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**WACVB**

Published by the Western Association of Convention & Visitors Bureaus

For Member Bureaus ~ September 2009

# newsnotes

## 2009 Annual Meeting

### Destination Marketing Education

There has never been a time in our profession more so than today that we must review our tactics in destination marketing and develop strategies for the future of destination marketing. Pikes Peak was discovered more than 200 years ago, now it's our turn to reaffirm our skills to climb our destination marketing mountain.

WACVB President Carol Waller invites destination marketing colleagues to come to Colorado Springs for the October 14-17 Annual Meeting & Vendor Showcase to learn from industry

colleagues, noted experts and veteran researchers gathered at the conference.

What can you expect at the conference?

- Tactics to respond to trends and developments shaping our industry and communities
- Tips for controlling your day and the technology we use daily
- Ways to make a small marketing budget work big
- Ideas for presentations that will wow your funding agencies
- The latest about mobile media and social media marketing
- Updates on consumer trends and niche travel markets
- Marketing approaches using 'green' to draw groups and visitors

- Pointers on sales and marketing strategies based on market conditions
- High-level networking with colleagues at the CEO and staff roundtables
- And, a fun evening at the Flying W Ranch and two exciting post-conference activities.

**Register today and review the full listing of session descriptions in the brochure at [www.wacvb.com](http://www.wacvb.com).**

The popular CEO Roundtables and Staff Specialty Roundtables are also part of the Annual Meeting schedule. Participate in an open-discussion format with your colleagues. Each roundtable will be facilitated by a peer.

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## Annual Meeting

Continued from page 1

We'll also be presenting awards for this year's Best Idea Program. Was your idea entered in time? The objective of the Best Idea Program is to share innovative techniques or imaginative approaches to promoting your destination, managing your organization, providing services, and communicating with stakeholders.

The extraordinary learning and networking experiences would not be possible without the support of our sponsors and vendors. Please be sure to visit with them during the Vendor Showcase. (See sidebar.)

We'll also be presenting the Association's special Spirit of Leadership Award during the conference. Past recipients include Rick Davis, Carol Lentz, Cami Mattson and Jonathan Walker.

You'll enjoy our host destination—**Colorado Springs**. It captures the western spirit and majestic beauty of a mountain resort town. Our Colorado Springs CVB hosts have planned a special outing to the Flying W Ranch on Friday evening (October 16). The Flying W Ranch is an actual working mountain cattle ranch located in the foothills of Colorado Springs. They have been specializing in authentic western food and western-style entertainment since 1953. Guests experience picturesque natural surroundings, an authentic Western Village and mighty tasty Chuckwagon Suppers. The Flying W Wranglers entertain with their outstanding Western Stage Show.

The schedule also includes two post-conference activities on Saturday, October 17. Enjoy a tour of Colorado Springs with lunch or attend the football game at the U.S. Air Force Academy. See the [online registration brochure](#) for complete information/fees.



Bureau leaders gather at the 20th annual CEO Forum in Utah.

## Special thanks to our Annual Meeting vendors and sponsors for their participation and support. (as of September 16).

Collinson Publishing  
Colorado Springs CVB  
Destinations Magazine/  
The McNeill Group, Inc.  
iDSS  
Imagine CDs  
Madden Media  
Meetings West  
Meredith Travel Marketing  
Micro Maps  
PCMA/Convene  
Salt Lake CVB  
Schneider Publishing/Association News/  
SportsTravel/TEAMS Conference  
simpleview, inc.  
Smart Meetings  
Software Management Inc.  
TIG Global, LLC  
TNS Global  
Weaver Multimedia Group  
Zeitgeist  
Consulting

## CEO Forum 20 Years of Exchanging Ideas

Forty CEOs gathered at WACVB's 20th annual CEO Forum at Sundance Resort, co-chaired and hosted by Joel Racker (Utah Valley), Bill Malone (Park City) and Scott Beck (Salt Lake City).

This year's 40 CEO Forum delegates came from seven states, with eight CEOs participating as first-time attendees. Seventeen represented bureaus with budgets of less than a \$1 million, with 23 having budgets of more than \$1 million.

The state of the economy and its effect on travel and changing social values and the perceived affordability of travel were discussed by CEOs. Bureau funding—including alternate sources of funding—and ROI measurements were also popular topics of discussion. Bureau leaders discussed the challenges of branding a destination and the sports market as well as the effective use of marketing technologies, including social media.

In addition, perennial topics such as staff retention and incentives, bureau relationships with partners, and effectively communicating with

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## HOST BUREAU

Experience Colorado Springs  
at Pikes Peak CVB  
[www.visitcos.com](http://www.visitcos.com)



## Get Your Sales and Marketing Training in Colorado Springs

*SIT II and TIMST October 13 and 14*

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

The *new* Advanced Meetings/Conventions Sales Institute Training Program (SIT II) is slated for October 13 & 14 just prior to the 2009 Annual Meeting in Colorado Springs. The *new* SIT II training program is designed to introduce the most advanced and state-of-the-art selling skills to accelerate the sales knowledge of sales personnel with several years of experience in the bureau industry or who serve in a leadership capacity responsible for the management of personnel.

