

NEWSnotes

Published by the Western Association of Convention & Visitors Bureaus

For Member Bureaus - September 2007

Big Education | Wild Ideas | Life Skills Annual Meeting

It's waiting for you in Anchorage - Big Education, Wild Ideas, and Life Skills. Plan to join your industry colleagues for an abundance of professional growth opportunities at the 2007 Annual Meeting. The program offerings are designed for all levels of bureau employees - CEOs and staff. Conference activities begin Wednesday, October 10, at 5:00 p.m. and conclude Saturday, October 13, at 10:30 a.m.

At the opening general session with four-time Iditarod Champion Martin Buser, listen to stories of spirit, courage, stamina and luck. (Sounds like he works for a CVB!) He is the essence of the Anchorage CVB's new brand - Big Wild Life.

Author, speaker and trainer Susan Brooks will inspire astonishing customer service skills that you and your staff can use every day.

Presenter Tim Schneider from Schneider Publishing Company - publishers of *Association News* and *SportsTravel* magazines and organizers of the TEAMS Conference & Expo - will discuss the future and resiliency of the sports-related travel and event industry.

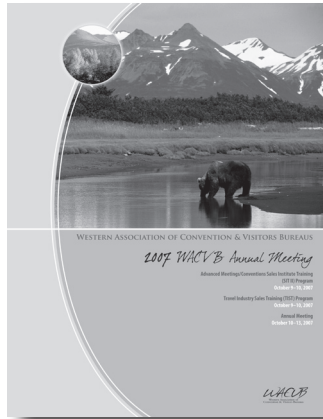
Rick Cain from TNS Travel & Leisure will provide an overview of a research project the WACVB Education & Research Foundation is working on - Destination Web Site Research and Return on Investment. Discover how your bureau can get involved in this research project.

Learn from Karen Kirk how to balance information overload using tools to re-plan and re-prioritize and allow you to: Take back control. Take back your time. Take back your sanity!

Collect some wild ideas and energize your planning efforts at a variety of workshops focusing on:

- of new technology
- of what they have to offer
- advertising strategy development

Our Anchorage CVB hosts are planning a special outing on Friday night. We'll depart from the Alaska Railroad Depot and have dinner aboard our private chartered train while traveling along scenic Turnagain Arm, an arm of Cook Inlet - the possibility of seeing beluga whales, bore tides, or eagles soaring overhead add to the spectacular natural surroundings.



KYdJqf :]f]Plk' Survey

In July, members began completing the 2007 edition of the WACVB CEO and Staff Salary and Benefits Survey. The online survey is available for those member bureaus that have not yet had an opportunity to complete this year's edition. As with all WACVB surveys, the salary and benefit survey is a participatory survey, with access to results only available to those member bureaus that complete the online survey.

Participating CEOs have an opportunity to customize individual summary reports based on operating budgets. The survey includes a bureau background data section as well as chief executive officer and staff sections focusing on salaries and benefits.

Record Attendance at CEO Forum

It was a new attendance-setting record for this year's CEO Forum - nearly 60 bureau leaders attended the August 2-5 Forum at The Ritz-Carlton in Lake Las Vegas.

What happens when you put nearly 60 Bureau CEOs in a meeting room? Well, first of all, it has to be a big room. Second, you must have a number of hand-held microphones. And, third, you get exceptional interaction, solutions to your challenges, and a few industry stories! That was the scene at the recent CEO Forum.



A few of the record number of bureau CEOs at the 2007 CEO Forum in Lake Las Vegas/Henderson.

A terrific group of bureau leaders assembled at the 18th annual CEO Forum, co-chaired by Mo McElroy

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CEO Forum

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Forum activities kicked off with a special three-hour leadership workshop presented by Dan Lier, an author, executive coach, and business consultant who has appeared on the Today Show, Inside Edition and delivered more than 3,000 presentations with high marks from dozens of Fortune 500 companies. CEOs learned how one's beliefs impact an individual's success or failure, what high achievers believe, and how to take action with consistency.

Guided by peer facilitators, the group discussed a series of topics such as the role of the CVB in economic development as it relates to the front side of development that enhances the area as a tourist destination. The development engine in each of our communities, how far do we go in taking a leadership role in being an active part of the economic development effort and can it detract from our core mission? Strategies regarding stable DMO funding were also on the agenda.

In addition, perennial topics such as how to engage Board members, staff incentives, bureau relationships with partners, successful marketing strategies with meeting planners, and effectively communicating with elected officials about the work of the CVB were also on the agenda.

The topic of marketing dollars for print vs. the Web also was a popular topic. Bureau leaders discussed print advertising and targeted Internet programs, as well as means of building customer relationships.

Thanks to our peer facilitators Manette Belliveau, John Cooper, Mo McElroy, Stephanie Nowack, Joel Racker, and Kari Westlund.

The Marketing Idea Exchange is a fixture at the CEO Forum. The CEOs to take home numerous ideas. Participants shared one marketing idea that has worked for them.

This year's welcome reception was hosted by ASAE & The Center for Association Leadership and *Associations Now*. ASAE representatives Karl Ely, CAE, vice president and publisher, and Sandi Jacobs, account manager, joined the group at the reception.

A special 25th Anniversary Dinner honoring WACVB Past Presidents was part of the CEO Forum. (See separate article this issue.)

A few comments from CEOs post-event:

Everything gets a 10 or an A+.

I really enjoyed the Forum.

A number of ways; most important, I can now call other organizations to learn how they have handled situations.

The CEO Forum was great—I had a lot of ideas to take home.

Annual Meeting

Continued from page 1

Thanks to our Annual Meeting Co-chairs Stephanie Nowack, President & CEO, Tempe CVB, and Julie Saupé, President & CEO, Anchorage CVB for their programmatic efforts. Also, we thank our host bureau and its staff the Anchorage CVB for their gracious involvement in planning the conference and hosting the Friday evening group outing. Visit www.anchorage.net for information about our host destination.

