



Annual Conference Recap
Salt Lake

PG-2



Tech Summit & Vendor Showcase
Tempe

PG-7



Western Destinations Guide
WACVB/Convene

PG-19

Photo Courtesy of Tempe Center for the Arts

WACVB

Published by the Western Association of Convention & Visitors Bureaus

For Member Bureaus ~ December 2010

newsnotes



Outgoing President Stephanie Nowack (Tempe) presents the WACVB gavel to newly elected President Joel Racker (Utah Valley).

Board Elected for 2011 Program Year

Joel Racker, president & CEO of the Utah Valley CVB, officially took office as President of WACVB at the October Annual Conference in Salt Lake City.

Other officers elected at the conference include President-elect Kathy Smits, executive director, Beverly Hills CVB, and Secretary/Treasurer Dale Lockett, president & CEO, Albuquerque CVB. Stephanie Nowack, president & CEO of the

Tempe Tourism Office, will serve as Past President.

Those Board Directors with continuing terms include Bob Brown, president & CEO, Ontario CVB; Tracy Farhad, executive director, Solvang CVB, Jonathan Walker, president & CEO, Metropolitan Tucson CVB, and Jennifer Wesselhoff, president & CEO, Sedona Chamber of Commerce Tourism Bureau.

The following Directors were elected to two-year terms on the Board of Directors: Lorene Palmer, president & CEO, Juneau CVB, and Bill Malone, president & CEO, Park City Chamber/Bureau. Manette Belliveau, president & CEO of Visit Oakland, was elected to a one-year term on the Board of Directors.





2010 Annual Conference

Hosted by Salt Lake CVB

Destination marketers gathered in Salt Lake City for WACVB's Annual Conference & Vendor Showcase, October 13-15, to learn from industry peers and noted experts gathered at the conference. This year's conference theme—Elevate Your Perspective—featured sessions acknowledging that a new perspective may come from the view atop a mountain, an innovative idea, or a rejuvenated outlook.

Thanks to Scott Beck and Michael Mack (Salt Lake), Manette Belliveau (Oakland), Dale Lockett (Albuquerque), Joel Racker (Utah Valley) and Kathy Smits (Beverly Hills) for serving on the Annual Conference Planning Committee. We also salute the staff at the Salt Lake CVB for their warm hospitality.

In a departure for our usual industry presentation, we opened the conference with Lessons in Perseverance. Author, speaker and organizational consultant Margaret (Meg) Wheatly Ed.D. noted that perseverance is a day-by-day decision not to give up. Her most important message: When we feel lost, overwhelmed, betrayed or exhausted, we need to know we have a choice for how we respond. And, we have to nurture the rewarding times, when we experience the joy of working together on something hard but worthwhile, when we realize we've made a small difference. Each conference delegate received a copy of Wheatley's newest book, "Perseverance," compliments of the Salt Lake CVB.

During unprecedented economic times when budgets have been down, city governments and other organizations look to claim CVB money. Stephanie Nowack (Tempe) and Elisa Williams (Oakland) presented a workshop about how their cities found a way to secure dedicated funding for their organizations. In a case study format, they highlighted how the process evolved with elected leaders, industry constituents, and the public in their respective cities.

A terrific panel of bureau representatives discussed extending their services well beyond branding and sales. Kristen Trzcinski (West Hollywood), Eric Thompson (Salt Lake), Jonathan Walker (Tucson) and Kathy Smits (Beverly Hills) discussed how some

CVBs are collaborating with area chambers of commerce, government agencies and business districts to create new products and co-op marketing programs—leveraging overall media exposure for the destination; mobilizing community efforts as it relates to social media programs (viral contests, fan pages, blogging); recognizing the importance of OTAs as marketing channels versus just distribution channels; and marketing for special events by making those events destination experiences to take to the consumer market.

Linda DiMario, principal of DiMario & Associates, presented a Destination DNA workshop focusing on distinguishing the qualities and characteristics of the destination; these markers often determine how effectively one positions and markets a destination. During the workshop exercises, delegates discovered or rediscovered the core essence of their destinations: who you really are, what you do best, why people visit, what brings people back—and those intangibles that define a memorable visitor experience. Cami Mattson also participated in the workshop presentation.

Joining the conference for the Friday morning general session to present The Partnership of State Offices of Tourism and DMOs were Karen Ballard, administrator, Idaho Division of Tourism Development; Todd Davidson, CEO, Travel Oregon/Oregon Tourism Commission; and Leigh von der Esch, managing director, Utah Office of Tourism. The panelists discussed how local destination marketing organizations can work with state offices of tourism—in the areas of communications, co-op projects, trade show participation, familiarization trips, media programs and more.