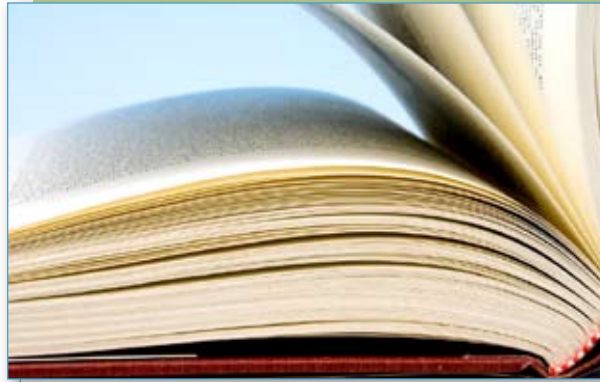
The new SIT II track includes the following topics:

- Introduction
- Common Denominators of Extraordinary Salespeople
- Time Management
- Harnessing Electronic Data
- Why Customers Mistrust Hospitality Salespeople
- Growing and Expanding Your Sales Force
- Evaluating Your Presentation Skills
- What Customers Love About Hospitality Salespeople
- Developing Customer Loyalty
- Selective Selling/Stealing a Blue Chip Account
- Market Segment Case Studies

The topics and materials in the *new* SIT II program are advanced and include the analysis and problem solving of case studies. The case studies are delivered by actual meeting, event and travel planners.

*Prerequisite for Attendance:* To register for this *new* advanced sales training program, delegates must have attended WACVB's SIT I Program or have three years of experience in destination marketing sales. Each attendee is required to bring a laptop to use during the program.

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Looking for industry materials, reports and samples? Check out the materials in WACVB's online Resource Library. Go to [www.wacvb.com](http://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.

A big thank you to the Jennifer Wesselhoff, President & CEO at the Sedona Chamber of Commerce, for these recent contributions to the Resource Library.

Sedona Board Policy Book 2009 | Bylaws 2009 | Social Media Policies 2009

**Call for Materials:** WACVB members are invited to submit materials for inclusion in the electronic/online Resource Library. **Please send documents (PDF or Word) to [info@wacvb.com](mailto:info@wacvb.com) – please show 'WACVB Library' in the subject line of your message.**

## Travel Advisory Board Reports on Meetings to Commerce

The economic viability of the travel and tourism industry is dependent on government policies that promote rather than threaten meetings, conventions and incentive travel, according to a letter prepared by the U.S. Travel and Tourism Advisory Board (USTTAB) for Commerce Secretary Gary Locke.

Locke attended a meeting of the USTTAB in Washington, D.C., September 16 and said the administration is well aware of the importance of travel and tourism to the nation's economy and to reversing the high rate of unemployment that has slowed the U.S. economic recovery. Travel and tourism is the nation's second largest services export industry and one of America's largest employers. However, nearly 200,000 travel-related jobs were lost in 2008 and an additional 247,000 will be cut this year, according to estimates from the Labor Department.

USTTAB submitted a number of concerns and recommendations to assist Commerce in stemming the tide. They include supporting the passage of the Travel Promotion Act, which has cleared the Senate but not the House; thoughtful and proactive handling of the H1N1 virus and its impact on travel; and coordinated efforts with Homeland Security and the State Department to ensure that visa, federal inspections and other travel burdens are reduced for foreign visitors.

The meeting on September 16 with Secretary Locke also included a presentation on new research from the U.S. Travel Association linking business travel to business growth. Conducted for USTA by Oxford Economics, the study revealed that for every dollar invested in business travel, businesses experienced an average return of \$12.50 in increased revenue. The report also confirms the value of in-person meetings, and estimates that 28 percent of current business would be lost without face-to-face meetings. Roughly 40 percent of prospective customers are converted to new customers with an in-person meeting, compared to 16 percent without such a meeting.

"When companies reduce their travel budgets, there are negative consequences that we can now quantify, in terms of lost revenue and profit growth, and in terms of giving competitors a distinct advantage," said Adam Sacks, managing director of Oxford Economics, who presented the report.

*Source: ASAE's Inroads (American Society of Association Executives)*  
*Inroads is a weekly publication of ASAE's Public Policy Division*

# Foundation News

## 2009 Raffle Fundraiser Tickets Available

### At Upcoming WACVB Events

This year's raffle prize package includes three nights lodging at the Sheraton Waikiki and three nights lodging at the Moana Surfrider Resort & Spa, both located on world-famous Waikiki Beach. The package will be valid from November 2009 to November 2010, courtesy of Starwood Hotels & Resorts, Waikiki.

Madden Media is back with us again as a Foundation supporter by donating funds for roundtrip airfare for two from a western gateway city to Honolulu.

The WACVB Education & Research Foundation will be selling raffle tickets for the Hawaii Trip Package at the Annual Meeting. The ticket form is also available for download at [www.wacvb.com/foundation.html](http://www.wacvb.com/foundation.html).

Think sunshine, gentle ocean breezes and relaxation for six nights and seven days!

#### Raffle Tickets

1 ticket = \$25 • 5 tickets = \$100

#### Raffle Funds Go Toward Scholarships and Research Grants

Since 2003, the WACVB Foundation has funded 47 scholarships and issued research project grants totaling more than \$10,000.

The WACVB Foundation offers several opportunities for convention and visitor bureau personnel to earn scholarships to attend training programs. Information and 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.



Special thanks to our trip package donors

**STARWOOD**  
HOTELS & RESORTS WAIKIKI

**madden media**  
connecting people to places

## Web Site Research and ROI Project

The WACVB 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. 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. The Foundation is providing shared-participant funding for qualifying bureaus; contact Foundation staff 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 and research grants will be available for future participation.

Bureaus that have completed this research project include: Metropolitan Tucson CVB, Travel Portland, and San Diego North CVB.

## Scholarships Available

The WACVB Education and Research Foundation administers several scholarship programs to fund educational opportunities for CVB CEOs and staff. Scholarship applications are at [www.wacvb.com/foundation.html](http://www.wacvb.com/foundation.html).