There are two sales training programs in Anchorage just prior to the Annual Meeting—a new Advanced Meetings/Conventions Sales Institute Training (SIT II) Program and the Travel Industry Sales Training (TIST) Program. Both programs are two-day training sessions on October 9 and 10. (See separate article this issue.)

The Best Idea Program, highlighting innovative projects, is scheduled in conjunction with the Annual Meeting. The objective of the Best Idea Program is to share innovative technology promoting your destination, managing your organization, providing services, and communicating with stakeholders. Member bureaus are asked to describe the best idea they've implemented during the past year,

convey the project's effectiveness, and include project costs and return on investment information. Best idea submissions are due by September 17! Be sure to enter your best ideas at www.wacvb.com/event_forms/bestidea.html. Following receipt of the forms, a Board-appointed Task Force will review the best idea submissions. The Task Force will invite panelists from selected bureaus to present their best ideas at the October 11 conference luncheon in Anchorage. The 2007 Best Idea Booklet including all project submissions will be distributed to registered attendees (CVB staff) at the Annual Meeting.

Vendor Showcase

The Vendor Showcase featuring trade publications, technology/... of a delightful gift.

Vendors and Sponsors (at press time)

- Anchorage CVB
- CONVENE/PCMA
- Destination Analysts
- The Hotel Captain Cook
- Internet Destination Sales System (iDSS)
- Madden Preprint Media
- Map Network
- Meetings Media
- Metropolitan Tucson CVB
- Miles Media Group
- Schneider Publishing
- Smart Meetings
- TIG Global, LLC
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WACVB Foundation News

WACVB Annual Meeting Scholarships

The Foundation Board has granted scholarships to four applicants to attend the 2007 Annual Meeting, October 10-13, in Anchorage. Each scholarship includes conference registration and travel and lodging expenses.

This year's scholarship recipients:

RoseAnn Alspektor, *Tourism Marketing Coordinator/Director
Whidbey & Camano Islands (WA) Tourism*

Lorna Davis, *Tourism Development Director
Greater Newport (OR) Chamber of Commerce*

Kimberly Legato, *Sales Administrative Assistant
Southwest Washington Convention & Visitors Bureau*

Yvette Mulholland, *Executive Director
Yolo County (CA) Visitors Bureau*

ment opportunities and continuing education to their staff and CEOs, thereby raising the level of professionalism in our industry.

Materials for next year's scholarship programs will be posted online (click on Foundation button) and distributed with selected issues of *NewsNotes*. ■

Combo Auction—Online and Silent

Visit www.wacvb.com for Details

Thanks A number of WACVB member bureaus and exhibitors have already submitted items for this year's Combo Auction—online auction before the Annual Meeting and silent auction conducted in conjunction with the WACVB Annual Meeting in Anchorage. This year is the Foundation's 6th annual auction.

Highlights from selected packages or gift items submitted to date include: a four-day, thee-night Tucson Getaway & 2008 WACVB Annual Meeting Registration (Metropolitan Tucson CVB), an Escape to Beautiful Santa Barbara, includes a two-night stay at Hotel Andalucia, a scenic guided trolley tour of Santa Barbara, tickets to museums and attractions and dinner for two at Bouchon restaurant (Santa Barbara CVB), and one pair of Bose QuietComfort 2 Headphones and a white 4G iPod Nano (Las Vegas CVA). These and other donated auction items are available either at the online auction or will be on display for viewing and bidding during the silent auction at the Annual Meeting.

Need more ideas for items to donate to this year's auction? Here's a few to help you—gift baskets, original art, limited edition prints, original handcrafted items (jewelry, crafts, glass, etc.), nostalgic memorabilia, and autographed items. Items that are representative of your destination are sure to attract eager bidders.

If you have misplaced your auction donation form, download the form at www.wacvb.com—scroll down the home page to locate. ■

WACVB Foundation Fundraiser at CEO Forum

Each year, the Foundation Board of Directors plans a fundraiser in concert with the summer CEO Forum. This year it was the 2007 WACVB Foundation Texas Hold'em (Poker) World Championship. The winner received first and foremost undisputable industry bragging rights as the Las Vegas 2007 Tournament Champion, along with the 2007 Champion's Bracelet and a Bose Wave Radio donated by the Las Vegas CVA. And, the winner was Carol Lentz from the Portland Oregon Visitors Association. More than 20 competitors played in the August 3 tournament following the Past Presidents Dinner at the CEO Forum. ■



Tournament winner Carol Lentz (left) shows off the Champion's Bracelet to Cami Mattson.

Is NewsNotes on Your Mailing List?

If you're not reading news about your bureau and staff in *NewsNotes*, it may be because we're not on your publications and press release mailing list(s). Share your news, your good ideas, your promotions, and staff additions with *NewsNotes* and we'll share them with the world...okay, with your WACVB colleagues and other

Send your information to:

WACVB NewsNotes

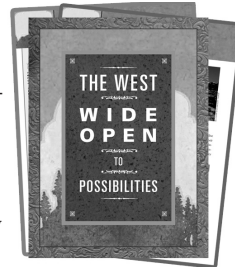
950 Glenn Drive, Suite 150, Folsom, CA 95630

E-mail: info@wacvb.com

2008 Western Destinations Guide

WACVB/CONVENE Partnership

WACVB will again partner with CONVENE, the award-winning journal of the Professional Convention Management Association (PCMA), to produce a special Western Destinations Guide. This guide will be poly-bagged with the March 2008 issue of CONVENE and mailed to more than 31,000 meeting professionals and enjoy bonus distribution by WACVB throughout the year. This valuable marketing opportunity is available exclusively to WACVB members to showcase Western destinations.



In the 2007 CONVENE Membership Study, 90 percent of respondents report that approximately 41 percent conduct, or plan to conduct, meetings in Canada. The meetings, conventions, exhibitions, and incentive travel industry is a 365-day-a-year business that operates in communities, large and small, and annually generates \$122.31 billion in total direct spending. Let's capitalize on this and get our share of the business!

Rates begin as low as \$500 net and are the same as they were in 1999! All advertisers purchasing ... page or larger will receive FREE matching editorial to describe their destinations many assets. Reserve your space now in the 2008 Western Destinations Guide. Contact us at 907.465.1234 or visit our website at www.wacvb.com.

