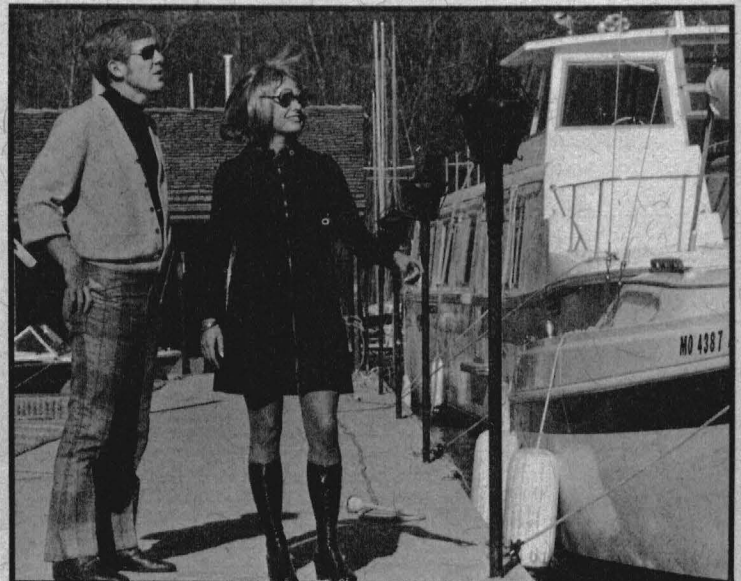
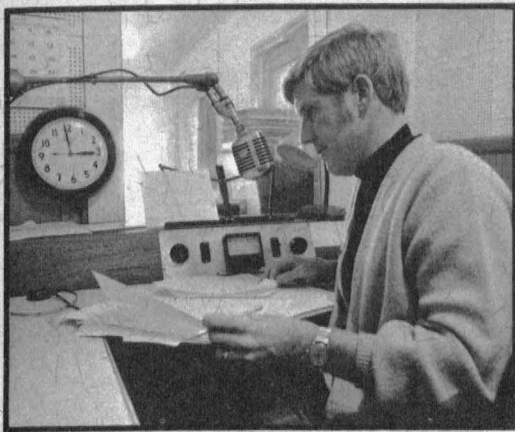


## Tom Schultz Has a Lake For Sale

Above, Tom Schultz, contacts a Lake of the Ozarks Association member about advertising in the lake's resort and vacation guide. The wall at his right is in the family room of his home and is covered with names of friends, many who are alumni of the University. Below, Tom and his wife Donna, a former cheerleader at Mizzou, visit a marina.





Tom winds up the weekly Lake Association radio broadcast on KRMS, the local station at the lake.

The bright reds and golds of the trees were reflected off the surface of the lake. Shad were running, and large schools could be seen feeding off the kelp beds close to the shoreline. The Spanish Mission-style home seemed to merge with the landscaped rock bluff overlooking the lake and anyone could easily understand why Tom Schultz, BJ '56, would exchange the fast-paced life of Los Angeles for the relaxed atmosphere of the Lake of the Ozarks.

However, as Executive Director of the Lake of the Ozarks Association, the atmosphere isn't as relaxing as it first appears, Schultz explains. "You might say I'm tour guide, public relations man, bookkeeper, ad salesman, layout man and copywriter all in one."

But calling on clients in a 19-foot inboard motor boat certainly beats a three hour drive each day on the Los Angeles freeway. Before joining The Lake Association as executive director in 1970, Schultz was headquartered in Los Angeles as vice president of sales for the Western Division of Interstate United Corporation, one of the nation's largest food management organizations. He had been with Interstate for 10 years when he made the decision to move his family to the Ozarks.

"Instead of selling food, now I sell the lake. I advertise, publicize and promote the whole lake area," Schultz says. "The whole lake area" he refers to includes 1,375 miles of cove-indented, weaving, heavily wooded shoreline and 500 Lake Association members. These member-clients range from fishing camps to luxury resorts, boat marinas to gift shops, caves to golf courses and music halls to restaurants.

If variety is the spice of life, then that's what Tom's job is. Most of the fall and winter is spent selling advertising to his varied clients for the Lake of the Ozarks vacation guide. "Ninety percent of the tourist-related business in the area advertises in this resort guide. By November, I start to edit and lay out the magazine in time for the spring boat and travel shows," he says.

"From February 1 to April 1 we travel from show to show and distribute more than 70,000 copies of the vacation guide. Those combined with copies we mail out brings our circulation to 101,000. Most of the shows are within a days drive from the lake (St. Louis, Kansas City, Chicago, Omaha, Milwaukee, or Indianapolis) and my wife often goes along and helps out."

Mrs. Schultz, the former Donna Lee Wright, AB '56, has had plenty of experience working with crowds, since

she is a former Mizzou cheerleader. "When I'm not helping Tom at the travel shows or acting as a tour guide or hostess at home, I teach speech therapy parttime at the School of Osage Beach. And there are three children to look after, Lisa, 14, Dana, 12, and Kurt, 9."

"By the time we finish the boat and travel shows, the tourist season has started at home," Schultz says. "More than 4 million tourists come to the lake each year, and with the tourists come travel editors from national magazines and newspapers throughout the midwest. In the summer, Donna and I do a lot of public relations work and entertaining. We often act as guides.

Tourist season also marks the beginning of Tom's weekly radio broadcast. The Lake Association has a 15 minute program on KRMS, the local station. "I give Lake Association business reports, vacation news, and the lake level and weather information." The show runs for nine months.

In his spare time, Tom is helping plan and organize a travel film on the lake which is being filmed by Communico, a division of Maritz, Inc. in St. Louis. The film will run 13½ minutes and will show almost every recreational aspect and activity available at the lake.

Then there are guest interviews on radio and TV stations. "I often do the Woody Bledsoe Show or interviews for Bob Goddard's column in the *St. Louis Globe Democrat*."

"Although the lake is a family vacation area, we are centrally located and attract a lot of conventions. Convention requests for information take a lot of my time. The Governors' Conference last fall was one of our bigger conventions. I planned activities for the press, who for the most part were surprised at the sophistication of our facilities here.

Besides his work with The Lake of the Ozarks Association, Tom is director of District Nine of the Alumni Association and is a member of the Alumni Continuing Education Committee. He and his wife also are active in the Area Development Council which works to maintain the water quality and ecology of the lake.

"It's a hectic schedule," Donna says, "but we love it. The children thrive here. Last fall they played nursemaid to a dog who arrived in our woods and delivered 10 pups. We gave all the pups away, but the momma stayed.

"We lived in California for 10 years, but the concrete and smog of Los Angeles can't compete with the fresh air and abundance of water and woods here in the Ozarks." □