

# NEWSnotes

Published by the Western Association of Convention & Visitors Bureaus

For Member Bureaus ~ March 2008

## Tech Summit & Vendor Showcase

April 3 & 4—Anaheim

Creative and energizing, the Tourism Tech Summit & Vendor Showcase includes technology strategies and solutions to benefit your staff and your organization—April 3 & 4 at Disney's Paradise Pier® Hotel in Anaheim. In a comfortable, casual and friendly environment, you and your industry colleagues will be engaged on all levels.

Thanks to our Summit Planning Committee for their work on the event—Scott Beck, president & CEO, Salt Lake CVB; John Fuhr, vice president of marketing, Anaheim/Orange County VCB; Dale Lockett, president & CEO, Albuquerque CVB; and Bryan White, online technology manager, Travel Portland. Also, thanks to our host bureau, the Anaheim/Orange County VCB, for hosting the April 3 reception.

At the Summit, learn about the latest online strategies and tools to improve efficiency, build traffic and drive favorable results to your Web site. The proper positioning of your travel product online is increasingly important.

Is user-generated content (UGC) and social media the avalanche that will bury us all? Explore the opportunities currently available to DMOs in the realm of UGC and social media.

Online readers are in more of a rush than ever to find the information they need...absorb it...and apply it to the task at hand. Learn how to write effectively for the Web.

Technology and the consumer's demand for instantaneous information are driving the shift in media. Find out how to use tools like video news releases, RSS and search engines to distribute content to the media and directly to the consumer.

Unless you are measuring you can't manage. The essentials of Web analytics and online research will provide an overview of the tools, methods and options in measuring and researching your online customers.

Learn new ways to co-op with hotels and travel partners. Online advertising, e-commerce and keyword search co-op are new and exciting ways to bring more value to hotel partners.

Of all the tools in the destination marketers' toolbox, Web content management software, or CMS, can be one of the most powerful and versatile—and possibly the most misunderstood. Done right, a Web CMS can be the nucleus of your Web strategy and be a CVB marketer's best friend.

The dynamics of consumer travel research, buying and the booking process have been changed by the Internet. To be competitive, DMOs, travel suppliers and travel packagers need to embrace the new online paradigm.

*Meet Our Vendors*—Our Tech Summit refreshment breaks and selected meal/reception functions are strategically located so attendees may spend time with our vendors, learning about technology products and services available to destination marketing organizations.

Walk away from these dynamic, knowledge-packed presentations with tactics and strategies you can apply immediately and successfully. We look forward to seeing you at the Tourism Tech Summit in Anaheim. ♦



## Bureau Budget Survey

New Online Version Soon

The annual Bureau Budget Survey will debut as an online version in the next few weeks. Watch for more information about the annual Bureau Budget Survey via e-mail and mail. The Membership Committee is testing the online survey before opening the survey for member completion.

This annual survey is designed to determine member budget classifications and to provide a focus on those items having an impact on a bureau's budget. Participating CEOs will find the survey compilation useful for planning purposes. The Bureau Budget Survey is a "members-only" program, with results accessible only to survey participants.

Members use the survey information when creating budgets, researching funding sources, and planning bureau expenditures. Your industry colleagues will appreciate your participation! ♦

## Business of Bureaus Workshop

April 2—Anaheim

Are you new to the CVB profession or do you wonder how the other bureau departments function? If you want to see the "whole bureau" picture, you'll want to attend Business of Bureaus Workshop on Wednesday, April 2, at the Disney's Paradise Pier® Hotel in Anaheim.

The workshop is a valuable program for new staff or as a refresher for other staff. The presenters will cover a multitude of bureau management and marketing activities—destination leadership, management issues, marketing, conference/convention sales and services, tourism sales, communications, community relations, membership, and more. The information-packed Business of Bureaus workshop will be presented just prior to the Tourism Tech Summit at the same location.

Presenters include Carol Lentz, executive vice president, services

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## Meetings/Conventions Sales Institute Training (SIT I)

April 1 & 2—Anaheim

*"I believe it helps with the things our bosses might already expect us to know. Many people are given a desk, a stack of papers and a 'good luck.'"*

—From an attendee at the April 2007 SIT I Program.

Attend the two-day **Meetings/Conventions Sales Institute Training (SIT I)** Program, April 1 & 2, to refine your existing sales techniques, learn new selling skills, and accelerate your sales knowledge in the meetings and conventions market. Then you'll be ready to produce results with your new skills. The program is custom designed by Steinhart & Associates.

### Selling Skills

- Identifying new accounts
- Making effective presentations
- Removing resistance at the point of sale
- Negotiating
- Closing
- Prioritizing

### Personal Skills

- Work ethic
- Creativity
- Image projection
- How to accelerate the rapport-building process with customers
- Identifying strengths and weaknesses

Instructor Steve Steinhart, president of Steinhart & Associates, has spoken on the topic of hotel and destination sales and marketing to numerous professional organizations, including WACVB, the American Society of Association Executives, Meetings West, Meeting Professionals International, and Hotel Sales and Marketing Association International.

This is a fast-paced, high-energy sales training program that concentrates on techniques to increase group leads and sales production.

### Additional Sales Training Programs

The **Advanced Meetings/Conventions Sales Institute Training (SIT II)** Program is scheduled for October 7 & 8, 2008, in Tucson, Arizona. The 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 is the instructor for the advanced program.

The **Travel Industry Sales Training (TIST)** Program is leisure focused and is designed for bureau sales staff responsible for the tour and travel and leisure markets. The next TIST program is scheduled for October 7 & 8, 2008, in Tucson, Arizona. The TIST instructor is Tere Stamoulis, principal of The Stamoulis Group. ♦



## CEO Forum in Santa Rosa

Bureau leaders will gather for the 19th annual CEO Forum, August 7-10, in Santa Rosa, California. Maureen "Mo" McElroy (Santa Rosa) and Kathy Janega-Dykes (Santa Barbara) are co-chairs of this year's event. CEO Forum delegates will have several opportunities to relish the famous Sonoma County cuisine and participate in an adventure or two after the Forum sessions. Co-chairs McElroy and Janega-Dykes are cooking up some delightful additions to the Forum program.

During the Forum, CEO will discuss strategies for leading and succeeding at the top. Together, the group will discover answers to management problems as well as tips for working with staff and volunteer leaders. In addition, they will focus on understanding new and continuing challenges affecting our industry.

At the Forum, CEOs also have the opportunity to build peer relationships and participate in a marketing idea exchange.

The Hyatt Vineyard Creek and Spa will be the site for this year's Forum. Centrally located, the Hyatt is just minutes away (walking distance) from a variety of shops and malls in Santa Rosa.

Santa Rosa, the largest city in Sonoma County, is nestled in the center of famous Sonoma Wine Country. The city is an urban blend of art and culture, food, wine and recreation. Santa Rosa is 55 miles north of San Francisco and 30 miles east of the Pacific Ocean.

Also in Santa Rosa is The Charles M. Schulz Museum, Snoopy's Gallery & Gift Shop, and Snoopy's Home Ice (also known as the Redwood Empire Ice Arena)—all located in the same complex. Schulz, creator of the Peanuts cartoon strip, lived and worked in Santa Rosa.