Cheryl Kilday (Spokane), Mickey Schaefer (Mickey Schaefer & Associates LLC) and Rick Vaughan (Tucson) joined forces to present a workshop on driving attendance and delivering the visitor experience. The panelists noted that when visitors spend their time and money to travel or attend meetings, they want an experience that transforms them in some way. When that transformation occurs, an emotional connection to the destination occurs,

Thank You!

WACVB thanks the following terrific group of vendors and sponsors for their involvement at the 2010 Annual Conference. Members—please look to these preferred vendors for opportunities and services.

AAA Western Magazine Network
www.viamagazine.com

Aristotle Interactive
www.aristotle.design.com

Certified Tourism Ambassador (CTA) Network
www.ctanetwork.com

Destination Analysts
www.destinationanalysts.com

Enthrall Marketing
www.enthrallmarketing.com

Expedia Media
www.advertising.expedia.com

The Go Travel Sites
www.getravelstites.com

The Housing Connection, LLC
www.housingregistration.com

Internet Destination Sales System (iDSS)
www.idss.com

Madden Media
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Meetings West
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Meredith Travel Marketing
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Ontario Convention & Visitors Bureau
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www.visitsaltlake.com

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Smart Meetings Magazine
www.smartmeetings.com

STR (Smith Travel Research, Inc.)
www.str.com

THS-Visuals Motion Pictures
www.thsvisuals.com

TIG Global, LLC
www.tigglobal.com

Travelzoo, Inc.
www.travelzoo.com

BEST IDEA

Program Achievement Awards All entries in the Resource Library

Three convention and visitors bureaus received achievement awards in a recent competition with their WACVB colleagues. The annual **Best Idea Program** showcases innovative projects and creative marketing strategies as submitted by WACVB members.

This year's Best Idea Program awards were presented during the 2010 WACVB Annual Conference in Salt Lake City. WACVB congratulates the following member bureaus for receiving outstanding achievement awards for their organizations in the 2010 Best Idea Program. Bureau representatives presented their best ideas during the Annual Conference.

The 2010 Best Idea Program booklet—featuring all entries—is available in WACVB's online Resource Library.

Anaheim/Orange County VCB

Project Title: Comic-Con Lure Campaign

As a part of a full-scale effort to lure Comic-Con International to the Anaheim Convention Center, the Bureau launched a social media campaign with the intent to create a positive swell of interest in the destination. The Bureau also wanted to take the opportunity to clear up some of the misconceptions people have about the Anaheim Convention Center and the destination. The Bureau was able to highlight the area's key attributes through the use of Twitter, Facebook, Delicious and in the comment sections of various blogs. The Bureau also placed articles highlighting the Anaheim Convention Center's key assets in a number of publications. Most

also able to effectively communicate to about 3,500 people on an ongoing basis (even until today) regarding misconceptions held about the Anaheim Convention Center and Anaheim/Orange County as a destination. And to top it all off, the campaign was referenced on an episode of "The Simpsons."

Santa Monica CVB

Project Title: Santa Monica Customized Hotel Corporate Guides

In addition to creating Santa Monica Convention & Visitors Bureau's Official Corporate Travel & Meeting Planner this year, the Bureau also provided each of the city's conference-style hotel advertisers with customized copies of the publication, which specifically focused on their property. Each hotel's customized piece includes a personalized cover featuring a photo of the hotel, as well as expanded property highlights with additional pages in the accommodations section. With all other competitor's hotel information removed, each hotel sales person can now provide their clients a great destination tool. Santa Monica hotels have been looking for ways to stretch their marketing budgets, and these new sales guides allow them to reduce or completely eliminate the need to budget for hotel sales collateral.

Now the hotels distribute their own Meeting and Corporate Guide, which not only sells their property but also sells the experience of the Santa Monica destination, and further advances the Santa Monica brand.