Additionally, WACVB will receive up to six pages of editorial to promote the West as a meetings/convention destination. Let's promote the West together! Take advantage of WACVB's partnership with CONVENE!

Being a part of the WACVB/CONVENE Western Destinations supplement has been a valuable part of our advertising plan each year. The quality of the publication and the quality of its readers make it a great promotional vehicle for us.

Jonathan Walker, CDME, President & CEO, Metropolitan Tucson Convention & Visitors Bureau

WACVB Best Idea Program

Share Your Ideas!

What new project would you like to share with your CVB-industry colleagues?

It's easy to submit an entry for WACVB's Best Idea Program at this year's annual conference in Anchorage, October 10-13, 2007.

We're asking you to complete a project form for the best new idea (or ideas!) that your organization has implemented during the past year via an electronic form submission. The objective of the Best Idea Program is to share innovative technology promoting your destination, managing your organization, providing services, and communicating with stakeholders.



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Sales Training Programs in Anchorage

There's still time to register for one of the upcoming sales training programs in Anchorage.

A new Advanced Meetings/Conventions Sales Institute Training Program (SIT II) is slated for October 9 & 10, 2007, just prior to the 2007 Annual Meeting. This new advanced program is designed specifically to introduce advanced selling skills and accelerate the sales knowledge of sales personnel with more than three years of experience in the bureau industry or who serve in a leadership capacity responsible for the management of personnel.

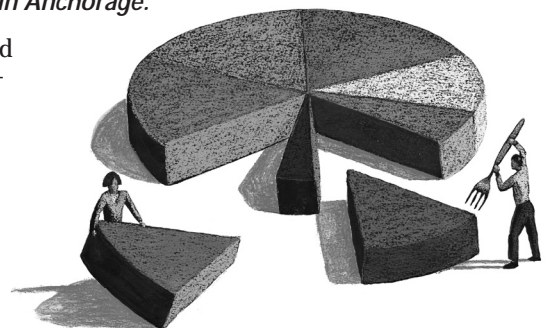
The topics and materials in the SIT II program are advanced and include the analysis of case studies. The challenging case studies are developed by real meeting, event and travel planners. Other topics include developing customers and analyzing customers characteristics. Steve Steinhart, president of Steinhart & Associates, is the instructor for the advanced program.

The Travel Industry Sales Training Program (TIST) is leisure focused and is designed for bureau sales staff re-

sponsible for the tour and travel and leisure markets. The next TIST program is slated for October 9 & 10, 2007, in Anchorage.

Topics include the evaluation of the tourism picture in one's respective community and determination of practical programs to increase room night bookings and revenues. Program participants will address integrated, long-range, well-planned sales, marketing and promotions including visitor information, local services and facilities improvement, hospitality training, off-season campaigns, and community involvement all important components of a bureau's work plan. In addition, the importance of well-maintained client files and effective databases will be discussed during the program.

Program instructor Tere Stamoulis is the founder of The Stamoulis Group and has more than 30 years of experience in the hospitality industry. Before establishing her firm, she



worked for several Southern California CVBs and Sea World of California.

Registration information is online at www.wacvb.com see the home page for the Annual Meeting brochure and online registration. Participants must attend both days of the selected Sales Training Program. Membership in WACVB rests with the bureau, and all member-bureau employees attend at the member rate. Fees include selected two-day workshop, workbook, morning and afternoon refreshment breaks, and a daily group luncheon. ■

BUREAU news

Editor's Note: To make member-bureau projects and activities more meaningful for CVB staff, Bureau News is reported by subject matter rather than by bureau name. We hope you find this format valuable as you plan innovative projects at your bureau.

Brand Identity

Tri-Valley CVB has unveiled new brand identity, including the much-anticipated new tagline, logo, and Web site. The strategy highlights Tri-Valley, California, as a destination rooted in tradition, celebrating small-town charm, genuine hospitality, and authenticity. The destination's new tagline, "Our roots are showing," was created in collaboration with Great Destinations to reflect Tri-Valley's pride in its past, and a commitment to staying true to the values of hospitality.



Our roots are showing.™

The burgeoning wine country celebrates its rich heritage of structures in wine, historic downtowns and award-winning festivals, while remaining true to its roots. The new, warm color palette mirrors the hues of Tri-Valley's landscape, consistent with the region's balance of friendly, casual living. The addition of California to the name Tri-Valley alleviates confusion as to the region's location, and leverages the positive association of the California brand. The new Web site, www.trivalleycvb.com, developed for the Tri-Valley CVB by simpleview Inc., features a room reservation and booking application, travel itineraries, expanded member listings, a comprehensive press room, user-generated blogs, an expanded photo library, online RFPs and a region-wide comprehensive calendar of events. This is a very exciting time for us, said Amy Blaschka, president & CEO of the Tri-Valley CVB. Our new destination brand and its manifestations—logo, tagline, web site and collateral—are rooted in great strategy. Combined, they will encapsulate and communicate our region's brand promise of an authentic, personalized experience in a flourishing golf and wine region that hasn't forgotten its historic past or takes itself too seriously.

Bureau Names

west hollywood

West Hollywood's official resource for visitors, media, and the trade is the first organization of its kind in the country to add the word "marketing" to its name. The organization has also rolled out a completely re-designed company logo incorporating the new name. After 20 years of operating as the West Hollywood Convention & Visitors Bureau (WHCVB), the tourism bureau, located in the Pacific Design Center, has transitioned to the more targeted title of West Hollywood Marketing & Visitors Bureau. The new name better reflects the organization's activities in the marketplace and will enhance capabilities to conduct business especially in the entertainment industries. Moreover, there is no convention center in the City of West Hollywood and the bureau does not pursue large convention business. Our responsibility is to represent West Hollywood as a premier destination and play a vital role in the long-term development of the community with productive marketing strategies, says Brad Burlingame, president & CEO of the WHMVB. In changing our name to the Marketing & Visitors Bureau, our strategy is to connect more on a business level and not solely with visitors, since we assist a variety of travelers in the industries of film, music, and television. This move is an important positioning of our organization, explains Burlingame. Along with the name and logo change, the WHMVB soon plans to announce a new slogan and brand vision for the City of West Hollywood.