Plan to attend the 2008 CEO Forum—it's a great opportunity to 're-energize' with your CEO colleagues. ♦

### Business of Bureaus Workshop

Continued from page 1

& operations, Travel Portland, and Cami Mattson, president & CEO, San Diego North Convention & Visitors Bureau. Both instructors are experienced bureau executives and have presented numerous sessions at WACVB events and other industry conferences.

The workshop is coordinated by the WACVB Education & Research Foundation. The WACVB Foundation's goal is to condense the workshop content into four or five video modules to be delivered individually online or via DVD. ♦

### Tourism Tech Summit & Vendor Showcase

#### Plan to visit with these exhibitors and sponsors at the Tech Summit—April 3 & 4. (list as of March 4, 2008)

Advanced Reservation Systems, Inc. (ARES)	HyperDisk Marketing, Inc.
Anaheim/Orange County VCB	iTeam Staffing and Training
Aristotle, Inc.	JackRabbit Systems
CVBHotRates.com	Madden Media
Destination Analysts	Maps.com
Directory & Maps USA, Inc.	Miles Media
GoTravelSites.com	Opportunities Unlimited
	simpleview, Inc.

## 2008 Annual Meeting

Tucson Real. Natural. Arizona.

Mark your calendar now for the 2008 WACVB Annual Meeting & Vendor Showcase in Tucson—October 8-11—at the Doubletree Hotel Reid Park. The team at the Metropolitan Tucson CVB is ready to welcome industry colleagues from the West to their city.

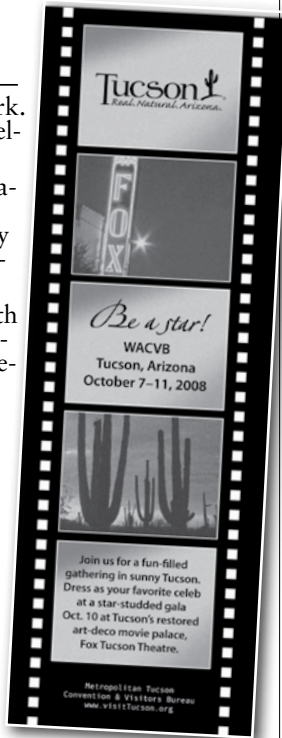
The conference also includes the **Best Idea Program** featuring the “best new idea you’ve implemented during the past year” via an electronic entry form (no fee). The entry form is online at [www.wacvb.com](http://www.wacvb.com)—on the homepage below the Annual Meeting calendar listing.

At the Vendor Showcase CVB representatives meet with suppliers to discuss advertising and publishing opportunities, research and marketing strategies, as well as multimedia and technology solutions.

The sales training sessions will be October 7 and 8, with the conference from late afternoon October 8 to mid-morning October 11.

Tucson is a growing metropolis of 1,000,000. The City’s geography is a postcard image of cactus forests, rolling hills and awe-inspiring mountains. Tucson lies in the borderland, a region that blends the cultures of the United States and Mexico, and has a long history of settlement by ancient Native American peoples, Spanish explorers and Anglo frontiersmen. The weather is mild in October, just right for all kinds of activities.

The WACVB conference is the place for industry education; mark your calendar and join your industry peers in October—you’ll “Be a Star” in Tucson. ♦



## LIBRARY news

### Online Library Resources Available

You can't download just one document! Or, at least that seems to be the consensus of users of WACVB's online Resource Library.



Once a member starts reviewing marketing plans and annual reports or membership surveys and job descriptions—he/she finds additional items to download. It's all at your fingertips 24 hours a day at WACVB's Web site, [www.wacvb.com](http://www.wacvb.com).

The online Resource Library, password required, is available to association members.

The materials have been contributed by a number of member bureaus and are available to assist in managing CVB operations and implementing marketing strategies. Materials will continue to be added to the library; please check back often for new additions.

If you would like to submit an item for consideration, please send your PDF documents to WACVB staff at [info@wacvb.com](mailto:info@wacvb.com). Please show 'WACVB Library' in the subject line of your message. ♦

### About [www.wacvb.com](http://www.wacvb.com)

Thank you for having a Web site that is easy to use! I am a recent transplant to California. After 18 years in Washington, D.C. and all my life in Northern Virginia, I am finding myself geographically challenged in California! Your Web site allowed me to print a list of all your member CVBs in California—I love it! Thank you!

Rita Pierson, Executive Associate, Education and Meetings  
California Physical Therapy Association (CPTA)

## WACVB/CONVENE Western Destinations Guide

*The West: A Natural Environment for Meetings*

The 10th annual WACVB/CONVENE *Western Destinations Guide* was mailed with the March 2008 issue of *CONVENE* magazine. This valuable marketing opportunity showcasing western destinations to top-notch meeting professionals was available exclusively to WACVB members from *CONVENE* magazine, the official journal of the Professional Convention Management Association.

Thanks to these WACVB-member bureaus that advertised in the *Western Destinations Guide*:

- Boise Convention & Visitors Bureau
- Central Oregon Visitors Association
- Davis Area Convention & Visitors Bureau
- Fairbanks Convention & Visitors Bureau
- Oakland Convention & Visitors Bureau
- Greater Phoenix Convention & Visitors Bureau
- Reno-Sparks Convention & Visitors Authority
- Salt Lake Convention & Visitors Bureau

- Santa Fe Convention & Visitors Bureau
- Seattle Convention & Visitors Bureau
- Sonoma County Tourism Bureau
- Spokane Regional Convention & Visitors Bureau
- Metropolitan Tucson Convention & Visitors Bureau
- Meet in Utah
- Washington County Visitors Association
- Whidbey & Camano Islands

Each advertiser that purchased a quarter page or larger ad size received complimentary matching editorial to describe their destination's many assets.

Included in the supplement is a WACVB membership listing with contact information (telephone, fax, e-mail, and Web site address) and a welcome letter from WACVB President Jonathan Walker.

The supplement was mailed to *CONVENE*'s entire audience of 30,000 association decision makers. Additional copies of the supplement are available upon request. ♦





## Awards and Kudos

### Santa Cruz County CVC Celebrates 20 Years of Service

This year, the Santa Cruz County CVC is celebrating its 20th anniversary. During the past two decades, the CVC has been assisting millions of visitors with travel information about Santa Cruz County's coastline, redwood forests, and famous attractions such as the Santa Cruz Beach Boardwalk, Roaring Camp Railroads and 14 California state parks, as well as the arts, eco-tourism adventures and fresh and organic food fare along with wines made by local vintners. The Council staff works with businesses, government, arts organizations and the community at large throughout the county each year to promote this central coast destination to visitors from all around the world. Congratulations!