Santa Monica CVB

Project Title: 30 Days with Sandy Monica

The Santa Monica CVB was invited to participate in the Mannequin Collective art exhibit, a community arts program developed by Santa Monica Place Mall to celebrate the grand opening of the new shopping venue. One hundred (100) mannequins were distributed to various local businesses, artists and nonprofit organizations. The Santa Monica CVB created a 30-day social media campaign for their mannequin. One of the Bureau's key initiatives is to increase the length of stays by international visitors. The Santa Monica CVB's mannequin was "Sandy Monica," a jet-setting British socialite who came to vacation and experience Santa Monica life for 30 days prior to her red-carpet appearance at the opening of Santa Monica Place Mall. The Santa Monica CVB developed a fun online contest and microsite and uploaded a new photo each day for 30 days of Sandy participating in one of Santa Monica's many activities (surfing, visiting the farmers market, at an art gallery, trapeze lessons, etc.). SMCVB invited fans to see what Sandy did on her vacation as well as suggest where her adventures should take her during her 30-day stay in town. Following her visit, she was put on display at Santa Monica Place, along with the other mannequins, wearing a homemade skirt adorned with photos from her adventures. The most creative activity suggestion submitted online won a \$500 gift certificate to the new Santa Monica Place Mall. The winner of the Sandy Monica Contest suggested she visit the Santa Monica Community Garden. International fans of Santa Monica were expected to view the photographs shared on Facebook and Twitter and, in turn, share them virally with friends, enticing them to explore Santa Monica as a focal point of their next trip. Likewise, local fans of Santa Monica were expected to follow Sandy Monica's adventures and learn of exciting local haunts and activities that might be new to them. They could then share them on Facebook and Twitter with their friends and participate in the contest on the microsite. Sandy Monica generated quite a bit of media coverage in local, national and international press.



Bobby Taylor (right) accepts a Best Idea award on behalf of the Anaheim/Orange County VCB from WACVB Board Director Lorene Palmer (Juneau).

impressive, however, was that the campaign caught the attention of the local NBC affiliate in the Los Angeles area. As a result, NBC4 produced four segments during their morning newscast from the front steps of the Anaheim convention center. The entire focus of each segment was to showcase the city and convention center facility. The Bureau was



WACVB Director Lorene Palmer presents two Best Idea awards to Kim Baker with the Santa Monica CVB.

Continued on page 7

which results in powerful ‘word-of-mouth.’ The panelists explored the “total visitor experience” and how interactions (pre, during & post) impact repeat attendance, social media, and destination image/appeal.

Just about everything you might want to know about visitor centers for the 21st century was explored by a panel of experts—Teri Joly (Portland), Michael Mack (Salt Lake), Ann Peavey (Seattle) and Samara Phelps (Lane County Oregon)—during one of the conference workshops. For example, Seattle drives new revenue through member sponsorships at its Pike Place Market information kiosk. Travel Lane County opened a new visitor center in early 2010 in Oregon’s Eugene-Springfield metro area billed as an “Adventure Center.” They hired on-site adventure specialists to provide inspiring and practical resources for discovering and exploring the destination. Delegates learned about services, center models, nontraditional offerings, and the outlook for visitor centers.

Joni Thompson, CPA, chief operating officer at the Albuquerque CVB, presented a session examining the relationship between Data, Information, Knowledge and Wisdom. As destination marketers, we often find ourselves inundated with numbers, graphs, charts and tables—and more often challenged to justify our performance against prior years and/or other destinations. At the workshop, Thompson examined the underlying assumptions for certain measurements.

In her highly ranked workshop, “Interactive Branding: Closing the



Opening general session keynote speaker and author Margaret (Meg) Wheatley, Ed.D. signs copies of her newest book, “Perseverance,” for conference delegates. The Salt Lake CVB provided complimentary copies of the book for all attendees.

Decision Loop for Destination Travelers Through Mixed Media,” Jennifer Peper, vice president of Aristotle Interactive, noted a very high percentage of consumers (97%) are inclined to buy from a vendor where they have had a positive interactive brand experience. In this workshop, Peper provided tips on how to use your destination website, social networking, PR and other mediums to create that interactive brand experience for your next customer...and make it affordable!

The popular CEO and Staff Specialty Roundtables featured an open-discussion format with conversation led by a peer facilitator. Thanks to our peer facilitators: Tania Armenta (Albuquerque), Kaitlin Eskelson (Salt Lake), Pat Holmes (Salt Lake), Leonard Hoops (San Francisco), Marsha Mullins (Santa Cruz County), Joni Thompson (Albuquerque) and Jennifer Wesselhoff (Sedona).

Award-winning author and feature film director William A. Kerig joined conference delegates on Friday afternoon for the closing session to share an empowering event featuring film and photos from his acclaimed Showtime documentary feature film, “The Edge of Never,” based on his book of the same title. Kerig is currently producing and directing “Ready To Fly,” a feature documentary set in the world of women’s ski jumping. His message to the group is to live a vibrant, exciting and rewarding life...and not to surrender our dreams.

[Editor’s Note: Several speakers provided their session presentations for posting to WACVB’s website (www.wacvb.com); scroll down the home page to locate the link for the 2010 Annual Conference presentation downloads.]

The Best Idea Program achievement awards were presented to three bureaus during the Thursday luncheon hosted by *Convene/PCMA*. Each recognized bureau presented their entry to the group. Congratulations to Anaheim/Orange County, Santa Monica and Tucson. (See Best Idea article this issue.)