## CEO/Staff Executive Training Scholarships Awarded

The Foundation granted scholarships to three CEOs who attended the August 2009 CEO Forum in Utah. Each Foundation scholarship grant was for \$850. The CEO/Staff Executive scholarships are available for attendance at a variety of executive training programs, such as human resources seminars, industry conferences, or university classes. The executive training programs must be presented by professional organizations or accredited institutions.

### Scholarship recipients:

**Amy Spain**  
Executive Director  
Snohomish County (WA) Tourism Bureau

**Brenda Wallace**  
CEO  
Unalaska/Port of Dutch Harbor (AK) Convention & Visitors Bureau

**Jennifer Wesselhoff**  
President & CEO  
Sedona (AZ) Chamber of Commerce

The purpose of the various Foundation scholarship programs is to assist bureaus with the cost of offering high quality professional development opportunities and continuing education to their staff and CEOs, thereby raising the level of professionalism in our industry.

### Tech Summit Scholarships Available

Materials for next year's Destination Marketing Tech Summit scholarship program will be posted to the [WACVB Web site](#) this fall (click on the Foundation button). The Tech Summit scholarships include registration as well as travel and lodging expenses.

## Foundation Fundraising Events at CEO Forum

Thanks to a few hearty folks who hiked 17 miles just prior to the CEO Forum to raise funds for the Foundation. The little group of hikers experienced extraordinary scenery and beautiful views as they hiked 4,580 feet in elevation to the summit of Mt. Timpanogos in Utah. Also, a handful of golfers participated in the golf tournament fundraiser in conjunction with the CEO Forum. Thanks to all who played in the tournament.



## Salary and Budget Surveys Online

*Participate today...your colleagues will thank you!*

*Results available only to those WACVB-member bureaus that participate.*

### Bureau Budget Survey

The annual Bureau Budget 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 bureau profiles 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!

The same log-in and password is used to access both surveys.

### Salary & Benefits Survey

#### New Search Feature Added for Results

The 2009 edition of the WACVB CEO and Staff Salary & Benefits Survey is available online for completion. As with all WACVB surveys, the salary and benefit survey is a participatory survey, with access to results only available to those member bureaus completing the online survey.

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

We've added a new geographic (state/province) search feature to the criteria when accessing survey results.

**Reminder: The more member bureaus that participate in the surveys, the more valuable the survey data.**

# Bureau News

## Attractions

• For the first time in 70 years, the Virginia & Truckee Railroad—the richest short line in American history, rolled into Carson City in mid-August along the same silver path paved by the excesses of the Virginia City mines and mavericks of the infamous 1860s



Comstock Lode. The rumble of wheels signaled the near completion of a \$55 million project 17 years in the making. The inaugural run on August 14 featured a ceremonial ride for 140 modern era VIPs along the 12.8-mile reconstructed portion of the 16.7-mile original route between Nevada's sister cities. It will offer public rides every Saturday through October. There were major celebrations at both ends of the line in Virginia City and Carson City. "Carson City has stood behind the V&T leaders including Harry Reid and Dean Heller from the beginning, as it strengthens our area as a tourist destination and adds to our many attractions," said Candace Duncan, executive director of the **Carson City CVB**. When completed in 2011, the V&T is expected to serve as a major tourism attraction to the area. Train rides will be packaged with lodging stays, restaurants and shopping options to link the area's fabled past with the present and shape its promising future as a prominent vacation destination. Funding for the modern project has come from numerous sources including federal and state grants, Carson City and the Convention & Visitors Bureau through transient occupancy tax, and donations.

• The **Ventura VCB** is making it easier for visitors to discover all the great and off-the-beaten-path local wineries and cellars in the area on its new Wine Trail Tours. Offered on Saturday and Sunday, the Ventura County Wine Trail Tour introduces guests to local boutique vintners and award-winning wines. Participants visit tasting rooms and meet the wine makers while taking in the beautiful scenery and historic locations. Saturday and Sunday offer a different tour itinerary, so patrons can spend the whole weekend enjoying the local viticulture scene. The tour costs \$75 per person and includes four wineries, a gourmet snack box, and transportation. The tour departs from the Ventura Visitors Center every Saturday and Sunday at 11am and returns at 5pm.

## Blogs

• With a name that plays on both the city's bike-ability and a passion for talking it up, **Portland Spoke** is **Travel Portland's** new blog. This is where Travel Portland staff members share insights on favorite events, travel tips and little-known destinations in Portland and the surrounding region [www.portlandspoke.com](http://www.portlandspoke.com). Other blogs include: Shopping Blog <http://www.discover-portlandshopping.com/> and Music Blog <http://www.indiemusicportland.com/>.



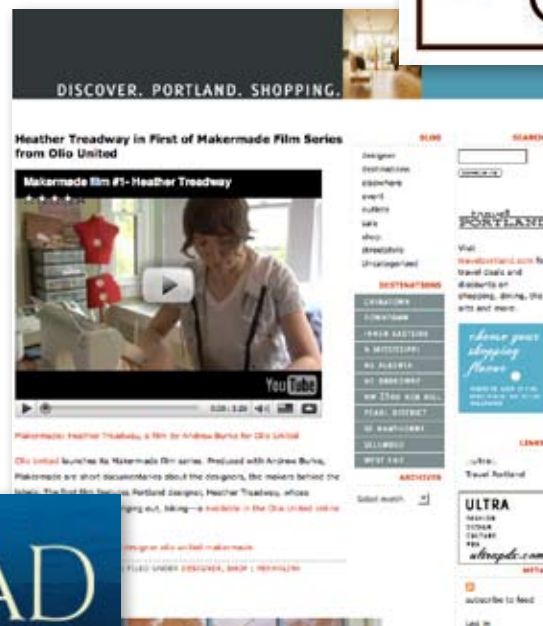
## Bureau Names

• The **Carlsbad CVB** has announced a new name and logo for the organization—Visit Carlsbad. Board Chair Randy Nakagawa commented, "The old name did not reflect our focus,

which is bringing visitors to Carlsbad and could be confusing since we do not actually have a convention center." Nakagawa also noted "there will be a rebranding campaign as well as plans for a new high-tech, interactive website launching later in the year."