### Congratulations!

In early January, the Santa Monica CVB thanked its community for helping to sustain tourism for more than two decades with an open house celebration at the Bureau. The milestone officially commemorated SMCVB's 25th anniversary and recognized the organization's service to residents and visitors since 1982. Since then, two Bureau CEOs have helped to change the face of tourism in the community and raise awareness of Santa Monica as the world-renowned premiere travel destination it is today. The founding SMCVB executive director was Beverly Moore (who is currently president & CEO of Marina del Rey CVB). In her time at SMCVB, Moore hired a small staff of office employees and travel counselors, opened a visitor kiosk, created a Santa Monica Web site and marketed the destination to international travelers. Moore's creative ideas and innovative thinking helped put Santa Monica on the map, and make tourism a leading money generator for the City's general fund. Misti Kerns became president & CEO of SMCVB in 2001. She initially joined SMCVB in 1997 as director of sales and Marketing, having earned her rank in the local hospitality community in various



director positions at the Loews Santa Monica Beach Hotel. As the head of SMCVB, Kerns uses her knowledge and skills in hospitality to reshape Santa Monica's image and deliver its brand promise, which is, "The best way to discover L.A.; an unforgettable beach city experience filled with eye-catching people, cutting edge culture and bold innovations. It's the essence of the California lifestyle." Kerns has initiated such community programs as the Beach Summit, to improve and enhance the Santa Monica beach experience, and the "I am Santa Monica Program", to help the hospitality community continue to deliver exceptional service to residents and visitors. In addition, Kerns lead SMCVB staff to complete the City's Green Business Certification (GBC) program on behalf of the Bureau. This year, Kerns became one of just over a hundred people in the world to complete the Certified Destination Management Executive (CDME) program.

### Tempe CVB Receives Award

The Tempe CVB was the recipient of the 2008 Society for Accessible Travel & Hospitality (SATH) Media Award for its *Access Tempe* accessibility guide. The Tempe CVB released *Access Tempe*, a comprehensive guide to Tempe's and Arizona State University's (ASU) accessible features, just over two years ago. The 48-page, four-color guide covers a wide array of categories from accommodations, dining and attractions, to information on local City services, local disability organizations, transportation and ASU. The Tempe CVB also made *Access Tempe* available online at [www.tempecvb.com](http://www.tempecvb.com) in 2007. Produced to help answer the needs of Tempe's residents and travelers with disabilities, *Access Tempe* is the first accessibility guide in Arizona and one of the few in the country. *Access Tempe* is the result of a unique partnership between the Tempe CVB, the City of Tempe, Arizona State University and Arizona Public Service (APS). Tempe is the second destination to receive the highly esteemed SATH Media Award in the 12-year history of the SATH World Congress. Founded in 1976, SATH is an educational non-profit membership organization whose mission is to raise awareness of the needs of all travelers with disabilities, remove physical and attitudinal barriers to free access and expand travel opportunities in the United States and abroad.

### New Washington State Tourism Commission

Kim Bennett, Southwest Washington CVB President & CEO, has been appointed by Governor Gregoire to the new Washington State Tourism Commission. In April, Governor Gregoire signed legislation that created

the new 19-member commission and more than doubles state funding for tourism promotion. Bennett will serve a two-year term and joins Don Welsh, Seattle CVB president & CEO, and Kris Watkins, Tri-Cities VCB president & CEO, as the only CVB representation on the commission. The other positions come from the following industry sectors; lodging, attractions, restaurants, and travel. In addition, one state lawmaker from each of the four legislative caucuses was appointed.

The Commission will be responsible for developing and updating a six-year strategic tourism plan that includes:

1. Promoting Washington as a destination;
2. Providing information on tourism opportunities;
3. Assisting with local tourism partnerships and tourism plans; and
4. Coordinating the development of a statewide tourism marketing plan.

The commission will also be responsible for administering a competitive tourism grant program to enhance local tourism-related activities.



Norman Ford, 2007 President, passes the gavel to incoming 2008 President, Tina Stark, at ACOM's annual conference in Seattle.

### New ACOM President

Tina Stark, director of housing and registration sales for The Housing Connection, a full-service provider of housing and registration services for the meetings and conventions industry and an affiliate of the Salt Lake CVB, recently assumed the presidency of ACOM, the Association for Convention Operations Management, during the group's annual conference in Seattle. A 19-year employee of the Salt Lake CVB and now its affiliate, The Housing Connection, Stark has been an active member of ACOM since 1993 and has held various

positions with the organization before taking over as president. Stark was awarded the 2003 ACOM Member of the Year, and has served as Industry Liaison for the organization where she served on the PCMA Annual Meeting Program Committee developing housing and registration sessions for PCMA and ACOM. In addition, Stark has served on many industry panels for ACOM, DMAI, PCMA and Passkey, and has contributed numerous industry articles to the various association publications.

**Salt Lake CVB's Dianne Nelson Binger Sales Leadership Award Presented to O'Neill, Utley and White**



Salt Lake CVB Dianne Nelson Binger Sales Leadership Award recipients Sally O'Neill, Diane Utley and Mark White are flanked by Scott Beck (left) and Steve Lundgren (right).

During the Salt Lake CVB's Annual Meeting in February in the recently renovated State Capitol, Steve Lundgren, newly-elected Chairman of the Bureau's Board of Trustees, awarded the third annual Dianne Nelson Binger Sales Leadership Award to Sally O'Neill, Diane Utley and Mark White, veterans of the Bureau's sales force. According to Lundgren, 2007 was a monumental year for the sales team at the Bureau, producing its biggest booking month in 12 years, when in December 2007 it collectively confirmed 89,270 room nights for future years, projected to generate nearly \$53 million in direct spending while in Salt Lake. Due to this impact and the fact that the sales department underwent substantial change throughout the year, O'Neill, Utley and White were recognized for their collective expertise that buoyed sales efforts while offering exemplary leadership and direction. Sally O'Neill is director of convention sales and has been an employee of the Bureau since 1987. National Sales Director Diane Utley has been with the Bureau since 1992 and was the leading sales person for room nights booked in 2007. Mark White, vice president of sales and bureau board member, has been with the Bureau since 1993 and was named vice president of sales in 2002. The Dianne Nelson Binger Sales Leadership Award is presented to the Bureau's top sales person(s), in honor

of Dianne Binger, a tireless advocate for Salt Lake and the state. Binger exemplified the traits of a successful sales person and served the Bureau and Salt Lake for 18 years, becoming president & CEO in 2001.

**Vancouver Named Top Canadian Destination**

For the fifth consecutive year, readers of *Travel Weekly* have selected Vancouver as the top Canadian destination. During their annual Readers Choice Awards, held in New York City in December, *Travel Weekly*

awarded Vancouver the top spot in the "Best in Destination: Canada" category. Those who vote in the awards are accredited travel agents who cast their ballots through an open, online process. Vancouver has won the top spot each year that the awards have been held. "It is a great honour for our destination to be held in such high esteem by U.S. travel agents," said Ryan Robutka, Tourism Vancouver's manager of sales & market development, Travel Trade for North America, who was in New York to accept the award. ♦

**Travel and Tourism Works for America Tells the Impact of the Nation's Fifth-Largest Private Industry Sector**

The Travel Industry Association (TIA) recently announced the release of its popular report *Travel and Tourism Works for America*®. The 20-page publication includes details on trip spending in the United States, workforce totals in travel-sector jobs, the most popular trip activities for domestic travelers and the strength in domestic travel versus a weakness in overseas travel to the U.S.

Highlights from major travel industry sectors are also included, such as airlines, cruises, hotels, and packaged travel and tour operators.