The Vendor Showcase featured trade publications, technology/information systems, publishing companies and more. The showcase provided a productive business environment for attendees to meet with vendors to discuss opportunities and products. (See listing of vendors in this issue.)

Away from the general sessions and workshops, attendees renewed friend-

ships and met new peers at the opening welcome reception at the Hilton Salt Lake City Center. Thanks to TIG Global, LLC for hosting the reception.

The Salt Lake CVB sponsored a new activity—**Discover the Destination**—to give attendees a first-hand opportunity to explore and learn more about some of Salt Lake’s important historical and cultural sites. It was a fun, stress-free version of “The Amazing Race.”

Traveling in small teams, with a visitors guide, clues and rules for posting photos to the #TourSLC Twitter account, it was a race for some competitive spirits and more of a stroll in the late afternoon sunshine for

others. This activity exposed delegates to many of the highlights that the Salt Lake Bureau promotes to its visitors.

For the final clue in the Discover the Destination activity, all delegates arrived at Squatters Brew Pub for a reception menu and entertainment entirely from the State of Utah! The Utah experience continued with dinner nearby. As an emerging destination for action sports and with a long history of independent film, Salt Lake is at the epicenter of the action sports film world. It was an evening of action sports film and music that ensured our perspectives were elevated (or the perhaps the extreme skiing just scared us!).

Thanks to our hosts for the evening—Salt Lake CVB and The Housing Connection and their local partners.

The Ontario CVB sponsored the Friday breakfast as the host for the 2011 WACVB Annual Conference. During the closing session of the conference, Ontario CVB president & CEO Bob Brown presented an overview of Ontario and the Convention Center. Mark your calendar for October 12-14 for the 2011 Annual Conference & Vendor Showcase in Ontario, California.



Notes from Annual Conference Delegates and Exhibitors

“Thank you for putting on another great WACVB Conference in Salt Lake City. We enjoyed being a vendor this year and being in our home town. We look forward to becoming more active with WACVB and attending more events.”

Chris Newton, Destination Marketing Specialist, Go Travel Sites

“Thank you once again—WACVB Committee members and staff—for an outstanding job at the Annual Conference! I haven’t been to that particular conference in a long time and I am so glad I am back! What a difference the time together made for me—both professionally and personally. The event was book-ended with two great inspirational talks, and I find myself retelling the ‘stories’ of standing on the edge (just not all day!) and persevering! Thanks for the pick-me-up-and-wash-me-off-and-steer-me-straight event!”

Tracy Farhad, Executive Director, Solvang CVB

“I wanted to thank you for everything last week and congratulate you for a successful event. I’m looking forward to becoming more involved with your organization. Count on us for exhibiting next year!”

Nadra Angerman, Founding CEO, Entrall Marketing: Specialists in New Media Travel & Destination Marketing

“By the way, the keynote speaker was terrific. I’ve started reading her book and think I’ll buy copies for family and friends.”

WACVB TIMST Instructor Tere Frank Stamoulis, Principal, The Stamoulis Group

“Thanks for a fabulous conference. I really enjoyed it.”

Jennifer Wesselhoff, President/CEO, Sedona Chamber of Commerce

“It was a great conference, and I plan to attend your next event in AZ (Tech Summit).”

Todd Simon, THS-Visuals Motion Pictures

Sales & Marketing Training Programs

TIMST and SIT II

Individualized learning and lots of interaction were the hallmarks of the training sessions in Salt Lake City. In small-group settings, each training session featured enthusiastic participants and knowledgeable, animated instructors.

The Travel Industry Marketing & Sales Training (TIMST) Program and the Advanced Meetings/Conventions Sales Institute Training (SIT II) Program convened October 12 and 13 in Salt Lake City, with TIMST instructor Tere Stamoulis and SIT II instructor Steve Steinhart.



Instructor Tere Stamoulis (back row, far left) with the Travel Industry Marketing & Sales Training (TIMST) Program participants and Michele Michalewicz, CTP, (center/pink jacket) president and co-owner of Western Leisure, Inc. and Immediate Past President of the National Tour Association.

A TIMST participant wrote about the session: “As a newbie in the industry, this is the most beneficial two days I could have spent in training. It was a wonderful introduction into the travel market and the expertise of the instructor is much appreciated...fantastic!”

TIMST instructor Tere Stamoulis invited Michele Michalewicz, CTP, president and co-owner of Western Leisure, Inc., to meet with participants as a special portion of the program. Western Leisure is a regional receptive operator, which has been offering destination management services and customized tour programs in the USA and Canada since 1979. They are experts at customizing group tours,

Upcoming Training Courses in March and October

Meetings/Conventions Sales Institute Training (SIT I) Program
March 22 & 23, 2011
Tempe, Arizona

Advanced Meetings/Conventions Sales Institute Training (SIT II) Program
October 11 & 12, 2011
Ontario, California

Travel Industry Marketing & Sales Training (TIMST) Program
October 11 & 12, 2011
Ontario, California

incentive programs, and special events. Michalewicz is the Immediate Past President of the National Tour Association.