## Convention Centers

• The City of Las Cruces has unveiled a new logo that will be used to promote the soon to be built **Las Cruces Convention Center**. The logo, based on a concept designed by the **Las Cruces CVB** and approved by City Council, features the Organ Mountains back dropped against desert landscape and a bank of mountain foothills. The sun from the City's logo rises above the mountains in a bright clear blue sky. "The idea was to give people a sense of Las Cruces' natural beauty," said CVB Executive Director Ken Mompellier. "The Organs are the city's most famous natural icon, and for many that is



what they think of when they hear Las Cruces. We also wanted to emphasize the fact that Las Cruces is a year-round destination with sunshine almost everyday." The logo will be used on collateral material, Web sites and promotional items produced to promote the new facility, which broke ground on June 29.



### Green Services and Green Meetings

• San Francisco has always been at the forefront of the green movement, especially now with hybrid taxis, a ban on plastic bags, a solar-paneled convention center, a solar-paneled scoreboard at AT&T ballpark and scores of hotels, restaurants attractions and tours doing their part. The **San Francisco CVB** calls this ardor for the environment “ecothusiasm” and has developed a new section on its Web site, [www.onlyinsanfrancisco.com/green](http://www.onlyinsanfrancisco.com/green), to show visitors, meeting planners and businesses how to take their own “ecothusiasm” to a deeper shade of green. “Our new Web pages provide resources and information for everyone who wants to learn about what they can do to join this world-wide effort,” says Joe D’Alessandro, SFCVB president & CEO. A new blog on the SFCVB site, Eco411, contains ideas and information about planet-friendly businesses and activities. Links to the Mayor’s office and San Francisco’s Department of the Environment provide readers with information about the City’s commitment to reducing everyone’s carbon footprint. For visitors, there’s a section on “Green Your Trip.” The city’s extensive public transportation system is highlighted as a way to save money while saving the planet and getting around like a true San Franciscan. The “Green Your Meeting” section provides information about the award-winning Moscone Center, one of the world’s most environmentally responsible convention centers. Meeting planners will find resources and tips for increasing attendance while reducing impact. The “Green Your Business” is designed for SFCVB members and any business that wants to take the next steps by pursuing best practices and certification programs. To reach “GreenSF,” visit [www.onlyinsanfrancisco.com/green](http://www.onlyinsanfrancisco.com/green).

### Housing Services

• **The Housing Connection, LLC**, a subsidiary of the **Salt Lake CVB**, completed the acquisition of Orchid Event Solutions, LLC, effective June 1, 2009. Collectively, The Housing Connection (THC) and Orchid Event Solutions have been providing registration and housing services to the meeting and event industries for more than 20 years. For the past four years, Orchid has been providing registration systems and management support to THC under a multi-year operating agreement. Included with the purchase of Orchid is its highly versatile software and registration expertise that

enables THC to provide customized registration processes. “Our customers often have complex and unique requirements for integrating registration results and data with their membership databases, and Orchid consistently delivers superb solutions,” commented Tina Stark, director of sales for THC. “Its multilingual capability, including Japanese, Korean, Chinese, Spanish and Russian, is an increasingly important part of our success as well.” Processing more than 200,000 transactions annually, THC/Orchid is now one of the largest full-service registration and housing providers in the U.S.

### Marketing Campaigns

• The **Santa Cruz County CVC** received nearly 5,000 entries in its “Playcation” Spring Marketing Campaign sweepstakes. All entrants received a traveler’s guide and information on hotel and attraction specials. In late July, the winner was randomly selected from the entries. The CVC gave away the prize as a way to help promote budget-friendly travel activities. The winner’s package includes accommodations at a beach house vacation rental, season passes to the Santa Cruz Beach Boardwalk, tickets to Roaring Camp Railroads, shopping certificates to use in Capitola Village, a season pass to California state parks, a round of golf for four guests, and surfing lessons. The CVC’s marketing campaign and prize package was made possible with the support of numerous local partners.

### Meetings and Conventions

• The **Scottsdale CVB** has launched a **Scottsdale’s Room Rate Challenge** program for meeting planners. The program allows meeting planners to submit a proposal to the Bureau from any hotel or resort from across the contiguous United States (except Maricopa County in Arizona), Hawaii, Canada, or the Caribbean, and the Scottsdale CVB will work with comparable Scottsdale properties to meet or beat the room rate, dates, meeting facility space and room night requirements. Meetings valid for this program must be booked and actualized in Scottsdale through March 31, 2010. Forty properties—from limited service hotels to luxury resorts—are participating. For complete details, visit <http://www.scottsdaleratechallenge.com/>.