Among the facts included in *Travel and Tourism Works for America*:

- Travel and tourism is a \$740 billion industry in the United States.
- TIA ranks travel fifth among 20 major private industry sectors, behind only retail, manufacturing, health and administrative.
- More than 7.5 million people are employed in travel in the U.S. (Jobs in the foodservices sector rank No. 1, followed by lodging and entertainment/recreation).
- Most U.S. travel is for leisure purposes (74 percent). Travel for business accounts for the remaining one-quarter of all domestic trip activity (26 percent).
- Despite a 17 percent decline in overseas travel to the U.S., international travelers overall spent more in the country than U.S. travelers spent while traveling abroad, which created a travel trade surplus for the American economy of \$8.3 billion.
- Two billion domestic person-trips were taken in 2006, an all-time high. Growth is expected in 2007 and 2008 as well.
- More Americans travel by automobile (cars, vans or small trucks) than by any other mode of transportation.

Now in its 16th edition, *Travel and Tourism Works for America* tells the story of the economic, cultural and social impact that travel has on the United States. The report is presented by American Express, TIA's Partners in Travel. Single and bulk copies are available for purchase at [www.tia.org](http://www.tia.org) or by contacting staff at (202) 408-8422. ♦

Source: *Travel Industry Association (TIA)*



# WACVB Education & Research Foundation News

## Destination Web Site Evaluation and ROI Research Project

Assistance Grants Available

The WACVB Education & Research Foundation has partnered with TNS Travel & Leisure to assist DMOs in ensuring more competitive Web sites. Discover how your bureau can get involved in this research project. The Foundation Board invites you to contact Foundation staff at [info@wacvb.com](mailto:info@wacvb.com) for an overview of the Destination Web Site Research and ROI Project—**Web Site Evaluation: A Quantitative Measurement**.

Learn how the research determines the impact the Web site has on “persuading” visitation to the destination and the Web site’s return on investment. The components of the research project include Web site traffic analysis, Web site survey with full analysis, conversion study with ROI analysis, and key driver analysis. Find out how your DMO can get involved in this pay-to-participate research project and discover the ROI for your organization’s Web site.

The Foundation Board is providing some shared-participant funding for qualifying bureaus; contact Foundation staff at [info@wacvb.com](mailto:info@wacvb.com) for the **Web Site Project Application**.

As you evaluate participation in this project, the Foundation Board is aware that interested DMOs may wish to participate in a year or so. Please know the project will be available for future participation.

The **Metropolitan Tucson CVB** and **Travel Portland** have signed with TNS as the project’s first participants. Recently, **Clackamas County Tourism/Oregon’s Mt. Hood Territory** and the **San Diego North CVB** signed on as project participants. TNS Travel & Leisure staff will report on the Tucson and Portland projects at the Tourism Tech Summit in April.

Rick Cain from TNS Travel & Leisure invites your questions about the project. His e-mail address is [rick.cain@tns-global.com](mailto:rick.cain@tns-global.com). WACVB Foundation staff is also available to discuss the project at [info@wacvb.com](mailto:info@wacvb.com) or (916) 443-9012. ♦

## Executive Training Scholarships Available

The WACVB Foundation offers an exciting opportunity for convention and visitor bureau CEOs and senior-level staff executives to earn scholarships to attend executive training programs (e.g., human resources seminar on employee law, university programs, industry conferences, etc.). The executive training programs must be presented by professional organizations or accredited institutions.

The Foundation established this memorial scholarship in honor of Rosalind Williams, former president & CEO of the Newport Beach (CA) Conference & Visitors Bureau.

The scholarship committee determines the number of scholarships to be awarded and the amount of each scholarship. No scholarship grant will exceed \$1,000. Scholarships are nontransferable. Scholarship recipients must attend the full program of the designated educational event—barring any unforeseen emergencies. A scholarship grant must be used within 24 months from date of recipient notification. Grants may be paid to the organization or institution sponsoring selected programs or as a reimbursement to the scholarship recipient or employing bureau.

The next scholarship application deadline is **April 30, 2008**. Applicants will be notified of the Scholarship Committee’s decision after the application deadline. An application is enclosed in this newsletter.

Applications for each of the Foundation’s scholarship programs are available at [www.wacvb.com](http://www.wacvb.com)—click on the **Foundation/Scholarships** link on the home page. ♦

## TIA Teams with Travelocity to Deliver the Official Travel and Tourism Web Site of the United States



The Travel Industry Association (TIA) recently announced Travelocity as the official online travel provider for [www.discoveramerica.com](http://www.discoveramerica.com), the official travel and tourism Web site of the United States. As part of the official designation, Travelocity will offer its online hotel reservation services for the Web site’s five initial markets: the United Kingdom, Germany, Canada, Mexico and Japan. Scheduled to launch in spring 2008, [discoveramerica.com](http://discoveramerica.com), which is being developed through a cooperative agreement with the U.S. Department of Commerce, will reach the top five inbound markets to the U.S., which account for about 75 percent or 37 million international visitors to the U.S. each year.

The site will feature in-depth content on U.S. states, territories and destinations as well as activities, official entry requirements, a community network, and mapping. The site will be available in English for consumers in the UK and Canada, and will be fully translated into French, German, Japanese and Spanish for consumers in Canada, Germany, Japan, and Mexico.

The Web site content encourages consumers to learn more about the U.S., research their travel planning needs and book travel. These efforts are influential in helping to increase international inbound travel to the U.S., a key objective of the Web site. ♦

Source: Travel Industry Association (TIA)

# 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.

## Branding

 living forward.

- In addition to its new name, the **West Hollywood Marketing & Visitors Bureau** has announced a new logo and slogan, *Living Forward*. The new logo is inspired by the concept of a “thought bubble”—commonly seen in illustrations—selected to convey an active, forward-thinking spirit. The Bureau also initiated a brand study of its destination, which culminated in the development of a new brand platform for the destination. The Bureau partnered with Dailey and Associates to develop a strategy to analyze the West Hollywood “product” and determine the best approach to marketing the destination. The result was the *West Hollywood Brand Storybook*, an accordion-shaped piece of print collateral intended to communicate a clearly defined brand strategy across the city. The Storybook outlines vital information that the Bureau sees as crucial to building a strong, unifying identity for the City, such as demographics information, descriptive verbiage to use when talking about the City, strategic steps to activating the brand, and a new brand manifesto. Brad Burlingame, Bureau president & CEO, continues to present the Brand Storybook to a variety of city stakeholders.

## Bureau Names

### travel PORTLAND

- In January, the Portland Oregon Visitors Association (POVA) officially changed its name to **Travel Portland**. The organization also unveiled its new logo and launched a redesigned Web site. These changes, which will be followed by others throughout the year, represent the most visible public elements of Travel Portland's new brand. Although Travel Portland is new as the moniker for the Association, the wording has been in use for several years now, both as the address for Travel Portland's Web site ([www.travelportland.com](http://www.travelportland.com)) and as the title of the City's official visitor magazine. This rechristening of the Association now unifies all components of the Travel Portland brand under the same umbrella. Sockeye Creative, Inc., a local branding agency, has been working with Travel Portland since May 2007 to define and develop the desti-

nation's voice. The work included identifying Portland's key personality traits, gathering visitor perceptions, and then incorporating those elements into both an overall messaging strategy and a new look. “We had always positioned Portland as environmental-ly conscious, outdoorsy, independent, creative, friendly and unfiltered,” explained Travel Portland CEO Jeff Miller. “Our goal with the new brand was to not only continue to highlight these traits but to add a sophisticated urban element—something we hadn't focused on heavily before.”

