



# NEWSLETTER



Feb 8

**Olympic Peninsula Travel Association**

2008

P.O. Box 1021, Port Hadlock, WA 98339 • 360.379.8800 • OPTA.us

John Snyder, Executive Director • Direct Line 360.643.0506

1933 1966

1967 2008



Shirts, Hats and Bag Merchandise branded with OPTA logos and slogans

## OPTA Branded Merchandise

Olympic Peninsula Travel Association has developed a line of shirts, hats, clothing, bags and souvenirs branded with OPTA logos and slogans, such as "Tour the Olympic Loop" and "Welcome Sign of the Olympics".

Merchandise is sold by members to raise money for OPTA projects and charitable giving. Members sell merchandise in stores, lobbies of hotels and resorts at retail prices, making a profit for the businesses.

OPTA sells the merchandise online on its web site at [www.opta.us](http://www.opta.us).



Dan Youra, president OPTA and John Snyder, executive director OPTA

## Speech to PABA

Dan Youra, president of Olympic Peninsula Travel Association, and John Snyder, executive director, were guest speakers at the Feb. 5th meeting of the Port Angeles Business Association.

## OPTA on the WEB

[OPTA.us](http://OPTA.us) - 1968 - 2008

[OPRHA.us](http://OPRHA.us) - 1933 to 1967

[OPTAHistory.com](http://OPTAHistory.com) - links to history of OPTA

[OPTADirectory.com](http://OPTADirectory.com) - links to members

[OPTravel.org](http://OPTravel.org) - regions and tours

[OlyMap.com](http://OlyMap.com) - Olympic Peninsula Map

## Tourism Commission Recognizes OPTA

The **Olympic Peninsula Tourism Commission** recognizes the 75-year history of the **Olympic Peninsula Travel Association**. At its meeting on February 7 in Sequim Dan Youra, president, gave a short talk and showed historical directories from 1933. Russ Veenema, chairman of the meeting, expressed the group's recognition of OPTA's history predating 1950.

**Olympic Peninsula Travel Association** pre-dates the 1950 exemption of restrictions on the use of "Olympic" established by the 1978 Amateur Sports Act. In effect, OPTA's use of "Olympic" is grandfathered. For info on use of the "O" word see:

[OlyLaws.com](http://OlyLaws.com)



"Welcome Sign of the Olympics" displayed on OPTA brochures in the 1930's. Still today in 2008 the distinctive, triangular logo brands OPTA publications and member properties, assuring travelers of "friendly service".

## Join OPTA for Outstanding Promotions in '08

As a member of the **Olympic Peninsula Travel Association** your business enjoys the benefits of a multi-media marketing campaign that is second to none. For more information call John Snyder at 360.643.0506.

[www.olyjoin.com](http://www.olyjoin.com)

## Historical Time Line of OPTA

- 1933 William Thorniley, pres., Black Ball Ferries, 1st president.
- 1933 1st issue of *Olympic Peninsula Resorts Information*.
- 1934 introduced green logo with mountains, lake, trees and elk.
- 1936 first branding of logo as "Welcome Sign of the Olympics".
- 1937 advertised slogan "Tour The New Olympic Loop",
- 1941 *Olympic Peninsula Resort and Hotel Directory and Map*.
- 1947 promoted peninsula as "America's Last Great Frontier"
- 1961 published "Century 21 Edition" for Seattle World Fair.
- 1967 name changed to **Olympic Peninsula Travel Assoc.**
- 1974 Paul Bragg, executive director. (Editions 41 - 51)
- 1983 Dan Youra, executive director. (Editions 52 - 63)
- 1986 published "Scenic Connection Edition" for EXPO 86.
- 1995 Tom McKinnon, executive director. (Editions 64-69)
- 2001 Dan Youra, executive director (Editions 70-74)
- 2006 edition with large map of Olympic National Park.
- 2008 John Snyder, executive director. (Edition 75)

[OPTAHistory.com](http://OPTAHistory.com)

Pictures and videos of OPTA history