### Mobile Media

• Don’t worry about finding a DeLo-rean fitted with a flux capacitor. Thanks to TeleTales, all you need to do a little time travel is your trusty mobile phone. Sprinkled throughout **Oregon’s Mt. Hood Territory** are 26 **TeleTales** locations. At each site, just dial the phone number displayed on the sign and listen as actors dramatically enact stories related to the location. Visitors may also download the audio files to their iPods for an even more futuristic experience. Among the TeleTales attractions are Oregon City’s McLoughlin House, a National Historic Landmark that was once the residence of Dr. John McLoughlin, the “Father of Oregon;” the historic Canby Ferry, one of only three remaining vehicle ferries in Oregon; and the Oregon City Municipal Elevator, a 1955 lift with a retro-future mid-century design and one of only four outdoor municipal elevators in the world.

### Packages

• **Travel Portland** has the answer for travel planning in the form of a wide range of **hotel packages** that highlight the city’s eclectic culture. Since the word has spread about the great indie music scene, of course there’s an offer for music lovers. Ditto for the drama fans, who can opt for tickets to their pick of local theater companies. Other arts packages tease the cerebellum with trips to the Portland Art Museum or tastes of the local literary scene. The family-friendly packages usher the gang straight to the zoo to see Portland’s beloved baby elephant, or to child-focused museums. If this is a “no kids allowed” kind of trip, there a package of sensuous offerings for romance and luxury stays, or even girls’ getaways (heavy on the spa trips and cocktails). And the altruistic can enjoy Portland with a clear conscience as Travel Portland rolls out the green carpet with voluntourism and sustainable packages.

• The **West Hollywood MVB** has announced the launch of the Turn Night Into Day hotel package, available at twelve of the city’s A-list hotels at [www.whinsiders.com](http://www.whinsiders.com). The Turn Night Into Day hotel package is customized for each hotel and includes a valuable insider’s guide and a limited-edition West Hollywood sleep

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# Research/Trends



## Travel Intentions of Americans Improving, According to Latest *travelhorizons*<sup>TM</sup> Survey

The travel intentions of U.S. adults appear to be on the rise, according to the latest *travelhorizons*<sup>TM</sup> survey, the nationally representative survey that is co-authored quarterly

by Ypartnership and the U.S. Travel

Association. Almost two-thirds (63 percent) of U.S. adults expect to take at least one trip for leisure purposes between August 2009 and January 2010, up from 61 percent who expressed the same intention in July 2008. Assuming Americans act on their stated intention, this will translate into an estimated 142 million U.S. adults taking at least one overnight trip during the next six months.

"Americans' continued strong interest in travel and positive perceptions of its affordability are positive signs for the industry," said Roger Dow, president & CEO of the U.S. Travel Association. "The cost of travel remains at historic lows, giving consumers phenomenal options and the opportunity to stretch their dollars farther." According to the national survey of 2,362 respondents conducted between July 21-28, 2009, the average number of overnight trips U.S. adults intend to take during the next six months increased to 2.8 from 2.6 in July 2008. Travelers remained concerned about having sufficient money for travel; however, the majority of adults who are planning to take a trip are adjusting to more limited leisure travel budgets by indicating that they expect to spend less on travel services compared to last year. They also intend to comparison shop for deals, especially online.

The July Traveler Sentiment Index<sup>TM</sup> (a derivative of six variables measured in the quarterly survey) also reflected consumers' improved sentiment. After falling slightly between February and April 2009, the index rose to 92.1 (against a base of 100 in March 2007), and three points above the number recorded in April 2009 (89.1). All six of the index indicators displayed gains from the last calendar quarter with the exception of one: "money available for travel."

"These results reaffirm our belief that downward pressure on the average household budget continues to present the biggest challenge for the industry, not interest in or the desire to travel," said Peter C. Yesawich, chairman and CEO of Ypartnership. "And that's precisely why value remains king for U.S. travelers."

Source: U.S. Travel Association



## 2010 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 2010 issue of *Convene* and mailed to more than 35,000 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.

Rates begin as low as \$500 net and are the same as they were in 1999! All advertisers purchasing ¼ page or larger will receive FREE matching editorial to describe their destinations' many assets.

Additionally, WACVB will receive up to six pages of editorial to promote the West as a meetings/convention destination. Reserve your space now! Contact Albert Pereira at (312) 423-7277 • [apereira@pcma.org](mailto:apereira@pcma.org) or Jamie Rice at (312) 423-7248 • [jrice@pcma.org](mailto:jrice@pcma.org).

Let's promote the West together! Take advantage of WACVB's partnership with *Convene*!

"Being a part of the WACVB/Convene Western Destinations Guide 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

**Bureau News**

Continued from page 7

mask. Launched in July, *WH Insiders* is an “economic stimulus” program created by the City of West Hollywood and the West Hollywood MVB to provide savvy residents and visitors with special offers from the city’s restaurants, shopping, nightlife, spas and hotels. When booking a Turn Night Into Day Package, visitors receive customized offers (i.e., free parking, free breakfast, from each hotel, in addition to the insiders guide with special offers from West Hollywood businesses and the limited edition sleep mask. For a look at the program, visit [www.whinsiders.com/hotels](http://www.whinsiders.com/hotels).

**Shopping/Dining Offers**

• The City of West Hollywood has long offered shopping, dining, hotel and entertainment options. Now, with the launch of *WH Insiders*, residents and visitors alike can live more like an

- 20% off at Voda Spa for first-time clients
- 15% off at 655 Home (designer furnishings) by Phyllis Morris
- 20% off non-Happy Hour prices at Fiesta Cantina.

