



**Bob Phillips**  
**President and CEO, Improving Your Success**

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Bob Phillips is a native Texan who began his career in the Texas Tourism Industry at the early age of 12, when he worked at Aquarena Springs, one of Texas' original tourist attractions, located in San Marcos, Texas. Over his ten years working there, his jobs ranged from sweeping up cigarette butts, to glass bottom boat operator, to underwater gardener, to underwater clown. And finally, the highlight, Bob had the dubious honor of working with Ralph, the Famous Swimming Pig, the true star of Aquarena Springs.

Bob moved to the Dallas/Fort Worth area and began his successful career as Associate Director of the Irving Convention and Visitors Bureau, then Executive Director of the Grapevine Convention and Visitors Bureau, next as Vice President of Marketing and later as President for Classic Attractions, Incorporated, a company with four tourist attractions in two major Texas cities, and then as Director of Visit Addison.

Bob has served twice as chair of the Dallas/Fort Worth Area Tourism Council, past chair of the Texas Travel Industry Association, past chair of the Advisory Committee of the Governor's Office of Tourism, and he was also elected by fellow Texans as a delegate to the first ever, White House Conference on Tourism.

Bob is now devoting his time to doing what he enjoys most----helping organizations become more successful. His company, "Improving Your Success", helps organizations dramatically improve their employee engagement, teamwork, employee retention, customer service, and morale through new, fun, innovative, and exciting techniques.

He also enjoys spending time with his beautiful wife of 32 years, Susan.