

## FOR IMMEDIATE RELEASE

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### Legacy University offers training for area businesses on how to make moments matter

Branson, MO – April 3, 2014 – Ozark Mountain Legacy’s Legacy University announces its spring-summer series of “PARAGON Leadership Training” and “FACETS Frontline Training,” facilitated by Terri Tucker. The focus of both courses is to teach business owner, leaders, and employees how to deliver an unmatched guest experience by making each moment matter.

Over 500 businesses associates came together earlier this week for the “Rock It in 2014! . . . really! Rally” on the Showboat Branson Belle, an event co-sponsored by the Branson Lakes Area, Hollister Area, and Table Rock Lake Chambers of Commerce and Legacy University. A kickoff for the 2014 guest season, the rally, facilitated by Tucker, encouraged businesses to prove that Ozark Mountain Country is the “friendliest place in the world.”

Tucker reminded attendees that many people come to visit this area year after year because of the legacy of hospitality that characterizes Ozark Mountain Country. However, in order to pass on that legacy to the next generation of visitors, area businesses must commit to practices that reflect the core values of the community—family, faith, friends, flag, and future – and ensure that guests are treated in a way that will make them want to return.

“The ‘Rock It Rally’ was a great place to start the conversation about the impact that friendliness and making each moment matter can have on Ozark Mountain Country. The Legacy University training offered in the coming months builds on this foundation,” said Craig Wescott, President and Co-Owner of The Track Family Fun Parks, who attended Legacy University’s training last year.

“There are businesses all over Ozark Mountain Country run by passionate owners and management teams who want to deliver an unmatched guest experience,” said Tucker. “But wanting to and knowing how to accomplish that are often two different things. In Legacy University’s PARAGON training, we teach these leaders practical ways to equip front-line employees to create a positive moment-by-moment experience for each guest who comes through the door.”

Legacy University’s “FACETS” training is geared toward frontline employees who are often those who make the first impression on visitors to the area.

“Many front-line employees are successful in fulfilling their job duties, but not all understand that delivering an unmatched guest experience involves much more than that,” said Tucker. “In FACETS, we teach these employees practical ways to make each moment matter. When they succeed in the moments, these employees create an emotional linkage with each guest that almost guarantees a repeat visit, or at the very least, an enthusiastic referral.”

PARAGON Leadership Training will be held on either April 14, 2014 from 8:00 a.m. to 4:00 p.m. (lunch included) or a two-day training on June 2 and 9, 2014 from 8:00 a.m. to noon (continental breakfast included). Cost is \$40 per person.

FACETS Frontline Training will be offered on either April 28, 2014 from 8:00 to noon or June 16, 2014 from 8:00 to noon. Cost is \$20 per person and includes continental breakfast. All Legacy University training will be held aboard the Showboat Branson Belle.

For more information, or to register for Legacy University training, please visit [www.Legacy-U.org](http://www.Legacy-U.org) or call (417) 598-1314.

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Ozark Mountain Legacy is our area's non-profit organization dedicated to preserving, promoting, and championing our core values of Family, Faith, Friends, Flag, and Future to ensure the continued success of our Ozark Mountain Spirit as we Pass It On to future generations. ([www.ozarkmountainlegacy.org](http://www.ozarkmountainlegacy.org))

Photo by Don Haberman Photography



Terri Tucker interacting with the large Rock It Rally crowd on the Showboat

Photo by: Don Haberman Photography



Terri Tucker addressing the Rock It Rally crowd

Photo by Don Haberman Photography



Area Chamber leaders encouraging all of Ozark Mountain Country

Photo by Don Haberman Photography



Rock It Rally crowd – being challenged to champion our area's Core Values: Family, Faith, Friends, Flag and Future



Chamber Leaders Pump up the Rock It Rally crowd on Monday at the Showboat



Rock It Rally attendee receives a Rally Door Prize



Terri Tucker challenges Rock It Rally attendees to remember our "bedrock" Core Values of Family, Faith, Friends, Flag and Future



Terri Tucker addresses the large Rock It Rally crowd



Rock It Rally volunteers present one of many Rally Door Prizes



A large crowd gathered Monday at the Showboat for the Community Rock It Rally!