Campaigns

In a campaign that takes advantage of Ventura's retro-charm, the "Greetings from Ventura, Wish you were here!"

campaign pairs the familiar travel message alongside a vintage-style postcard scene of the beach town. We wanted to conjure up clas-



sic travel imagery, explains Jim Lutjohann of the Ventura VCB. Working with a local artist, the beachy image has been printed on canvas bags (both sold in the visitors center and given away at trade shows), direct mail pieces, postcards and presentation folders. The targeted campaign continues to showcase Ventura as an artistic, eclectic and classic seaside getaway.

Convention Centers



Spokane Convention Center Group Health Exhibit Hall which just earned Silver LEED Certification from the U.S. Green Buildings Council. Photo credit: Spokane Convention Center

the new motto in Spokane, Washington. Nearly \$76 million in convention business that was not possible before the expansion and remodel of the Spokane Convention Center has been booked through 2013 by the Spokane Regional CVB's sales team. In addition, the management team at the Spokane Facilities District has just earned Silver Leadership in Energy and Environmental Design (LEED) Gold certification from the U.S. Green Buildings Council for the one-year-old Group Health Exhibit Hall. The Group Health Exhibit Hall is only the third convention center in the country to earn the prestigious designation. The \$89 million green Group Health Exhibit Hall at the Spokane Convention Center opened in July in a 1.2 million square foot exhibit space. In May 2007, the original Spokane Convention Center building reopened after a \$9.7 million, nine-month redesign and remodel. A combined 1.2 million square foot exhibit and ballroom space in the entire Spokane Convention Center campus moved Spokane up to 130th from 300th place in terms of exhibit hall size, according to the Major Exhibit Hall Directory (MEHD) by Tradeshow Week. The jump in space has opened an entirely new realm of convention and meeting possibilities. Since the expansion, the CVB has sent leads out for some 101

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conventions and events representing 318,000 room nights and \$233 million in economic impact. Of those, the CVB has booked 28 conventions and events, resulting in 83,000 room nights and an economic impact of \$76 million.

f@ozä Ancient Art of meditation, known as Zen, has been providing relief from the



stresses and tensions of daily life for thousands of years. And now, fueled by the fact that hurried and harried meeting and convention planners need exactly that sort of relief, the **Palm Springs Convention Center** has created *The Art of Zen*. The Art of Zen is the name of (and the concept behind) a new marketing program being rolled out by the Palm Springs Convention Center sales department. It really demonstrates our desire to provide much-needed relief to meeting planners and others in search of the perfect meeting, conference, trade show, or other event, said Jim Dunn, general manager of the Palm Springs Convention Center.

The Art of Zen program includes three direct mailing pieces, and a series of prospecting sales calls, but the focal point for the program is the second mailing a dimensional piece which includes a Buddha Board. The Buddha Board, which was actually sourced from a local Palm Springs retailer, is an innovative desktop item that allows recipients to express their creativity by painting on a therapeutic, said Rick Leson, director of sales at the Palm Springs Convention Center. When you take a break for a minute, and paint something on the Buddha Board, it sort of clears your head. Then, as you watch it dry and disappear, your perspective is refreshed. You remember what's important. It's strange, but it really does work. The Art of Zen is being rolled out over the course of summer 2007.

f@ozä The California Integrated Waste Management Board has awarded the **Santa Clara Convention Center** the WRAP Award (Waste Reduction Awards Program) for its efforts to reduce waste. The convention center's recycling program has reduced waste by nearly 90 tons annually. WRAP

awards honor businesses for cutting the amount of trash they produce, conserving resources and reducing waste disposal in landfills. Santa Clara has won the award every year since 2003. It's an honor to be awarded for our part in saving the environment, said Steve Van Dorn, president and general manager. Our Convention Center is an example of what we all can do if we make it a priority, said Van Dorn. Since April 2002, the convention center's program has recycled paper, cardboard, glass and aluminum. In addition to its recycling program, the center's full-service caterer, ARAMARK, contributed food to Second Harvest Food Bank. They can no longer use, purchases recycled paper products, buys in bulk, recycles toner cartridges, and uses refill soap dispensers.

Media

f@ozä The Santa Cruz County CVC will be working with two different film crews from Australia and Northern Ireland on media projects and familiarization tours to promote the area as a visitor destination. A crew from Australia's largest and most popular television travel program, *The Great Outdoors*, will be visiting the Santa Cruz region to highlight the area's attractions, restaurants, and outdoor activities. Featuring host Jennifer Hawkins, a show airs throughout the country, on Qantas Airlines domestic in-flight entertainment, and on various networks around the world in countries like the Netherlands and Israel. The show averages around one million viewers a week, and regularly rates in the weekly top 10 shows in Australia. Focusing on the California coastline from Big Sur to San Francisco, part of the show will include a stop in Surf City. With an estimated value of \$60,000 per 30 seconds of coverage, this is excellent promotional value for CVC partners and businesses. In September, CVC partners will host Northern Ireland's *How Low Can You Go*, a youth-oriented travel series which airs on Irish national network, RTE 2. This fourth series of the show will take the three hosts on a six-part road trip across the United States. *How Low Can You Go* has built up a large fan base in Ireland and the United States. Covering Europe, New York, Toronto and Australia, the crew will

and wind their way down to southern California toward the end of the month. Other American destinations they will visit include Las Vegas, Phoenix, New Mexico, Dallas, New Orleans, Memphis, Atlanta and Miami.

Photo Contest

f@ozä Tri-Valley CVB has announced its Your Roots photo contest. The Tri-Valley CVB, representing the Tri-Valley, California, and the cities it represents, including Pleasanton, Livermore, Dublin, San Ramon, and Danville. Cash prizes from \$250 to \$1,000 will be awarded to the photographers who can best capture why Tri-Valley, California, is a business and leisure travelers. By including photos of the true essence of the Tri-Valley, California, brand, said Amy Blaschka, president & CEO of the Tri-Valley CVB. Having a collection of images created by the people who call Tri-Valley, California, home only strengthens our authentic, welcoming, brand positioning. Winning entries will be selected by their depiction of Tri-Valley, as well as photos chosen will be showcased in upcoming print and online marketing materials.