Julia Chase, CTA, senior sales coordinator at the Anaheim/Orange County Visitor & Convention Bureau, sent this post-program message to SIT II instructor Steve Steinhart: “Your class was truly enjoyable, and I was able to take a lot of useful skills, techniques and ideas back to share with my team here. Your class offers hands-on, realistic and approachable ways to step



The Advanced Meetings/Conventions Sales Institute Training (SIT II) Program participants in Salt Lake City with instructor Steve Steinhart (back row, center).

up our sales skills and be more productive sales people, which I know will be so useful as I progress here at the Bureau. You got us to continue thinking outside of the box!”

U.S. Travel Association Empowers Air Travelers with New Website to Share Opinions on TSA Screening Process

YourTravelVoice.org to Inform Obama Administration, Congress and Travel Industry

[Editor's Note: We invite you to share this information with your respective members/stakeholders.]

In November, the U.S. Travel Association launched a new website empowering travelers to share their opinions on air travel security screening with the Obama Administration, Congress and the travel industry.

The new site, yourtravelvoice.org, is in direct response to the emerging vigorous debate over the efficacy and appropriateness of various security policies and the fact that a free flow of air travel is critical to the American economy and job creation.

"The Transportation Security Administration (TSA) has the difficult responsibility of securing and facilitating air travel for two million passengers daily," said Roger Dow, U.S. Travel's president and CEO. "In our

recent conversations with Homeland Security Secretary Napolitano and TSA Administrator Pistole, they stressed that they are always seeking ways to improve the air travel security screening process. We need to hear ideas and experiences from travelers to better inform our discussions with policymakers and build a screening process that maximizes security while minimizing the burden on travelers."

U.S. Travel created yourtravelvoice.org after receiving nearly 1,000 unsolicited comments from travelers over the past week regarding new TSA techniques. The website complements the "Blue Ribbon Panel for Frictionless Aviation Security" created by U.S. Travel in February to produce a long-term vision for America's air travel security screening. The panel includes former Homeland Security Secretary Tom Ridge, former American Airlines CEO



Bob Crandall, Sabre Inc. CEO Sam Gilliland, airport directors and a wide variety of security experts. Feedback received through yourtravelvoice.org will be considered in the panel's final recommendations, expected to be released by February 1, 2011.

"Air travel is the gateway to commerce and job creation in the United States," said Dow. "We look forward to working with Secretary Napolitano, Administrator Pistole and other government leaders to create a world-class passenger screening process that exceeds the expectations of the American public."

Source: U.S. Travel Association www.ustravel.org



A new National Business Travel Association (NBTA) survey of 934 travel professionals revealed a majority of respondents (81 percent) currently feel they would accept the new TSA security measures for air travel, which include expanded use of full-body screening machines and enhanced pat-down procedures. Slightly more than half of travel professionals (54%) support the new procedures, while less than a third (27%) opposes them.

"Business travel professionals are adopting a wait-and-see attitude toward these new measures. They are realistic about the threats to our aviation system and understand the TSA's remit to protect the traveling

Travel Professionals: Pragmatic But Concerned About TSA Security Measures

public. However, they are also concerned about security measures that may add delays and disruptions to an already challenging travel security process," said NBTA Executive Director Mike McCormick.

"This is why NBTA supports the new Secure Flight requirements and Global Entry program, which help to narrow the window of threats. We also urge TSA to build on to these current layers of protection by reinstating a domestic registered traveler program with a security component. Taken together, these programs can allow TSA to focus on possible threats and efficiently facilitate travel."

Survey Findings:

- 81% of travel professionals accept the new TSA security procedures.

- 54% of travel professionals support the new TSA security procedures; 27% oppose the procedures; 19% neither support nor oppose them.
- 67% of travel professionals feel about as safe as they did flying under the new TSA security measures as they did a month ago. 29% feel safer than they did a month ago.
- 71% of travel professionals said they would be willing to pay for and undergo a one-time, in-depth security check that would enable them to pass through airport security more quickly and efficiently.
- The online survey of travel professionals in the U.S. was conducted on November 17, 2010.

Source: The National Business Travel Association (NBTA) www.ntba.org

Destination Marketing Tech Summit & Vendor Showcase

March 24 & 25, Tempe, Arizona

We invite you to mark your calendar for the 6th annual Tech Summit, March 24 & 25, at the Fiesta Resort Conference Center in Tempe, Arizona. This popular conference assists members in clarifying complex technology choices and understanding how consumers and clients use technology to gather information and make travel and meeting decisions.