To take advantage of the dozens of insider-only offers, visitors simply go to [www.whinsiders.com](http://www.whinsiders.com), print out a certificate and present it at the participating business. *WH Insiders* also allows users to share their favorite offers via social networks, such as Facebook and Twitter. *WH Insiders* is offered at no cost to business owners. The program was developed in response to research showing that consumers are looking for “value-added” features that help them extend their budgets. Consumers are also trending toward shorter trips and vacations closer to home, so the program is targeted to locals and potential visitors from throughout Southern California and other drive markets. Business owners have the option to submit their offers directly on the Web site or contact Bureau staff with their offers.

**Social Media**

• The **Sonoma County Tourism Bureau** has created a site as the platform

The Bureau also hired bloggers to write about things of interest to visitors, and the Bureau collects blogs as well. The Bureau staff also blogs about a variety of topics. The Bureau hosted a wine bloggers conference and did a special wine and food tattoo contest as well. In addition to the SCTB Facebook and Twitter pages, the Bureau staff maintains their own Facebook, LinkedIn and Twitter sites to promote the destination. According to SCTB President & CEO Ken Fischang, “We have a CRM campaign that is closely managed so we are only sending people what they specifically want to know about.” A few months ago the Bureau launched an Intercept Marketing Campaign where the call to action is a text message that connects texters to package specials that change weekly. This campaign targets a younger demographic of visitors to the San Francisco Bay Area and residents of the Bay Area. They used the SF Airport, Bay Area Rapid Transit (BART) stations, train cars, and several other applicable Web sites. For more information about the campaign, text: wine95495.

• Social media, Web 2.0, YouTube, iPhones, Facebook, Tweets and Twitter... technology is changing how people gather information and live their lives. What does this mean for the visitor bureaus and efforts to grow tourism? Following their strategic and marketing plans, the **Yakima Valley VCB** is developing strategies to expand the use of technology. In March, the Bureau started a **Twitter** account for visitor related information. It has seen steady growth with people signing up to receive their Tweets. The Yakima Valley VCB also created a tourism-focused **Blog** with expanded information and background on local events and attractions. Both can be accessed from their Web site. Recently, the Bureau added an **industry Blog** geared to the local tourism industry, community leaders and the general public. It contains information on tourism



“insider” with tips and exclusive offers from West Hollywood’s businesses. *WH Insiders* is an economic stimulus program developed by the **West Hollywood MVB** in partnership with the City of West Hollywood. From everyday purchases to luxurious experiences, the program will highlight insider-only promotions and specials offered by a wide spectrum of businesses, such as:

- 20% off full-price merchandise at clothing boutique ARCADE by Rochelle Gores
- Buy-one-get-one-free cupcakes at Buttercake Bakery

for its social media marketing efforts (<http://inside-sonoma.com/>). The Bureau hired a “Lifestyle Ambassador” who is also a filmmaker to craft some of the videos at the site; the other videos were collected from YouTube, or what individuals submitted to the Bureau.

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# People on the Go



The Fresno City and County CVB named interim President and CEO **Jeff Eben** as the permanent CEO in June. Eben served as the interim CEO for five months, after serving two

years as deputy mayor for the City of Fresno. His 25-year career in education, includes classroom experience and as well as principal of Clovis East High School. Eben is also a motivational speaker who has toured internationally and authored three books, including one titled "Leading by the Seat of My Pants."



The San Luis Obispo County VCB Board has selected a new executive director to lead the 23-year-old tourism marketing agency. **John Summer**, former KSBY-TV anchor and co-founder

of Central Coast Magazine (CCM), has accepted the position. Summer comes to the Bureau with a background in marketing, advertising, publishing and public speaking. Commenting on his new role, Summer said, "I'm very excited to be a part of the SLOCVCB. I have been affiliated with the Bureau for many years and wholeheartedly believe in their mission and marketing plan. My goal will be to unite the cities in the county and work collaboratively and fervently to promote tourism—our number one industry."

## Awards/Kudos

Santa Monica CVB vice president of sales and services, **Alison Best, CDME**, recently completed the Certified Destination Management Executive (CDME) program. An advanced educational program for veteran and career-minded destination management executives looking for senior-level professional development courses, the CDME certification is held by fewer than 500 people worldwide. The focus of the program is on vision, leadership, productivity and the implementation of business strategies, preparing executives for increasing change and competition, and teaching them how to become more effective organizational and industry leaders.

**Kenneth J. Fischang, CHME, CMP**, president & CEO of the Sonoma County Tourism Bureau (SCTB), was appointed to a three-year term on the board of directors for Destination Marketing Association International (DMAI) in August. Fischang said, "I'm honored to be asked to join the board. I'm proud of our staff and SCTB board

who work so hard at making Sonoma Country an attractive destination. It's this work that prompted DMAI to ask me to take a leadership role in this international destination." Fischang recently participated on a panel discussing "Financing Destination Marketing Organizations in a Time of Crisis," at DMAI's annual conference. "SCTB was used as a model about how innovative funding can work to market a destination through challenging economic times," Fischang said. "It's important to understand our organization is a cutting-edge financial role model. Using a business improvement area as a primary funding source is still unique."



The Sacramento Chapter of SGMP (Society of Government Meeting Planners) has named its 2009 Supplier of the Year: **Betsy Kennedy**, convention sales manager at the

Sacramento CVB. Kennedy has been active in SGMP since 2005 and this past year she volunteered to serve on the Silent Auction and Elections Committees. This year's auction netted nearly \$12,000—far exceeding past years' events. She also coordinated the 2009 SGMP elections process. Kennedy has been with the Sacramento CVB since 2007 managing California State Government, SMERF, western regional associations and western corporations.