Publications

f@ozä Sacramento CVB is trying to expose one of the best-kept secrets that many of California's best wines are produced in the Sacramento region. By producing annual events like the Grape Escape and partnering with wine-producers in the Central Valley and Sierra Foothills, the Bureau is working to enhance the region's reputation as a popular wine-tasting destination. The CVB recently published the first comprehensive, visitor-friendly Sacramento-region focused wine guide. The Sacramento Regional Wine Tasting Guide includes wineries from nine area counties as well as maps and visitor tips.

f@ozä Anaheim/Orange County VCB's OC Travel Guide allows visitors to dive deeper into the real OC during their next visit to Anaheim/Orange County. Featuring a new name, smaller size and local insider tips, this year's visitor guide incorporates the trendsetting edge of contemporary Orange County, popularly recognized today as The OC. The 160-page edition includes exclusive feature stories, such as SoCal's Favorite Playgrounds

Revealed; Where to Surf, Soak and Sun Worship; and Eye on OC Trends. It features an annual events calendar, eclectic getaway ideas and updated maps of the Anaheim Resort and OC Points of Interest. This user-friendly guide is designed with travelers needs in mind and fits easily into a purse, backpack or pocket.

Sales & Marketing

Santa Monica CVB has retained ProTravel Marketing-Dublin as its sales and marketing representative in Ireland. ProTravel Marketing's primary focus will be to educate Irish tour operators, consumers and the trade on Santa Monica's many attractions. ProTravel Marketing is dedicated to providing the highest level of commitment and performance, said Ciaran Carragher owner of ProTravel Marketing. We guarantee expanded growth and brand awareness for Santa Monica in Ireland. Carragher is responsible for the overall running of ProTravel Marketing, as well as driving sales and marketing initiatives. Carragher has more than 27 years of travel industry experience, specifically in sales and marketing, and is a member of the Marketing Institute of Ireland. Ireland is a strategic market with a growth forecasted, supported by an increase in direct flights from Dublin to Los Angeles International Airport (LAX), said Misti Kerns president & CEO of Santa Monica Bureau.

Visitor Centers

LA INC. The Los Angeles Convention and Visitors Bureau has launched a new Mobile Visitor Information Center



(Mobile VIC). The four-door Honda Element will be attending a diverse array of fairs, festivals, cultural events, sporting events, community events, conventions and trade shows throughout Southern California. The purpose of the vehicle is to provide visitors with a resource to the city's varied destinations and to offer residents the opportunity to consider an array of options for visiting friends and relatives. Los Angeles residents play a key role in marketing the city. Fifty-two percent of domestic visitors to LA said that they used information provided by friends and relatives to plan their trips to LA, and 36 percent used this information once here to decide what to do. Los Angeles is the

second most visited domestic destination for visiting friends and relatives, and the Mobile VIC will play a very important role in showcasing the tremendous variety of attractions the city has to offer, said Mark Liberman, president and CEO of LA INC.

The vehicle also creates awareness in the community of just how important tourism is to our city. In 2006, visitors to Los Angeles contributed \$13.5 billion to the Los Angeles economy. Tourism is the second largest industry in the city, ahead of the entertainment and technology industries.

With nearly half of LAs domestic overnight visitor market arriving in Los Angeles for the primary purpose of visiting friends and relatives, the Office of the Mayor and the various attractions and new must-sees around the city. Covered by a very distinguishable see my LA car wrap, the images on the vehicle represent some of the major attractions in Los Angeles.

Visitor Services Training

Metropolitan Tucson CVB launched its Tucson Ambassadors Program (TAP). Tucson is the second city in the nation to launch the fully developed program. The Tucson Ambassadors Program is a formal visitor services training and certification program, created by Mickey Schaefer & Associates and the MTCVB Partner Development department. The program provides frontline tourism and hospitality employees (e.g. front-desk clerks, cab drivers, wait-staff, concierges, meeting registrars, etc.) with information and skills to better interact with visitors. The ultimate goal of the program is to help ensure every visitor encounter is a positive experience for both parties and to build a community of professionals within the hospitality industry who are certified, knowledgeable ambassadors of our destination. Each participant receives a reference handbook and, upon completing the half-day class and passing an examination, will earn a Certified Tourism Ambassador (CTA) designation. Classes are being offered once a month, July-December, on a first come, first served basis for \$25 per person. More information is at www.tucsonambassadors.com.

Web Site Contests

To encourage Web site traffic on www.ventura-usa.com, the **Ventura VCB** sponsored a summer contest

You? The contest encouraged participants to send in their most creative photos exemplifying their hotness, literally or figuratively. The winner, determined by online voters, wins a trip to Ventura. The Bureau staff says, after all, it's cooler here. Contestants were able to send an e-mail to their friends and family with a link to the Web site to increase their voting power.

Web Sites

Huntington Beach CVB recently launched a newly designed Web site, www.surfcityusa.com, as part of its marketing efforts to nationally promote the destination and the city. Features of the Web site include the ability to book hotel reservations online, an integrated map system that provides visitors with directions to services and attractions within the city, an e-newsletter campaign allowing visitors to sign up for personalized promotions and tips, contests that award visitors with prizes, and an upgraded gallery of new Huntington Beach photography. Our Web site will continue to evolve with the needs of our visitors, said Doug Traub, Bureau president & CEO. Future plans include a meeting and event planners section and selling of licensed merchandise online.