The Tech Summit Planning Committee is focusing sessions on a range of destination marketing technology issues. Committee members include Tania Armenta, vice president, marketing, communications & tourism, Albuquerque CVB; Kim Baker, director of marketing, Santa Monica CVB; Vicki Gaebe, interactive marketing manager, Park City Chamber/Bureau; Terry Goldman, president & CEO, Washington County (Oregon) Visitors Association; Jeanna Hofmeister, vice president & director of destination marketing, Spokane Regional CVB; Graeme Hunt, webmaster, Metropolitan Tucson CVB; Mark McMinn, director of sales, Tempe Tourism Office; Toni Smith, communications manager, Tempe Tourism Office; and Bobby Taylor, web/emerging media manager, Anaheim/Orange County VCB. WACVB Board liaisons to the Committee include Lorene Palmer, president & CEO, Juneau CVB, and Stephanie Nowack, president & CEO, Tempe Tourism Office.

Some of the session topics under consideration by the Tech Summit Planning Committee include social media trends, measuring social media/conversions, mobile strategies, video formats/content, targeting your online advertising/media buy, social networking for meetings and conventions, the social media budget, Facebook tools, and using technology to manage your DMO. The downside of social media will also be addressed at the Tech Summit.

Technology companies have been invited to participate in the Tech

Summit Vendor Showcase to demonstrate their products and services for attendees.

Our hosts at the Tempe Tourism Office look forward to welcoming WACVB members to their city. We'll have an offsite reception at the Tempe Center for the Arts on Thursday evening, March 24.

Watch your email and WACVB's website for more information and registration materials for the Tech Summit in Tempe.

Destination: Tempe, Arizona

The City of Tempe, Arizona, was shaped by a rich history of Native American and Hispanic culture and influences from entrepreneurial settlers from across the United States. Today, Tempe is well known



nationally as the home of Arizona State University, the Insight Bowl and events such as the P.F. Chang's Rock 'n' Roll Arizona Marathon & 1/2 Marathon and Ford Ironman Arizona.

Tempe is located 10 minutes from Phoenix Sky Harbor International Airport and is accessible via four major freeways including Interstate 10, Loop 101, Loop 202 and US 60.

The Mill Avenue District is Tempe's unique pedestrian-friendly downtown that captures the spirit of this college town. Shady red brick sidewalks, turn of the century buildings, restaurants, shops, entertainment venues, Arizona State University, "A" Mountain and Tempe Town Lake all make the Mill Avenue District a necessary stop while in Tempe.

For more information about Tempe, visit www.tempetourism.com.

Best Ideas

Continued from page 3

Metropolitan Tucson Convention & Visitors Bureau

Project Title: Master Account Incentive



Metropolitan Tucson CVB representatives Allison Cooper (left) and Rick Vaughan accept a Best Idea award from Lorene Palmer.

Born out of a strong desire to stimulate business and aid meeting professionals with budgetary challenges, the Metropolitan Tucson CVB first launched the "Master Account Incentive" in the fall of 2008. Based on the campaign's over-whelming success, this partnership between the CVB and its hotel partners was re-engineered and re-launched in 2010. The program offers a credit, paid directly in matching funds by the CVB and the host hotel, to the group's master account, based on the number of rooms booked. To qualify, a minimum of 25 rooms for two peak nights must be booked and verified for a single event. Components of the program include increased credits for multiple year bookings, as well as partial credits for future year bookings. The Master Account Incentive, managed entirely in-house, has positively impacted every segment of the market—from small group to full-scale conventions and trade shows. Through a combination of electronic and direct mail, and multiple industry and non-industry trade and affinity publication advertisements, the Master Account Incentive program gained immediate traction and results. Not only has the trade industry press covered the program, which heightened campaign awareness in the meetings market; several competing destinations are now offering similar incentive programs that are stimulating the economy and building resiliency for the meetings industry. One highly rewarding and successful aspect to this campaign is partner engagement. Forty percent of the leads that the Bureau generated are a direct result of partner properties promoting the program to their clients directly. Sixteen properties have participated in the Master Account Incentive, and many with multiple bookings.

WACVB Education & Research Foundation News

“Business of Bureaus” Learning Modules

Training Videos and Resource Materials Available

Take advantage of the Foundation’s online training videos. The Business of Bureaus video modules are designed as internal training tools for those new to the CVB profession or those who wonder how the other bureau departments function. If you want to see the “whole bureau” picture, you’ll want to view these video modules and related library materials. The video modules serve as valuable orientation resources for new staff or refreshers for other staff.