**Hannah Schnell**, Santa Monica CVB manager of sales & services, was named the recipient of the Society of Incentive & Travel Executives - Southern California (Site-SoCal) Young Leadership \$1,500 Academy Scholarship, which allowed her to represent Santa Monica at Site's Global Young Leader Academy in Reykjavik, Iceland. Designed to build the next generation of performance improvement leaders through motivational and educational experiences, Schnell had the opportunity to network with planners, hoteliers and representatives from destination management companies and CVBs from 15 different countries and participate in roundtable discussions to gather feedback on Santa Monica as a meetings and incentive destination.



*Gary Sherwin (left), president & CEO of Newport Beach CVB, accepts the gavel as the new CalTIA Chairman of the Board, from outgoing Chairman Scott Tanner.*

**Gary Sherwin**, president & CEO of the Newport Beach CVB, has been appointed Chairman of the California Travel Industry Association (CalTIA) Board of Directors for 2009-10. Sherwin will lead the collective effort, along with 37 other state travel and tourism executives, to protect and promote the \$97 billion tourism

industry in California. Sherwin was officially appointed Chairman during the 2009 CalTIA Conference on Tourism hosted in Newport Beach in June. A 24-year travel and tourism veteran, he was appointed president & CEO of the Newport Beach Bureau in 2006. Sherwin previously held executive positions with the Palm Springs Desert Resorts CVA, Long Beach CVB and the Los Angeles CVB. Sherwin is also a nationally recognized destination brand advisor and co-author of the book "Destination BrandScience," published by the Destination Marketing Association International. He is a board member of the Destination Marketing Association International Foundation Board of Directors.

The Spokane Regional CVB and the Park City Chamber/CVB have earned accreditation from the Destination Marketing Association International's (DMAI) Destination Marketing Accreditation Program (DMAP). Only 93 destinations worldwide have earned the distinction. DMAP is an international accreditation program developed by the Washington, DC based Destination Marketing Association International (DMAI). In earning the DMAP accreditation, destination marketing organizations (DMOs) communicate to their community, buyers and potential visitors that their DMO has attained a significant measure of excellence. DMAP accreditation standards cover a wide variety of topics including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships. DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing. For additional information on DMAP visit [www.destinationmarketing.org](http://www.destinationmarketing.org).

### Bureau News

*Continued from page 9*

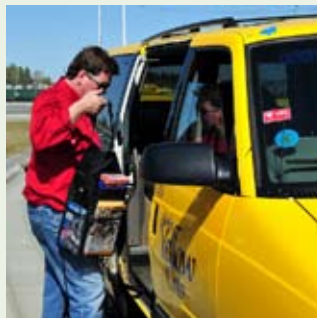
trends, the latest local and national travel news plus updates on the Bureau's efforts to build tourism. And the Sports Commission developed a [Facebook page](#) for the Hot Shots 3-on-3 basketball tournament. This summer the Bureau was awarded a grant from Washington State Tourism to develop and post six, one-minute video Podcasts to our Web site and social media sites like YouTube. According to John Cooper, Yakima Valley VCB president & CEO, "This is just the beginning of our efforts to expand exposure of the Yakima Valley through technology applications and social media."

### Visitor Information/Collateral

**Anchorage CVB** staff spent a spring afternoon at Ted Stevens Anchorage International Airport installing information pouches into more than half the local taxicabs. ACVB employees installed and filled each pouch with Anchorage visitor information including the 2009 Official Guide to Anchorage and *Local Flavor!* The 2009 Official Anchorage Restaurant & Entertainment Guide, in addition to brochures and other information. The information pouches were very well received and taxi drivers were treated to goodie bags and refreshments from the Bureau. Pouches were also installed in several hotel shuttle buses. "Cabs and shuttles are the first point of contact for many visitors to Anchorage," said Steve Halloran, vice president of community, member and visitor relations for the ACVB. "With these products in the taxi cabs and hotel shuttles, we're bringing Anchorage visitors and ACVB members closer together," said Halloran. A byproduct of this recent overture is happy taxi drivers. "They (the taxi drivers) have been really appreciative of what we've done so far," said Halloran. The information pouches were refilled regularly throughout the summer by ACVB staff and volunteers.

### Web Sites

- The Bakersfield CVB has launched its new destination Web site, [www.visitbakersfield.com](http://www.visitbakersfield.com). The new site offers users essential, valuable information about Bakersfield as well as provides a convenient resource for travel planning. Simple navigation, more accessible content and enhanced meeting planner tools allow users to find information quickly including where to stay, explore, eat, meet and shop in Bakersfield. The site highlights key points of interest such as photo tours, current promotions, and an events calendar. Visitors can also create a detailed travel itinerary, which can be printed or e-mailed. Elements and sections of the site continue to be developed, with plans for a mobile site launch sometime within the next year.



*The Anchorage Convention & Visitors Bureau installs information pouches in taxis.*

*Photo Credit Rebecca Coolidge*



*Steve Halloran of the ACVB installs an information pouch in the backseat of an Anchorage taxi.*



# Calendar of Events

## 2009

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

October 13 & 14, 2009  
Antlers Hilton Colorado Springs

### Travel Industry Marketing & Sales Training (TIMST) Program

October 13 & 14, 2009  
Antlers Hilton Colorado Springs

### Annual Meeting & Vendor Showcase

October 14-17, 2009  
Antlers Hilton Colorado Springs  
*Registration for all October events*  
Antlers Hilton online reservations [[click here](#)]  
Registration brochure download [[click here](#)]  
Register online [[click here](#)]



### Sales Training Programs

*Continued from page 3*

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

Attn: For delegates who attended one of the previous SIT II Programs (October 2008 or October 2007), WACVB invites those delegates to attend the *new and enhanced* SIT II Program. WACVB is offering a \$100 discount off the registration fee for attendance at the *new* SIT II Program; this discount is available *only* to those delegates who attended one of the previous SIT II programs in October 2008 or October 2007.