## Convention Centers

- A four-year-old project to re-shape Phoenix's meetings-and-convention industry from the ground up reached its highest point in late February when a steel girder was hoisted by crane to the uppermost reaches of the Phoenix Convention Center's North Building. This “topping out” ceremony marked a major milestone in the convention center's \$600 million expansion project, which began in 2004 and is on schedule to be complete this December. When the fully expanded **Phoenix Convention Center** welcomes its first meeting groups in January 2009, it will feature nearly 900,000 square feet of exhibition and meeting space, three ballrooms with cutting-edge audio and video technology, \$3.2 million worth of public art, and ecologically friendly features like solar paneling and a water-harvesting garden.

- Team San Jose, current operator and manager for the San Jose McEnery Convention Center and Cultural Facilities has received approval from the Mayor and City Council to extend their agreement for another five years. Team San Jose has served the City by increasing revenues 67 percent and bringing more events and visitors to San Jose. Team San Jose, a unique partnership between local hotels, the labor community, cultural arts leaders, the **San Jose CVB** and Centerplate (food and beverage partner) will also continue to employ city staff under its model. Additional direction included creating performance measures to evaluate the impact of tourism on the community through hotel room nights, visitor spending and creating benchmarking opportunities to compare San Jose to competing destinations. Specific performance targets were also approved to increase concerts at the Civic Auditorium. Team San Jose has seen strong customer service results with more than 97 percent of customers stating they would return again in the future. San

Jose's unique structure enables the team to offer one stop shopping for meeting planners.

## Culinary Marketing

- **LA INC.** The **Los Angeles Convention and Visitors Bureau** has partnered with American Express and a group of LA restaurant industry leaders to introduce dineLA, a program to showcase the region's multi-cultural culinary scene to locals and visitors. The [dineLA.com](http://dineLA.com) Web site offers a restaurant guide featuring more than 2,000 restaurants. When it was launched in January, this online community also featured restaurant-focused editorial content written by well-known local food writers, chefs and industry profiles, and an extensive food and wine events calendar. “We are thrilled to be in partnership with American Express and the local restaurant community to continue to bring them the attention and recognition that they deserve,” said Mark Liberman, president & CEO of LA INC. The first event launched was dineLA Restaurant Week which took place during two consecutive weeks in late January and early February. Dining experiences were available in two categories: Deluxe Dining is \$15 for lunch and \$25 for dinner; and Premier Dining is \$22 for lunch and \$34 for dinner (beverages, tax and gratuity are not included). This provided guests the opportunity to experience many different types of cuisine, dining neighborhoods and restaurants during the event.

- Visitors who don't have an entire day to devote to wine tasting can now follow the Santa Barbara Downtown Urban Wine Trail—all in one afternoon. Visitors can taste their way through eight wineries and tasting rooms conveniently located in downtown Santa Barbara. Most wineries offer wine purchase drop-offs at local hotels for tasters trekking on foot or bicycle. The **Santa Barbara CVB** has Urban Wine Trail Maps at all of the wineries on the tour route or at the downtown visitors center.

## Cultural and Natural Heritage

- The City of Ventura has a new designation as a Preserve America Community. Preserve America is a White House initiative aimed at encouraging and supporting community efforts to preserve and enjoy priceless cultural and natural heritage. “This means a great deal to our community and potential visitors,” said **Ventura VCB** Executive Director Jim Luttjo-

*Continued on page 8*

## Bureau News

Continued from page 7

hann. With the new designation, Ventura will be eligible for Preserve America grants and road signage; use of the identifying logo; and listings in the organization's directory, Web site, and national media releases.

### Destination Videos

- Headquarters to Intel Corporation and many other high-tech giants, the city of Santa Clara has long been known to business travelers for its high-tech luster. Now, a new video produced by the **Santa Clara CVB** highlights many of the City's diverse visitor attractions. You can view the video online at [santaclara.org](http://santaclara.org) or by typing "Santa Clara Silicon Valley" on [www.youtube.com](http://www.youtube.com). "A lot of people are going to be surprised when they watch this video," says Steve Van Dorn, president of the Santa Clara Chamber of Commerce and CVB. At just less than two minutes, video highlights include California's Great America theme park, the Intel Museum, Mission Santa Clara, Santa Clara University, the Triton Museum of Art, Farmer's Market, and other local attractions.

### Green-Friendly Initiatives

- The **West Hollywood MVB** is incorporating earth-friendly practices into everyday workplace activities. This initiative directly correlates with the WHMVB's new slogan of "Living Forward" and contributes to the global goal of preserving our environment. In partnership with Cultivate Communications, the WHMVB has printed its official 2008 West Hollywood Visitors Guide, and will print all further collateral, on earth-friendly paper. The WHMVB recently implemented the use of USB flash drives, which are small, lightweight and rewriteable to supplement the use of full, printed press kits. The flash drives include an electronic representation of a West Hollywood Media Kit, and also allow the media to more easily, and quickly access the data. The WHMVB office has implemented a company-wide recycling program where staff members recycle aluminum cans and plastic bottles. Any large surplus of paper is picked up by, and recycled by Cultivate Communications. The Bureau also plans to offer recommendations for local hotels and other businesses on how they can "green up" their working environment. The WHMVB's green activities come on the heels of the City of West Hollywood's "Green Building Ordinance" which establishes one of the first mandatory "green building" programs in the country.

### International Marketing

- The **San Francisco CVB**, in partnership with San Francisco International Airport (SFO), traveled on a

sales mission to Asia earlier this year to meet with airlines, tour operators, group organizers, media, and tourism and government officials. The sales mission, which has been in the works for several months, comes on the heels of recent legislation allowing Chinese citizens easier access to travel in the U.S. "We've visited China several times in the past few years, recognizing the potential of this immense market for both leisure and business travel," said Deborah Reinow, vice president of tourism for the SFCVB. "In the past, it was more difficult for Chinese citizens to travel to the U.S. for pure leisure purposes to the U.S. There are now 133 countries with Approved Destination Status and the rate of Chinese outbound travel is growing." The agreement was signed Dec. 11, 2007, between the China National Tourism Administration and the U.S. Commerce Secretary. This new arrangement is expected to result in an increase in the number of Chinese leisure visitors in America beginning this spring. Currently, about 300,000 Chinese citizens visit the U.S. each year. This number is expected to increase to about 579,000 by 2011. The SFCVB launched a Chinese language Web site, [www.onlyinsanfrancisco.com.cn](http://www.onlyinsanfrancisco.com.cn), in December 2007 to provide information about the City and SFO to prospective Chinese travelers. In a related activity, the San Francisco CVB, in partnership with SFO, has opened a representation office in South Korea. By the year 2009, the Republic of Korea will be included in the Visa Waiver Program (VWP) and Korean travelers will be able to visit the United States without a visa. As a result of the VWP, Korean tourism is expected to increase by 100 percent from 900,000 currently to 1.8 million after the waiver.

### Marketing Campaigns

- Las Vegas has a new marketing campaign to supplement its main tourism theme, "What Happens Here, Stays Here." The effort, led by R&R Partners for the **Las Vegas CVA**, is called "Your Vegas Is Showing," and in a mix of TV, print, radio and online components will promote the city's dining, shopping and entertainment.