Huntington Beach CVB also launched a film Web site, www.film-huntingtonbeach.com. The new site catalogues an assortment of popular film locations within the city, including the beaches, parks, sports venues, public facilities and historical points of interest. In addition, the Web site provides comprehensive information on the city's permit application process including fees, insurance and licensing. Doug Traub, Bureau president & CEO, said, In conjunction with the Huntington Beach Film Office and Orange County Film Commission, the film Web site provides production crews with a virtual

PEOPLE *on the go*

The Santa Monica CVB has announced the addition of **Cheryl Bagby** as its new marketing assistant, assisting in both the marketing and public relations departments. Bagby will focus on supporting the marketing manager in promoting Santa Monica as a premier travel destination. She will work directly with marketing personnel on various marketing programs. She will also be responsible for working directly with the Web site programmer to make necessary updates, changes and regular maintenance on santamonica.com. Among some of the ongoing projects, Bagby will also be responsible for the sales and community newsletters used to promote Santa Monica to travel agents and meeting planners. In addition, she will also produce monthly, *Discover Santa Monica* reports. Prior to coming to Santa Monica, Bagby worked as a regional marketing associate at AIG SunAmerica where she focused on all levels of retention. Additionally, Bagby acted as the assistant director of sales for Duke's Malibu and marketing/travel consultant at Waterways Travel, also in Malibu.

The Huntington Beach CVB has named **Wendy Haase** its new director of public relations. She will cultivate editorial relationships and effectively package story ideas that promote the City and *Discover Huntington Beach* eight years of destination marketing experience to the job, having previously promoted Milwaukee and, most recently, Sonoma County.

A changing of the Karens took place last spring when long-time Plumas County (CA) Visitors Bureau employee Karen Moritz retired, and was replaced by **Karen Kleven**. Kleven was named the bureau's new Web site and operations manager. She recently returned to Plumas County after spending eight years in Marin County. While in the Bay Area, Kleven expanded her marketing and technology skills working in socially responsible investing, retail marketing and nonprofit event plan-

ning. She had previously lived in Plumas County for more than 25 years, where she spent 10 years working in services for people with disabilities. Retiring Karen Moritz performed a countless variety of changing tasks under numerous job titles during her 12-year stint at the Plumas County Visitors Bureau. Most notably, Moritz led the bureau and the county's rapidly expanding tourism industry through the changing technology of Internet marketing.

The Board of Directors of the Bend VCB has named **Doug LaPlaca** as executive director. LaPlaca comes to Bend from the Grand Traverse Resort & Spa in Traverse City, Mich., where he served as senior director of marketing operations for one of Michigan's largest destination resorts. Prior to Grand Traverse Resort & Spa, LaPlaca spent four and a half years as marketing director for American Skiing Company's Steamboat Ski & Resort Corporation, and two years at Lake Tahoe's Heavenly Ski Resort. His extensive marketing experience includes collaborating with public and private entities to maximize destination strength, building consensus among diverse stakeholders, and effective and efficient implementation of marketing resources on regional, national and international levels. Additional experience includes online marketing, brand management, direct marketing, cooperative/sponsorship marketing, public relations, event management and revenue management.

LA INC. The Los Angeles Convention and Visitors Bureau has appointed **Robin McClain** as director of media relations. In addition to continuing her management of the visiting journalists program, McClain also will be responsible for expanding the broadcast media and Web outreach for LA INC. In September 2004, McClain was hired by LA INC. to be the manager of media relations. During that time, she headed the visiting journalist program, hosting more than 250 international and domestic journalists annually in

LA. and working with myriad other journalists. She has also written various press releases showcasing Los Angeles as a destination, including the press release entitled, *Discover LA's West Third Street Neighborhood on Foot*, for which she won the 2006 Award of Excellence from the North American Travel Journalists Association. Prior to working at LA INC., McClain worked in Los Angeles City Hall as communications deputy in Council District 8 for council members Mark Ridley-Thomas and Bernard C. Parks. A seasoned journalist, McClain reported on politics, education, business, sports and features as a general assignment reporter for *The Salt Lake Tribune* in Salt Lake City.

The Monterey County CVB recently named **Bruce Skidmore** as director of sales. Skidmore, a 20-year hospitality management industry veteran will promote Monterey County as a destination for group meetings to increase hotel room night bookings and revenue for local businesses. His responsibilities will include directing sales for groups and conventions as well as tour operators and travel agents. Skidmore served as area director of sales for Marriott/Renaissance Hotels & Resorts for four years. Previously, he was vice president of convention sales and marketing for the Mobile Bay CVB in Mobile, Ala., and spent eight years as a senior sales manager for Walt Disney Parks & Resorts in Lake Buena Vista, Fla. Skidmore began his career with Marriott Hotels and Resorts, where he spent nine years in various sales managerial roles.

Sally Slater of The Zo Group has been contracted by the Tempe CVB to represent Tempe to meeting planners in the Washington, D.C. area. Slater will join the group sales team at the Tempe CVB, led by Mark McMinn, CMP, director of sales. Slater founded The Zo Group in December 2006 to support and represent second and third tier city convention and visitors bureaus wanting to merge into the highly competitive meetings market in the nation's capitol. There are more than 50 of the nation's largest cities that have representation in Washington, D.C. The Zo Group makes it possible for Tempe, a smaller city with meeting and event space, to also have a presence. Slater has more than



21 years of experience in sales and marketing, including 12 years of experience in the hospitality industry.

Megan Sweeney has been named as the new communication specialist at the Huntington Beach CVB. She will oversee the calendar of events, a new e-mail-based newsletter campaign and www.surfcityusa.com Web site content. Sweeney's previous experience includes work at Gateway Inc. and the Costa Mesa CVB.



Karen Viehoever recently joined the Portland Oregon Visitors Association's tourism sales department. Filling the position of tourism sales manager Europe, Viehoever will oversee Portland's sales outreach to various international markets, including France, Germany, Italy, the



dom. Her main objective will be to position Portland and the surrounding region as desirable destinations for tour operators, individual leisure travelers and packaged tour providers. Viehoever's professional background includes 24 years of hospitality industry experience, including 14 years as the executive director of Personalized! Tours & Travel, Inc., a company Viehoever co-founded. Most recently, Viehoever was employed as Travel Oregon's travel trade manager for the Americas. In this capacity she represented Oregon at trade shows, as well as in other promotional opportunities, in co. As Travel Oregon's tourism development manager, she also served as the staff liaison between Travel Oregon and various state and regional tourism groups.