The **Travel Industry Marketing & Sales Training Program (TIMST)** is leisure focused and designed for bureau sales staff responsible for the tour and travel and leisure markets. The TIMST program is scheduled for October 13 & 14, in Colorado Springs.

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.

Instructor Tere Stamoulis, the founder of The Stamoulis Group (TSG), has more than 30 years of experience in the hospitality industry. Before establishing TSG, she was the executive vice president for the Long Beach Area

CVB and also served as the Bureau's vice president of travel industry sales, where she managed a team of eight and oversaw satellite offices in the United Kingdom and Germany. Prior to her work in Long Beach, Stamoulis held positions at Sea World of California, the Santa Monica CVB, and the Pasadena CVB. She has been a guest speaker for a variety of industry organizations and events, including WACVB, UCLA Travel Industry Outlook Conference, TTRA, USTA (formerly TIA), and SITE.



Registration information is online at [www.wacvb.com](http://www.wacvb.com) – see the home page for the Annual Meeting brochure and online registration. Participants must attend both days of the selected training program. Fees include two-day workshop, workbook, morning and afternoon refreshment breaks, and a daily group luncheon.

## 2010

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

March 23 & 24, 2010  
Renaissance Seattle Hotel

### Destination Marketing Tech Summit & Vendor Showcase

March 25 & 26, 2010  
Renaissance Seattle Hotel

### CEO Forum

August 5-8, 2010  
Sedona, Arizona

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

October 12 & 13, 2010  
Hilton Salt Lake City Center

### Travel Industry Marketing & Sales Training (TIMST) Program

October 12 & 13, 2010  
Hilton Salt Lake City Center

### Annual Meeting & Vendor Showcase

October 13-15, 2010  
Hilton Salt Lake City Center

## Member Updates

### New Members

#### In California...

#### MERCED VISITOR SERVICES

710 West 16th Street, Merced, CA 95340  
(209) 724-8105  
[bakerk@cityofmerced.org](mailto:bakerk@cityofmerced.org)  
[www.yosemite-gateway.org](http://www.yosemite-gateway.org)  
Karen Baker, Manager

#### In Utah...

#### MOAB AREA TRAVEL COUNCIL

P.O. Box 550, Moab, UT 84532  
(435) 259-1340  
[events@discovermoab.com](mailto:events@discovermoab.com)  
[www.discovermoab.com](http://www.discovermoab.com)  
[www.moabutah.info](http://www.moabutah.info)  
Marian DeLay, Executive Director  
Michele Hill, Facility & Events Coordinator



BE  
FLEXIBLE



FIND  
BALANCE



MANAGE  
WISELY



INNOVATE  
OFTEN



CHALLENGE  
BRAVELY

### CEO Forum

Continued from page 2

stakeholders and elected officials about the work of the CVB were also on the agenda. A half-day session based on bureau budget categories was also part the Forum program.

The Marketing Idea Exchange is a valuable fixture at the CEO Forum. The exchange offers a quick way for CEOs to take home numerous ideas. Participants shared one marketing idea that has worked for them. The ideas were varied—social media projects, restaurant/culinary promotions, sustainability efforts, sports marketing, ROI tools, Internet kiosk program, branding activities, local/drive-market promotions, and the list goes on.

Thanks to our peer facilitators—Tracy Farhad, Bill Malone, Mo McElroy, Stephanie Nowack, Joel Racker, Harry Sladich, Kathy Smits and Kari Westlund—for guiding the discussion and capturing the comments.

The Forum hosts arranged for several optional activities at Sundance Resort and in Park City. Special thanks to our host bureaus—Utah Valley, Park City and Salt Lake—for sponsoring a Park City afternoon outing as well as a buffet dinner and a performance by the Utah Symphony at the Deer Valley Snow Park Outdoor Amphitheater. Also, thanks to the Utah Valley CVB for the Utah Valley destination bags.

Special thanks to TIG Global and representatives Steven Paganelli and Angie Briggs for hosting a group dinner event at Sundance during the Forum.

If you didn't attend this year, plan to attend the 2010 CEO Forum, August 5-8, in Sedona, Arizona—it's a great opportunity to engage in dialogue about crucial industry issues in an interactive atmosphere.

# 2009 CEO FORUM August 6-9, 2009

### CEO Forum delegates shared these comments about this year's event.

*"Just a short note to thank you so very much for organizing an outstanding event. I learned more than I could have anticipated. Again, thank you for an informative event in a spectacular destination."*

*"Each year the CEO Forum exceeds my expectations. I was able to keep this in my budget because of the value I receive in managing our bureau."*

*"Thank you for the scholarship to attend the 2009 conference. I found it very rewarding, educational and inspiring. I always learn something new from my peers in the industry."*

## WACVB Board of Directors

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Sun Valley/Ketchum Chamber  
& Visitors Bureau

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Bureau

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*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.*

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[www.thewest.travel](http://www.thewest.travel)  
[www.westerndestinations.travel](http://www.westerndestinations.travel)

## 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](http://WACVB's Web site). The service is available to both WACVB member and nonmember bureaus seeking to fill CEO and senior-level staff vacancies.