Video Modules

- Module 1: Media Relations & Community Relations
- Module 2: Leadership & Management
- Module 3: Marketing & Advertising
- Module 4: Sales (Conventions, Meetings, Sports & Leisure)
- Module 5: Services (Convention & Leisure)
- Module 6: Social Media – in process

The video modules are available via streaming video in the Resource Library at the WACVB website or on individual DVDs. In addition, materials in support of each video module have been added to the WACVB Resource Library.

For more information about the Business of Bureaus video modules, contact staff at info@wacvb.com or at (916) 443-9012.

The Business of Bureaus video production was underwritten by simpleview, inc.

The Business of Bureaus video production was underwritten by simpleview, inc. Founded in 1991, simpleview provides strategic planning, custom-built websites, destination management and sales software, interactive marketing services and customer support to more than 100 DMOs in North America.



Thanks to Foundation Contributors

Thanks to the many WACVB-member bureaus that made a voluntary contribution to the Foundation when they remitted their 2010-11 Association membership dues (list as of November 29, 2010).

2010-11 Contributors

Albuquerque, Berkeley, Beverly Hills, Breckenridge, Cedar City-Brian Head, Corvallis, Costa Mesa, Davis Area, Elko, Folsom, Fountain Hills/Fort McDowell, Gilroy, Greater Newport, Haines, Juneau, Kenai Peninsula, Lake Havasu City, Lake Tahoe, Lake Tahoe Incline Village Crystal Bay, Lane County, Las Cruces, Las Vegas, Mat-Su, Medford, Mesa, Oakland, Ogden/Weber, Ontario, Oxnard, Pasadena, Phoenix, Placer County, Plumas County, Portland, Salt Lake, San Francisco, San Juan Islands, San Luis Obispo, San Mateo County, Santa Barbara, Santa Clarita, Santa Cruz County, Santa Monica, Santa Rosa, Seattle, Sedona, Sitka, Solvang, Spokane Regional, St. George, Stockton, Tacoma Regional, Tempe, Tri-Cities, Tucson, Tuolumne County, Unalaska/Port of Dutch Harbor, Utah Valley, Visalia, Washington County, West Hollywood, Yakima Valley, Yolo County and Yosemite/Mariposa County.

Scholarships Available

The WACVB Education and Research Foundation administers several scholarship programs to fund educational opportunities for CVB CEOs and staff. Scholarship applications are available at www.wacvb.com – click on the Foundation/Scholarships link on the home page.

Destination Marketing Tech Summit Scholarships

The upcoming Tech Summit is March 24 and 25, 2011, in Tempe, Arizona. Scholarship recipients will be eligible to receive complimentary registration, travel, and lodging at the Tech Summit.

Sales & Marketing Training Programs Scholarship

The Foundation’s newest scholarship program offers one ‘registration-only’ scholarship for each of these training programs: Meetings/Conventions Sales Institute Training (SIT I) Program, March 22 & 23, 2011, in Tempe, Arizona; Travel Industry Marketing & Sales Training (TIMST) Program, October 11 & 12, 2011, in Ontario, California; and the Advanced Meetings/Conventions Sales Institute Training (SIT II) Program, October 11 & 12, 2011, in Ontario. The scholarships do **not** include lodging and transportation.

Executive Training Scholarships (CEOs and Senior-level Executives) Rosalind Williams Memorial Scholarship Program

The WACVB Foundation offers an exciting opportunity for convention and visitor bureau CEOs and senior 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.

WACVB Annual Conference Scholarships

The WACVB Foundation grants scholarships for bureau CEOs and staff members to attend WACVB’s Annual Conference. Scholarship grants include complimentary conference registration, travel, and lodging at the conference. The 2011 Annual Conference is October 12-14 in Ontario, California.

Scholarships Awarded

Annual Conference & Sales Training Programs

The WACVB Education & Research Foundation granted scholarships to applicants to attend the 2010 Annual Conference, October 13-15, in Salt Lake City. Each Foundation scholarship included conference registration and travel and lodging expenses.

2010 Annual Conference Scholarship Recipients:

Samara Phelps

Adventure Center Manager
Travel Lane County

Angela Wood

Convention Sales Director
Medford VCB

Registration-only scholarships were awarded to several participants at recent training programs in Salt Lake City, October 12 and 13, 2010.

2010 SIT II Scholarship Recipients

Advanced Meetings/Conventions Sales Institute Training Program

Joe Marcy

Sales Manager
Pasadena CVB

Angela Wood

Convention Sales Director
Medford VCB



Foundation scholarship recipients attend the Annual Conference in Salt Lake (left to right)—Angela Wood, convention sales director, Medford VCB, and Samara Phelps, adventure center manager, Travel Lane County.