- The **Central Oregon Visitors Association** and Mt. Bachelor developed a cooperative marketing and advertising campaign to position Central Oregon's destination winter vacation product as a "Real Winter" experience. The campaign included two different, but complementary, 30-second television commercials produced to look, feel and sound like a world-class movie theater trailer. The television commercials convey myriad different experiences that Central Oregon and Mt. Bachelor offer visitors in an au-

thentic winter setting. The campaign ran primarily in the Portland metro market from December through March directing viewers to experience "Real Winter" in Central Oregon and receive a copy of the Official Central Oregon Visitors Guide.



*Ski Salt Lake's Steven Nyman finishes second on the difficult Birds of Prey downhill course, his third World Cup podium and 13th top-10 World Cup finish. (Photo: Eric Schramm)*

- The **Salt Lake CVB** recently announced its continued sponsorship agreement with U.S. Ski Team member and Utah native Steven Nyman, promoting the marketing organization's Ski Salt Lake program. The 25-year old Nyman will compete on the season-long FIS World Cup circuit, primarily in Europe, bearing the Ski Salt Lake logo on his "headgear" (helmet and hat). Ski Salt Lake is a cooperative sales and marketing program promoting Salt Lake County's four world-class resorts: Alta and Snowbird in Little Cottonwood Canyon, and Brighton and Solitude in Big Cottonwood Canyon, all of which are within 30 minutes of downtown Salt Lake.

### Visitor Centers

- The **Ventura VCB** has moved to a new location at 101 South California Street and had a grand opening in early January. The new location increased the size of the visitors center from 3,500 to 4,300 square feet. "Our new corner location has a distinct advantage because it has windows facing two of Ventura's main streets - California and Santa Clara," explains Jim Luttjohann. In fact, analysis by the Ventura VCB reveals that visitor numbers from July through December virtually doubled between 2006 and 2007, after the move last year to a storefront facing California Street. "We have served more than 28,000 visitors since January 2007 and not only are we seeing more visitors, they are staying in the center longer and picking up more information about our city and the region." Visitors at the new center have plenty of information to choose from - partners sharing space at the new center include Ventura Harbor Village, Buenaventura Art Associa-

tion, Limoneira Tours, Heritage Valley Tourism, Downtown Ventura Organization, and Fillmore and Western Railway Co. The average length of time a visitor stays in the center is currently 18 minutes – and the average in-town stay for a day visitor is four hours. Day visitors are a driving force of Ventura tourism, comprising an estimated 82 percent of the total visitor volume, and are primarily Californians.

### Visitor Safety

• In October, the Las Vegas CVA and Las Vegas Metropolitan Police Department joined in breaking ground on the first new area command substation since 2002. “This new substation is the result of a strong community partnership between the LVCVA and Metro, and we are pleased to make this a part of our Enhancement Program,” said Rossi Ralenkotter, president & CEO of LVCVA. “We are committed to providing our visitors with the greatest experience possible, and safety and security is a key element.” The substation will provide increased public

safety to the Las Vegas Convention Center, the surrounding neighborhood and parts of the Strip corridor. The new substation is part of the LVCVA’s \$890 million Master Plan Enhancement Program that will provide an overall facelift to the Las Vegas Convention Center. The program will also provide land for a Clark County Fire Station.

### Web Sites

• The Santa Clara Chamber and CVB’s Web site, [www.santaclara.org](http://www.santaclara.org), has a new look and added functionality. The Silicon Valley city’s site now features a Flash photo montage on its home page, a link to an all new “Santa Clara blog,” and a virtual concierge for quick access to comprehensive visitor information. The home page visual highlight is a continuous moving scroll featuring high-resolution photographs of the City’s prominent sites. The blog features insider views of what’s happening in the city, with functionality to enable readers to add their own commentary. The virtual concierge quickly links visitors to diverse Silicon Valley

attractions. The popular Santa Clara hotel booking engine takes a more prominent position on the page allowing visitors to browse traveler specials and securely book reservations online.

• San Francisco is the gateway to many California cities and destinations. World-class wines, historic gold mines, monster surf waves, every kind of snow sport and more wait just beyond the City’s bridges. The San Francisco CVB has dedicated a “region” of its Web site, [www.onlyin-sanfrancisco.com](http://www.onlyin-sanfrancisco.com), to the attractive areas outside San Francisco, making it easier for visitors to branch out. An interactive map visually guides visitors of coastal Half Moon Bay and Santa Cruz, Silicon Valley, the East Bay, Sausalito/Marin, the Wine Country, North Coast/Mt. Shasta, Lake Tahoe/Sacramento, Yosemite/Central Valley and Monterey/Carmel. The Web site includes directions on how to get to each destination, what to do and, once there, suggestions on where to eat and stay. An events calendar also helps visitors plan their activities. ♦

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## Meeting Professionals International and American Express Study Forecasts Solid 2008 for Meeting Industry

According to *FutureWatch 2008*, the definitive market trends study for the global meeting and event planning industry, meeting professionals expect healthy attendance and budget increases in the coming year. The 6th annual international study, conducted by Meeting Professionals International (MPI) and sponsored by American Express, surveyed 1,643 meeting and event professionals and suppliers from around the world, which is the largest response in the last three years to a *FutureWatch* study.

Overall, meeting and event professionals expect a 19 percent spike in attendance in 2008. The finding was matched by a prediction that interest in Web casts and other compliments to live meetings will also rise, but clearly will not displace the strategic value of face-to-face meetings.

“This year’s study showed that while meeting and event professionals are embracing technology, its greater role is in enhancing events, not replacing them,” said Bruce MacMillan, president & CEO of MPI

Among its findings, *FutureWatch 2008* also found:

- Rapid move toward globalization expected, not just discussed. *FutureWatch* respondents expect their industry to globalize rapidly in the coming year.

- Budget growth predicted despite worldwide economic concerns.
- All respondents expressed concern about an economic downturn in 2008.
- Industry is going “green” and interest in environmental sustainability has not bypassed the meeting planning industry.

### Facilities/venues and bids

- City hotels are the most frequent venue choice for all planner categories. Interest in resort hotels is driven primarily by corporate and independent planners, predominantly in the U.S. Conference centers and university settings are most likely to draw government-hosted events, while convention centers will draw the largest share of their business from associations and independent planners.
- Across all planner categories, the most frequent practice in 2007 is to invite three properties to bid on the contract to host a meeting. However, more than one-quarter of planners and more than one-third of independents are already offering their events to 10 or more facilities, and larger offers will become increasingly common in 2008.

### Building the relationship

- Planners are now much more interested in competitive pricing, flexible contracts and preferred vendor agreements with key suppliers, less concerned with fast turnaround on proposals, and considerably less amenable to personal reward programs and hospitality. Planners suggested suppliers could position themselves more effectively by delivering outstanding service, working through national/global sales offices, responding precisely to RFP requirements, offering free Internet at meeting facilities and forming partnerships to “create actual relationships, not just schmoozing.” Suppliers said their relationship strategies included better knowledge of client needs, more frequent contact and effective use of technology.

