

NO IDLE CHATTER



People create their own luck. That's what Sandy Dhuyvetter says. And considering her considerable success building multimedia properties, you can argue that there is substance to her belief.

It would be hard to argue, however, that she just had the knack to be at the 'right' place at the 'right' time. Replace «knack» with 'intelligent sensing' and then you get a better sense of Dhuyvetter's ability to understand the significance of converging trends. And to act on her prescience.

In the late 1970s Dhuyvetter quit her teaching job in Los Angeles and moved to the San Francisco Bay area, founding Daydream Productions, a full service design studio and advertising agency. «When I discovered computer graphics, my life really started to change» she says. George Lucas hired Dhuyvetter to collaborate on *The Empire Strikes Back* and *More American Graffiti*, where she contributed set and costume designs. This experience gave her exposure to the sea changes happening in multimedia. «Think 35mm slides mixing with video and audio.

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It was a time when so many aspects of art and technology were converging and new art forms were emerging.» Dhuyvetter explains.

Subsequent work for Via Video Inc, a multimedia hardware and software vendor, gave Dhuyvetter additional understanding about this new multimedia frontier. In 1985 she founded The Electronic Pen, Inc, designing marketing campaigns and corporate identity program communications for such corporations as Pacific Bell, Pacific Gas and Electric, Microsoft and Xerox.

By the mid 1990s Dhuyvetter read the new writing on the wall and it said all things Internet. She revamped The Electronic Pen's business plan. «I bought domain names and launched a business designing online business websites.» she says. Within the next two years her company would develop over 40 custom websites, many of them commerce-enabled. The Electronic Pen subsequently merged with a business solutions provider and was later sold to iXL, an Atlanta-based Internet firm, but not before Dhuyvetter forged some fortuitous client relationships.

«In 1994 we did business with a number of travel industry leaders» Dhuyvetter recalls. «American Sightseeing International (ASI) chose The Electronic Pen to create web sites for its headquarters and 67 member sightseeing operators around the world. That same year we developed the Santa Barbara Convention & Visitor's Bureau website and started TravelWorld, an online travel merchandise and services storefront.» Dhuyvetter's ability to communicate the technological benefits of the still nascent Web made her a popular guest on conventional radio programs. She was soon approached with the opportunity to host her own online radio show.

«I launched my first show on August 16th, 2001. Two weeks later, on September 11th, the face of travel changed forever.» says Dhuyvetter. «In a way that momentous event reinforced my business plan. I never had in mind to just focus my show's content on discount pricing and destinations. I was more interested in delving into gray matter, featuring guests who could explain how the travel industry impacts economies around the globe. So my show resonated with those audiences that now wanted more meaning to their travel information.»

Dhuyvetter wasn't satisfied with confining her concept to streaming media. She took it a step further, entering the more complex territory of conventional radio. «Lots of people do online radio but few can handle the conventional side.» she explains. «It's a lot more costly plus you have to pass the smell test from the program manager.» So far Dhuyvetter has been aceing these tests with her show, *Travel Talk Radio*, now broadcast in such major markets as Los Angeles (KXMX/KRLA), San Francisco (KQKE), Phoenix (KFNX), UK-based *TalkSport Radio*, China National Radio as well on the Web. She's also

«1 MINUTE OF WISDOM»

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Sandy Dhuyvetter, Executive Producer/Host, *TravelTalkMedia*

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ventured into news content with TravelTalkNews, an online feed that pipes industries news to 210,000 industry professionals, journalists and travel consumers around the globe and has crafted TV segments for CNN and CBS affiliates.

«I think it is a great time to be involved with the travel industry. When you think about,» says Dhuyvetter, «one out of seven people in the world support this industry, from the tour operator to the waitress and the cab driver to the bed and breakfast owner. Many regions in the world can't exist without tourism. It can be the driving force if the right creative people are involved.»

Getting involved is key, she adds. «It's a small community, the travel industry. It's very important to align yourself with the experts in your niche. They are in touch with the key trends. And

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find a way to connect with the various associations. You need to kick those tires and be active.»

For more information: Visit www.traveltalkradio.com

By **Patricia Kutza**

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