not always happen. Your meeting budget can benefit greatly by filling these gaps in our forecast. You can do this by being flexible with the days of the week and even the week of the month. This is especially true for meetings that stay one or two nights. So, for your next meeting, let us know you're flexible and eager to fill in our gaps!



Rule #2: Take advantage of our nature and our free activities.

Here at Oglebay, we are very proud of our new teambuilding adventures, our gourmet meals, our golf courses and spa. For your longer meetings, why not take advantage of our hiking trails, gorgeous lawns, barbeque shelters, and our many other opportunities for relaxing (and free) fun. You have chosen Oglebay, why not enjoy ALL that we offer!

Rule #3: Think of us more often.

You love Oglebay Resort for your spring and fall management retreats. Why not think of us for your winter meetings and holiday parties? We are eager to help, if you have a particular meeting with a limited budget when we know you will be holding multiple meetings with us throughout the year.

Don't forget, Oglebay is a "year around" resort. Your first quarter meeting can enjoy skiing, hiking, spa services, and creative meal events. Your spring, summer, and fall meeting attendees will spend time on one of our two championship golf courses and dining on our West Spa Patio. Your winter meetings will end with a trolley tour through our famous Christmas light show.



We thank you for your business and hope to see you again soon!

The History of Oglebay

So what's behind the name anyway...there's more than meets the eye.

The evolution of Oglebay from a model farm and country estate in the early 1900's to a modern resort and conference center is one of farsighted planning and practical business philosophy. It begins with Earl Oglebay, an Ohio Valley native who became fascinated with the unlimited potential of the iron ore industry in the Great Lakes region in the late 19th century.

In 1884, Oglebay joined a promising Cleveland company named Tuttle Master. By 1890, now the Oglebay Norton and Company had secured a prominent place in the history of iron and steel among other things.



Earl W. Oglebay preps for a ride around his vast estate that would one day be known as Oglebay Park.

Oglebay purchased the farm near Wheeling from his mother-in-laws estate in 1901. Although the Oglebay's kept their official residence in Cleveland, it was the country estate named Waddington Farm that occupied Earl Oglebay's heart over the next quarter century. He spared no expense or effort in turning the property into a beautiful country estate as well as a model farm where important research in soil cultivation and crop rotation was carried out. Waddington also became widely known for its superior breed of Guernsey cattle.

Shortly after Earl Oglebay's death in 1926, his intentions became known, Waddington had been willed to the people of Wheeling and its vicinity for as long as they "shall operate it for public recreation." Under the terms of the will, the city was asked to accept or reject the bequest within three years. For almost two years the decision was delayed. Finally, in July, 1928 the Waddington Farm was accepted as Oglebay Park.

Cathy's Motor Coach Corner



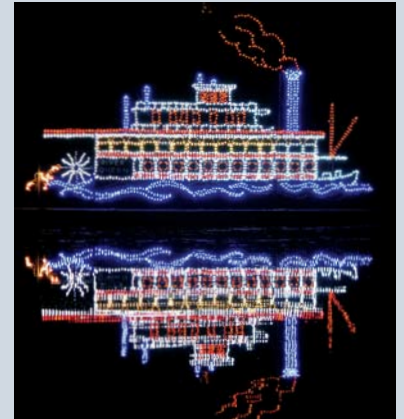
Many travelers don't want to drive in a downtown rush hour or get lost on a tiny country road. Consider taking a bus or motorcoach tour if you don't relish the idea of driving to a new place.

Suggested One-Day Tours to Oglebay:

You can take a one-day bus tour to our resort and have plenty of time to visit one or more attractions and still make it home that same day. Traveling by bus relieves you of the need to plan routes and find parking garages. One-day bus tours can help you find your bearings in a new city also.

Suggested Overnight Tours to Oglebay: Many tour operators conduct one or two week motorcoach tours. You can visit us, during any season and experience the "resort for all seasons," all without worrying about renting cars, buying gas or dealing with mechanics. You'll usually have a tour guide, who will solve problems, keep everyone on schedule and tell you about each place you visit.

We are currently preparing for the 2011 Winter Festival of Lights. From glass blowing demonstrations, visiting the Mansion Museum, to great holiday shopping, Oglebay offers everything you can imagine for you and your group during this magical time of the year. And, once again, we were named to the Top 100 list of Events & Festivals by the American Bus Association. Each spring, a committee of ABA-member motorcoach and tour operators selects the Top 100 Events for the subsequent year. Winners are chosen from hundreds of celebrations, festivals, fairs, commemorative events, and more that have been nominated by ABA members. From among the winners, ABA names the Number One Event for both the United States and Canada.



Soon you will be receiving our Festival of Lights entertainment schedule for this year's light show. Hurry! Space is filling up fast for our dinner shows slated to begin when we kick off the 27th year of the Winter Festival of Lights here in Oglebay Resort.

Please call me to book your group today 800-0624-6988 ext. 4020 or email me at cjavorsky@oglebay-resort.com.

Effective Leaders...Give Feedback!

When do you give feedback to your employee or team?

Whenever the behavior impacts safety, key goals, key initiatives, or one's career. Give it when you want the behavior repeated (positive) or stopped (negative).

What prevents you from giving feedback?

Perhaps because it's negative feedback and you don't know how, you don't like conflict situations, you can't find the time, or finally, because it's hard to be clear on such action.

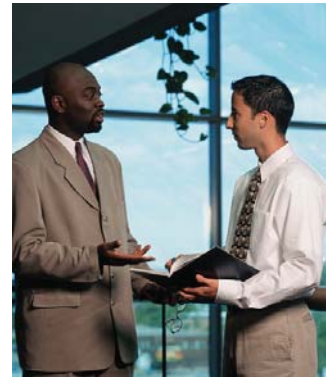
Some tips:

- Be clear on what you want to say and say it in a straightforward tone of voice.
- Make it based on what was observed or heard (behavior based).
- Let the person know upfront that giving both positive and negative feedback is part of your job as a leader.
- Let the person know how you will do it – short and to the point.
- Give immediately when possible.
- Keep the line between leader and employee clear for both of you.
- Give feedback directly to the person who needs it, not your entire staff.
- Have the person recap the feedback.
- Make sure you align it with “what's in it for” them (WIIFM).
- Thank the person for listening.

Focus your feedback on getting discretionary performance. This is above-average performance and is generated as a result of the feedback you provide on what's important to the leader and organization.



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