

# New Orleans CITYBUSINESS

**DOLAN MEDIA**  
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THE BUSINESS NEWSPAPER OF METRO NEW ORLEANS

JANUARY 23, 2006

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2005  
Women  
of the  
Year

## Nancy Trosclair

**Position:** president and owner, Destination New Orleans LLC

**Family:** husband, Maurice; dogs, Beebop and Boudreaux

**Education:** bachelor's degree in English, University of New Orleans

When Hurricane Katrina struck Aug. 29, temporarily paralyzing the tourism and convention industry, Nancy Trosclair, owner of Destination New Orleans, knew she would have a tough road ahead.

Her company specializes in corporate and incentive groups, event planning and production, tour programs, creative custom marketing concepts and hospitality and convention services — mainly for out-of-state clients.

Some clients canceled events and she feared the media's portrayal of New Orleans post-Katrina would make it hard to gain new business.

Trosclair did what any savvy businessperson would do. She looked in her own backyard and realized it was a perfect time to help businesses plan events they were unable to hold on their own after the storm.

"I have the ability to help locals rediscover New Orleans," said Trosclair. "We all need to look to ourselves and start putting money back into this city to help rebuild New Orleans."

Trosclair's first post-Katrina event was "New Orleans Hospitality Hospital," a networking function held Nov. 16 at Sun Ray Grill in the Warehouse District. Proceeds went to the New Orleans Metropolitan Convention and Visitors Bureau's New Orleans Tourism Rebirth Fund.

She also scheduled two events for the Women's Business Council Gulf Coast and is working with other potential clients.

The University of New Orleans graduate started Destination New Orleans two and a half years ago after starting in the hospitality industry in 1999 at Bonnie Boyd & Co.

Trosclair previously taught English, speech and debate for more than 20 years.

DNO has amassed approximately 175 clients, including JP Morgan and General Electric. With the help of her husband, Maurice, who is director of



marketing, Trosclair is responsible for all operations and sales including conceiving and developing new events, themes and tours, proposal and resource development.

"I want to remain a small business," Trosclair said. "Many times client needs get lost in bigger companies. By staying small I am completely hands-on and know what is going on at all times to ensure that my clients get what they need."

That means constantly researching and developing new and creative ways to put on events, she said.

"For example, I had a textile company client come in town. I learned all there is to know about textiles and found ways to incorporate textile themes into their meetings and events, such as touring area homes that featured more than 100-year-old tapestries," Trosclair said. "It's a fun job because I also get to learn about New Orleans each day."

She also keeps abreast of industry happenings by being involved in more than 12 organizations, including the Association of Destination Management Executives and the Hospitality Education & Networking Association. Trosclair publicly speaks on the hospitality industry and was awarded the Meeting Professionals International Gulf States President's Award in 2005. She has received five Adrian Awards from the Hospitality Sales & Marketing Association International in 2004.

Trosclair's inspiration, she said, has always been her love of New Orleans.

"I fell in love with the city's quirky personality and I just want to share that with people from all over the world," said Trosclair, originally from St. Louis. "New Orleans has been good to me and now more than ever I am going to continue spreading the great culture of New Orleans to others."

—Jodi Cararas