Complete *FutureWatch 2008* results detailing the economic, societal and travel industry trends expected to impact the meeting planning industry are available online at [www.mpiweb.org](http://www.mpiweb.org) or [www.americanexpress.com/meetingsolutions](http://www.americanexpress.com/meetingsolutions). ♦

Source: Meeting Professionals International (MPI)

# PEOPLE *on the go*

**Desa Basulto** is the new CVB director at the Turlock Chamber of Commerce and Convention & Visitors Bureau.

**Brian Belkin** has been named sports marketing manager for the Tempe CVB. Belkin will be responsible for promoting Tempe as the destination of choice for amateur sporting events. Tempe is currently home to several sports competitions such as the P.F. Chang's Rock 'n' Roll Arizona Marathon & ½ Marathon, the annual Tempe Thanksgiving Soccer Tournament, Insight Bowl and multiple triathlons. Belkin most recently served as game operations manager for the Arizona Diamondbacks where he was responsible for all entertainment and promotions during Diamondback games including pre-game ceremonies, in-game promotions and post-game concerts.



**Tammy Blount** has been named executive director of the Tacoma Regional CVB. A tourism and marketing veteran, Blount brings 18 years of leadership experience to her new position. She spent 11

years with Tourism Vancouver, the Greater Vancouver CVB from 1989 to 2000. There she held key management positions in marketing, sales, advertising, convention housing, community relations, membership, visitor information and reservation services, strategic planning, communications and call center operations. Blount began her career in sales and operations in the hotel industry in 1987. She left Tourism Vancouver to marry sports columnist Terry Blount and move to Texas in 2001. There she was development director of the Texas Ranger Hall of Fame and Museum in Waco for one year until she and her husband moved to Dallas-Fort Worth. She then led several sales and marketing teams in the home-building industry before joining Impact Marketing as its vice president of sales and marketing.

**Don Cohen** has been appointed as the convention and visitors bureau manager for the City of Bakersfield. Cohen is a long-time Bakersfield resident who has been actively involved in promoting Bakersfield in a number of ways. Most recently he was vice president and general manager for Corky McMillin Companies, where he managed its regional office of 30 agents and staff. Cohen has been a

member of the Bakersfield Redevelopment Agency where he served two terms as its chair. Cohen began his position effective February 4, 2008.



**Jeremy Cunningham** has been appointed a national sales manager at the Salt Lake CVB. Cunningham will work with all SMERF (social, military, ethnic, religious and fraternal) groups. He has extensive experience in public relations and marketing in the banking, broadcasting, market research and entertainment industries. Before joining the SLCVB, Cunningham worked as a public relations and marketing consultant in Salt Lake City; in government relations with Zions Bank; and held positions with Salt Lake's Richard Paul Evans Publishing & Christmas Box Foundation, Capital Broadcasting and Wheeler Farms after attending the University of Washington.

**Summer DeForest** has been appointed sales coordinator for the Newport Beach CVB. DeForest recently served as the visitors concierge for the Bureau for the past two years, and will work directly with the sales staff.



The Olympia-Lacey-Tumwater VCB has named **Mike Dexter** as its new executive director. Dexter has more than 20 years of destination marketing experience in California, Colorado and most recently, Iowa, where he was president & CEO of the Cedar Rapids Area CVB from 1994 to 2005. For the past two years, he has worked as a consultant in destination marketing and management.

Lake Havasu City CVB Projects Manager **Jessica Dietrich**, who had been both selling and helping to produce events, will now be spending her time making the events happen. Dietrich has been instrumental in putting on the London Bridge Days the past two years as well as several other well attended events.

LA INC. The Los Angeles Convention and Visitors Bureau has announced the appointment of **Melissa Dyck** as manager, client services. In

her new position with the Bureau, Dyck is responsible for managing and coordinating all client needs up to and including the meeting dates in LA for their convention center or self-contained event. Additionally, Dyck also works with the sales department during certain site inspections. Prior to joining the client services department, Dyck was an event manager for the National Pork Producers Council (NPPC).

**Bette Haddock**, a seasoned hotel sales veteran, has been appointed national sales managers for the Newport Beach CVB. Haddock brings more than 20 years of experience in the hotel industry with an impressive record of exceeding her annual room night sales goals on a yearly basis. She will cover the Midwest market and will also work the vertical markets of financial, insurance and pharmaceutical. She most recently served as associate director of sales and marketing for The Hilton Waterfront Beach Resort in Huntington Beach, California and was the associate director of sales for the Hyatt Regency Newport Beach.



The Salt Lake CVB has appointed **Patrick Higgins** as convention sales director. Higgins will oversee city-wide groups in the trade, business and commercial market segment. Prior to joining the Salt CVB, he worked in sales for the Palm Springs Desert Resorts and Reno-Sparks Convention & Visitors Authorities, as well as with Salt Lake's TechSkills, MeetingsAmerica and Production Group International.



The Metropolitan Tucson CVB has named **Graeme Hughes** as director of convention sales. Before joining the MTCVB team, Hughes worked at The Westin La Paloma Resort & Spa for 12 years and most recently was the director of sales at Loews Ventana Canyon Resort.

**Nicole Jiannino** is the new travel counselor at the Lake Havasu City CVB. Jiannino will be assisting visitors plan their vacations to the city, find hotels, restaurants and more.

LA INC. The Los Angeles Convention and Visitors Bureau has appointed **Barbara Kirklighter** as senior sales director, sales development and oper-

ations, responsible for working closely with Bureau partners to establish and implement programs and opportunities which will enhance revenue for the Los Angeles Convention Center, LA hotels and other related businesses. Additionally, she will establish revenue enhancing programs and oversee the sales reporting system for the Bureau. Prior to joining LA INC., Kirklighter was regional director of revenue for Interstate Hotels and Resorts. She was responsible for total hotel revenue for 19 properties.

LA INC. The Los Angeles Convention and Visitors Bureau has announced the appointment of **Ashley Lampe** as manager, client services. In her new position with the Bureau, Lampe is responsible for managing and coordinating all client needs up to and including the meeting dates in LA for their convention center or self-contained event. Additionally, Lampe also acts as an extension of the sales department during certain site inspections. Prior to joining the client services department, Lampe worked for five years as an associate and project manager with the Los Angeles Sports & Entertainment Commission (LASEC), an affiliate of LA INC. In her role with LASEC, Lampe assisted the process of securing premier sporting and entertainment events for the City of Los Angeles, and played a key role in promotions, event management and client services.

**Melissa Laughlin** has joined the Vacaville CVB as its new executive director. Laughlin previously was with the Merced Bureau.

Vice President **Jarrold Lyman** will also be taking on some new responsibilities at the Lake Havasu City CVB, as he will increase time spent promoting filming in Lake Havasu City, and also securing sporting events. He will also continue to serve as the CVB's spokesperson and handle media information.

**Jeannette Moerbe**, a former hotel sales manager for some of the nation's top-hotel brands, has been appointed as national sales manager at the Newport Beach CVB. Moerbe recently served as the national sales manager at the Hyatt Valencia where she focused on the corporate market for California and the East Coast. Prior to that, she served as group sales manager for Lavi Industries in Valencia, California, and was the event meeting manager for the Warner Center Marriott in Woodland Hills, California. Moerbe will be based in Los Angeles targeting the Greater Los Angeles meetings market.