The Sedona Chamber of Commerce has named **Jennifer Wesselhoff** as its new president & CEO. Wesselhoff worked for the Sedona Chamber of Commerce as the vice president

and director of tourism for the past six years. Previously, she worked as an English teacher in Japan and spent three years in the hospitality industry in Interlaken, Switzerland. I'm extremely excited to be part of such a vibrant organization, says Wesselhoff. Together, we will accomplish great things we will enrich and maintain a thriving business environment, remodel and create a state-of-the-art we will enhance our sense of community. ■

As Bobbie Patterson puts it, We are a big bureau in our minds. We aren't afraid of a challenge. Patterson feels that in some small way the Boise CVB has had an influence on the area's changes. She looks back at its accomplishments with pride while continuing to look forward to the future.



Photography by Anne Quinn.



Awards/Kudos

Boise CVB Celebrates 25 Years

This year the **Boise Convention & Visitors Bureau** celebrates its 25th year of bringing major events, meetings and conventions, motorcoach tours, sports events and leisure travelers to the Boise area. For five years in the late-1970s the Bureau existed as a small department of the Chamber of Commerce. The Idaho Legislature approved legislation creating the Idaho Travel Council tourism grant program in 1979 and a second bill granted room tax authority to auditorium districts in the State. These two actions led to the decision to create a convention and visitors bureau that would be funded through taxes paid by visitors who stayed in local hotels and set the Bureau on its path of marketing and promoting Boise as a meeting, event and travel destination. Since that first day in 1982 the Bureau has grown to an organization with a staff of 15 and a record of bringing millions of new dollars to

the City of Boise and the State of Idaho. Starting from scratch, staff identified markets, defined marketing messages, created promotional materials and then reached out to those markets. With a marketing arm in place, the Greater Boise Auditorium District began the drawn out process of building the Boise Centre on the Grove, now a huge asset to the community. The Boise CVB staff share an average tenure of 15 years, with the executive director and director of sales serving since the Bureau's creation. Bobbie Patterson, executive director, was the first woman elected president of IACVB (now DMAI) which increased awareness of Boise within the national and international tourism industry. She has served on numerous boards and task forces locally and nationally. The Bureau is held accountable by two boards the Boise Convention & Visitors Bureau Advisory Board and the Greater Boise Auditorium District. Since 1982 the number of hotel rooms in Boise has continues to work with the community and local hospitality industry to bring larger and more prestigious events to the area. The Boise CVB operates under a simple philosophy: Be an economic catalyst for the Boise economy by bringing major events and groups which have a positive economic impact to the Boise area.



Boise CVB staff celebrates the Bureau's 25th Anniversary. Back row standing, left to right: Lisa Edens, Janice Nally, Kerrylyn Miller, Lori Brown, Bobbie Patterson, Laurie McConnell, Mary-Michael Rodgers, Anne Chambers, Helen Gersema; Middle row, left to right: Deanene Lewis, kneeling; Melissa Cleland, Mowbray Brown, Megan Jones, Terry Kopp, kneeling; Front row: Stacie Adams

Las Vegas CVA Receives Award

The Indianapolis Convention & Visitors Association, the **Las Vegas Convention & Visitors Authority**, and the Lee County Visitor & Convention Authority (Florida) were recognized with 2007 Destiny Awards for Marketing Programs and Special Projects, respectively. The Destiny Awards are awarded by the National Council of Destination Organizations (NCDO), an industry council of the Travel In-

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Awards and Kudos
Continued from page 9

dustry Association (TIA). All three destination marketing organizations received their awards during the August 18 closing ceremony concluding TIAs annual Educational Seminar for Tourism Organizations (ESTO) in Phoenix, Arizona. The Las Vegas CVA was recognized in the Marketing Programs Full Campaign cate-

gory. With great creative and fun and interactive print and online tools, the Las Vegas CVA Be Anyone marketing campaign was comprehensive and well-integrated. The campaign received coverage in the travel trades as well as excellent pick-up by major media and further brand reinforcement through content integration with the TNT All-Star game. Total impressions generated by the campaign totaled more than 68 million;

more than 21,000 identities were created online at the micro-site and more than 24,000 sweepstakes entries were received. Whether in print, television, broadcasting or online, the promotional messaging of Be Anyone remained consistent and engaging. ■

Past Presidents Honored

25th Anniversary Celebration

In a note to staff, Past President Rick Davis said, The Past Presidents dinner was memorable, and it was great fun to visit with many of the people who have been involved with WACVB over the years.

As part of the Association's 25th Anniversary celebrations, a dinner honoring Past Presidents was included in the CEO Forum program in Lake Las Vegas. Special thanks to the Las Vegas Convention & Visitors Authority for hosting the reception and dinner event.

Thirteen of the Past Presidents joined members at the dinner, where the Board members who have given so generously of their time and energy to guide and grow the Association.

In addition to their Board service, the Past Presidents have served as conference hosts, program speakers, and facilitators some numerous times!

At the Dinner, Past Presidents were invited to share their industry insights as well as update the audience on current CVB industry involvement, new professional endeavors or retirement activities. Some comments were hilarious spoofs on the life of a CEO and others were serious and heartfelt remarks about CEO characteristics and the value of industry friendships.

The following Past Presidents celebrated the Association's 25th Anniversary with CEO Forum delegates and guests at the August 3 dinner.

1982	Burke Pease	2000	Carol Lentz
1985	Chris Davis	2001	Jonathan Walker
1992	Sherry Case Hunter	2002	Kari Westlund
1994	Linda Weston	2003	Candace Duncan
1995	Linda Howell DiMario	2004	Brad Burlingame
1996	Cami Mattson	2006	John Cooper
1999	Rick Davis		

The foresight of the founding leaders who envisioned a regional organization of new education programs and member services for the professional growth of its members. Today, WACVB has more than 150 members in 11 Western states and two Canadian provinces. Thank you to our past leaders. ■

A few of the 13 Past Presidents at the August 3 Anniversary Dinner:



Online Member Services

Resource Library

Check out the materials in the online Resource Library. Go to www.wacvb.com and click on the Resource Library button. This popular member service has a collection of member-contributed materials ranging from marketing plans to job descriptions. The materials are available to Association members (password protected) 24-hours-a-day.