In December, the Board of Directors for the Santa Clara Chamber of Commerce and Convention-Visitors Bureau approved the promotion of **Lisa Moreno** to general manager of the

Santa Clara Convention Center. Moreno has been with the organization for more than 21 years. She previously held the title of assistant general manager working under Chamber of Commerce and Convention-Visitors Bureau president and general manager Steve Van Dorn. Recently, Moreno has been instrumental in leading the convention center's current ballroom expansion project. She began her career at the convention center in guest services the year the building opened—1986. She then worked as an event manager, director of event services, and director of operations. The Santa Clara Convention Center features 262,000 square feet of wireless meeting space, a 607-seat multimedia theater, 25 breakout rooms, and 2,000+ free parking spaces.



The Sacramento CVB has appointed **Terry Selk** as director of tourism. Selk spent 18 years in various positions with the California Division of Tourism and the California Travel and Tourism Commis-

sion, most recently as director, travel trade development. He directed trade outreach efforts to domestic and international tour operators, created cooperative marketing programs, managed the representation contracts for California's five overseas tourism offices and produced two television series for international broadcast and DVD distribution. Selk started his marketing company, TASMAR Enterprises, in 2006. He developed programs for destinations and travel companies involving food, wine and golf products and services.

**Kristen Shields** has been promoted to marketing and sales manager at the Lake Havasu City CVB. She will be working to arrange sales trips, plan site visits, and coordinate the needs for tour groups. ♦

## 25th Annual National Tourism Week

May 10-18 – “Discover Great American Traditions”

The Travel Industry Association (TIA) announces the selection of “Discover Great American Traditions” as the theme for the 25th annual National Tourism Week, to be held May 10-18.



The silver anniversary theme encourages travel to American locales and highlights the role that tourism plays in discovering the icons of a destination.

“From baseball games and Broadway shows to ‘The Great American Road Trip,’ our collective memories are filled with places and activities traditionally associated with travel,” said Roger J. Dow, president & CEO of TIA. “For our 25th celebration of National Tourism Week, TIA is presenting cities and states with a theme and resources to help them interpret and celebrate the defining assets of their destinations.”

TIA expects to have refreshed resources, including a National Tourism Week logo and updated industry facts and figures, available soon for use by industry organizations. For more information, go to [www.tia.org/ntw](http://www.tia.org/ntw).

National Tourism Week is a collective effort to promote the power of travel through customized outreach events in communities nationwide. The goal is to enhance the country's economy, security and perception, and recognize the cultural and social benefits created by travel and tourism.

### History of National Tourism Week

National Tourism Week was established in 1983 when the U.S. Congress passed a joint resolution designating the week to be celebrated in May 1984. In a White House ceremony, President Ronald Reagan signed a Presidential Proclamation urging citizens to observe the week with “the appropriate ceremonies and activities.” Industry leaders and public relations professionals from the major travel and tourism trade associations were the first volunteers to manage the annual event. By January 1986 industry leaders had formed a permanent full-time office at TIA to sponsor the event and expand tourism awareness into year-round programs. ♦

### Future National Tourism Week Dates

- May 9-17, 2009 (26th Annual)
- May 8-16, 2010 (27th Annual)

# MEMBER information

## Welcome New Members

### In California...

Yuba-Sutter Chamber  
of Commerce  
429 10th Street  
Marysville, CA 95901  
(530) 743-6501  
(530) 741-8645 Fax  
lnicholson@yubasutterchamber.  
com  
www.visitubasutter.com  
*Laura Nicholson*  
Executive Director/CEO

### In Colorado...

Boulder Convention & Visitors  
Bureau  
2440 Pearl Street  
Boulder, CO 80302  
(303) 442-2911  
(303) 938-2072 Fax  
maryann.mahoney@bouldercvb.  
com  
www.bouldercoloradousa.com  
*Mary Ann Mahoney*  
Executive Director

## Member Updates

### New CEO

Desa Basulto, CVB Director  
Turlock Chamber of Commerce  
and Convention & Visitors Bureau  
desa@visitturlock.org

### New CEO

Tammy Blount, Executive Director  
Tacoma Regional Convention  
& Visitors Bureau  
tammy@traveltacoma.com

### New CEO, E-mail and Web Site

Don Cohen, Manager  
Bakersfield Convention & Visitors  
Bureau  
dcohen@bakersfieldcvb.us  
cvb@bakersfieldcvb.us  
www.bakersfieldcvb.us

### New CEO

Melyssa Laughlin  
Executive Director  
Vacaville Conference & Visitors  
Bureau  
mlaughlin@vacavillenow.com

### New Address

The Newport Beach Conference  
& Visitors Bureau  
1200 Newport Center Drive,  
Suite 120  
Newport Beach CA 92660  
Contact numbers remain the same.

### New Address

Ventura Visitor & Convention  
Bureau  
101 South California Street  
Ventura, CA 93001  
Contact numbers remain the same.

### New E-mail and Web Site Addresses

Virginia City Convention  
& Tourism Authority  
info@visitvirginiacitynv.com  
www.visitvirginiacitynv.com

# BOARD of DIRECTORS

### PRESIDENT

*Jonathan Walker*  
President & CEO  
Metropolitan Tucson Convention & Visitors  
Bureau

### PRESIDENT-ELECT

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

### SECRETARY-TREASURER

*Stephanie Nowack*  
President & CEO  
Tempe Convention & Visitors Bureau

### PAST PRESIDENT

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

### DIRECTORS

*Scott Beck*  
President & CEO  
Salt Lake Convention & Visitors Bureau

### Manette Belliveau

Executive Director  
Oakland Convention & Visitors Bureau

### Maureen "Mo" McElroy

Executive Director  
Santa Rosa Convention & Visitors Bureau

### Dale Lockett

President & CEO  
Albuquerque Convention & Visitors Bureau

### Joel Racker

President & CEO  
Utah Valley Convention & Visitors Bureau

### Kathryn Smits

Executive Director  
Beverly Hills Conference & Visitors Bureau

### Don Welsh

President & CEO  
Seattle's Convention & Visitors Bureau

### EXECUTIVE DIRECTOR

*Teresa Stephenson*  
WACVB

*The Western Association of Convention  
& Visitors Bureaus serves more  
than 145 member bureaus. Membership  
is open to bureaus in the Western  
United States and the Western  
provinces of Canada.*

### WACVB

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info@wacvb.com  
www.wacvb.com  
www.wacvb.travel  
www.thewest.travel

www.westerndestinations.travel

# CALENDAR of events

## 2008 WACVB Calendar of Events

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

April 1 & 2, 2008  
Disney's Paradise Pier® Hotel  
Anaheim, CA

### Business of Bureaus Workshop

April 2, 2008  
Disney's Paradise Pier® Hotel  
Anaheim, CA

### Tourism Tech Summit & Vendor Showcase

April 3 & 4, 2008  
Disney's Paradise Pier® Hotel  
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  
Doubletree Tucson Reid Park  
Tucson, AZ

### Travel Industry Sales Training Program (TIST)

October 7 & 8, 2008  
Doubletree Tucson Reid Park  
Tucson, AZ

### Annual Meeting & Vendor Showcase

October 8-11, 2008  
Doubletree Tucson Reid Park  
Tucson, AZ