Position Announcement Service

Seeking to fill a position or looking for a new employment opportunity? If so, see the Position Announcements listed on WACVB's Web site. The service is available to both WACVB member and nonmember bureaus seeking to fill CEO and senior-level staff vacancies.

Best Ideas

Continued from page 4

Submit your best idea online at www.wacvb.com/event_forms/ describe the best idea you've implemented during the past year, convey the project's effectiveness, and include project costs and return on investment information.

Best Idea submissions are due by September 17 deadline extended! Following receipt of the forms, a Board-appointed Task Force reviews the best idea submissions and invites panelists from selected bureaus to present their best ideas at the annual conference in Portland.

The 2007 Best Idea Booklet includes all project submissions will be distributed to registered attendees (CVB staff) at the WACVB conference.

The following member bureaus received outstanding achievement awards in the 2006 Best Idea Program: Anchorage CVB, Tempe CVB, and Virginia City Convention & Tourism Authority. ■

MEMBER information

Welcome New Members

In California...

Calistoga Chamber of Commerce & Visitors Center
1506 Lincoln Avenue
Calistoga, CA 94515
(707) 942-6333
(707) 942-9287 Fax
of ce@calistogachamber.com
www.calistogachamber.com
Rex Albright, Executive Director

Pismo Beach Conference & Visitors Bureau
760 Mattie Road
Pismo Beach, CA 93449
(805) 773-7034
(805) 779-1202 Fax
pbcity@pismo beach.org
www.classicalcalifornia.com
Suzen Brasile, Executive Director

San Fernando Valley Conference & Visitors Bureau
5121 Van Nuys Boulevard, Suite 200
Sherman Oaks, CA 91403-1497
(818) 379-7000
(818) 379-7077 Fax
jaldrich@valleyofthestars.org
www.visitvalleyofthestars.org
Justin (Jay) Aldrich, Director/CEO

In Idaho...

Pocatello Convention & Visitors Bureau
324 South Main, P.O. Box 626
Pocatello, ID 83204
(208) 233-7333
(208) 233-1527 Fax
rsatter@pocatelloidaho.com
www.pocatellocvb.com
Rebecca Satter, Executive Director

Member Updates

New Name

Palm Springs Desert Resort
Communities Convention
& Visitors Authority

New Name

West Hollywood Marketing
& Visitors Bureau

Update to Bureau Name, New Address and New CEO

Washington County Visitors
Association
11000 SW Stratus Street, Suite 170
Beaverton, OR 97008
Contact numbers remain the same.
Ruthie Reinert
ruthie@countrysideofportland.com

New Address

Marin County Visitors Bureau
1 Mitchell Boulevard, Suite B
San Rafael, CA 94903
Contact numbers remain the same.

New CEO

Rancho Cordova (CA) Chamber
of Commerce
Rick Larkey, CEO
rlarkey@ranchocordova.org

New CEO

Bend (OR) Visitor & Convention
Bureau
Doug LaPlaca, Executive Director
doug@visitbend.com

BOARD of DIRECTORS

PRESIDENT

Kathy Janega-Dykes
President & CEO
Santa Barbara Conference & Visitors
Bureau and Film Commission

PRESIDENT-ELECT

Jonathan Walker
President & CEO
Metropolitan Tucson Convention & Visitors
Bureau

SECRETARY-TREASURER

Carol Waller
Executive Director
Sun Valley/Ketchum Chamber & Visitors
Bureau

PAST PRESIDENT

John Cooper
President & CEO
Bellingham Whatcom County Tourism

DIRECTORS

Manette Belliveau
Executive Director
Oakland Convention & Visitors Bureau

Maggie Ivy

Executive Vice President & CEO
Santa Cruz County Conference & Visitors
Council

Maureen "Mo" McElroy

Executive Director
Santa Rosa Convention & Visitors Bureau

Stephanie Nowack

President & CEO
Tempe Convention & Visitors Bureau

Joel Racker

President & CEO
Utah Valley Convention & Visitors Bureau

Kari Westlund

President & CEO
Convention & Visitors Association of Lane
County Oregon

EXECUTIVE DIRECTOR

Teresa Stephenson
WACVB

The Western Association of Convention
& Visitors Bureaus serves more
than 150 member bureaus. Membership
is open to bureaus in the Western
United States and the Western
provinces of Canada.

WACVB

~new address~

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(916) 932-2209 Fax
info@wacvb.com

www.wacvb.com
www.wacvb.travel
www.thewest.travel
www.westerndestinations.travel

CALENDAR of events

2007 WACVB Calendar

**Advanced Meetings/Conventions
Sales Institute Training Program
(SIT II) ***new program*****

October 9 & 10, 2007
The Hotel Captain Cook
Anchorage, AK

**Travel Industry Sales Training
Program (TIST)**

October 9 & 10, 2007
The Hotel Captain Cook
Anchorage, AK

Annual Meeting

October 10-13, 2007
The Hotel Captain Cook
Anchorage, AK

2008 WACVB Calendar

**Meetings/Conventions Sales Institute
Training Program (SIT I)**

April 1 & 2, 2008
E. of 20th & Q. of 2nd & 1st
Anaheim, CA

2008 WACVB Calendar (continued)

Tourism Tech Summit & Vendor Showcase

April 3 & 4, 2008
E. of 20th & Q. of 2nd & 1st
Anaheim, CA

CEO Forum

August 7-10, 2008
Hyatt Vineyard Creek Hotel
Santa Rosa, CA

**Advanced Meetings/Conventions Sales
Institute Training Program (SIT II)**

October 7 & 8, 2008
Tucson, AZ

**Travel Industry Sales Training Program
(TIST)**

October 7 & 8, 2008
Tucson, AZ

Annual Meeting

October 8-11, 2008
Tucson, AZ