2010 TIMST Scholarship Recipient

Travel Industry Marketing & Sales Training Program

Jennifer Grossheim Harris

Marketing and Public Relations Manager
Grand Junction VCB

The purpose of the scholarship program 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.



2010 Cruise Raffle Fundraiser a Huge Success



More than 360 blue raffle tickets were tossed around before the Princess Cruise Package prize drawing in October. Thanks to everyone who purchased tickets, this year's fundraiser garnered more than \$7,000 for the Foundation's programs.

The winning ticket that bubbled to the top was purchased by the Metropolitan Tucson CVB. In December, one lucky employee of the Tucson Bureau—Anne Maxon, visitor center supervisor—drew the winning ticket to experience a dream vacation on a Princess 7-day Caribbean or Mexican Riviera Cruise for two.

Special thanks to Princess Cruises and Madden Media

- Princess 7-day Caribbean or Mexican Riviera Cruise for two
- Roundtrip airfare for two to/from cruise departure city courtesy of Madden Media

Since 2003, the WACVB Foundation has awarded nearly 70 scholarships to CVB personnel and issued more than \$14,000 in research project grants.

The WACVB Foundation offers several opportunities for DMO personnel to earn scholarships to attend training programs. Information and applications at www.wacvb.com – click on Foundation/Scholarships.

Bureau News

Advertising

■ The **Scottsdale CVB** is debuting new 30-second TV commercials to showcase the city to potential visitors. The first commercial leverages the bureau's current "Richly Sonoran" brand campaign, which launched in the fall 2008 with five print ads targeting leisure visitors. As part of the campaign, a meetings-focused ad also debuted. The TV commercial brings to life the print ad featuring a chic, urban cowgirl roping diamonds in the sky in front of Pinnacle Peak Park. Each element of the original print ad was photographed individually and compressed together to create the final image. Because of this dynamic photography process, the bureau was able to pull the individual elements apart in the commercial. "We were able to use the images we already had and provide an opportunity for viewers to move around them and experience the magic and wonder of the Sonoran Desert," said Rachel Sacco, president and CEO of the Scottsdale bureau. With the support of Scottsdale's professional golf community, the bureau is also producing a golf-focused TV commercial. Both TV commercials will begin airing early next year on cable television in Chicago and New York, the top two markets from which Scottsdale's visitors originate. The TV spots will be layered with print, online and outdoor marketing efforts to encourage visitors to select Scottsdale for their next vacation. To produce the commercials, the bureau is using all Arizona vendors—from post-production to the music composition. The Scottsdale Bureau's 30-second TV commercial can be viewed on the home page of <http://www.experiencescottsdale.com/> or at www.youtube.com/ScottsdaleCVB.



Convention Centers

■ Work has begun on an ambitious two-year, \$55 million renovation of **San Francisco's Moscone Center**, with an expected completion date of July 2012. The upgrade ranges from aesthetic improvements to significant infrastructure projects. The improvements include upgraded lobbies and kitchen, new carpeting, lighting and ceilings, along with new digital displays. A major part of the renovation will incorporate the city's iconic images into the buildings' public spaces and meeting rooms. The center will also be pursuing LEED Silver Certification. Work will be done in stages to minimize disruption to events. The 20-acre Moscone Center convention complex was built in 1981 and expanded in 1991 and again in 2003. The complex consists of three main buildings—Moscone North, South and West—and offers 740,000 square feet of meeting and exhibition space. Tourism is San Francisco's largest industry, generating more than \$8.5 billion annually for the local economy.

Meetings & Conventions

■ Groups that book a meeting in Albuquerque by June 30, 2011, will be entered in a quarterly drawing to win an immersion experience for their group while they're in Albuquerque. The **Albuquerque CVB's** program is divided into two categories: (1) Groups with a minimum of 150 room nights on peak and a total of at least 325



room nights, and (2) groups with a minimum of 500 room nights on peak and a total of at least 1,500 room nights. A sampling (not a complete list) of the 'experiences' to choose from include a one-hour cultural performance (flamenco, folkloric or Native American dance, etc.); Albuquerque Museum of Art & History passes; a

seminar about how to shop for silver and turquoise, presented by a local expert; one hour Fire & Ice welcome reception; Albuquerque BioPark experience including passes to the Rio Grande Zoo or the Albuquerque Aquarium and Botanic Garden.

■ It is a well-known fact that the Lucky Number calendar dates are a once-in-a-lifetime opportunity to take advantage of the lucky day and are often sought out by planners to coincide with weddings, business meetings, or special events. This fall the **Santa Monica CVB** announced the



launch of a three-year promotional effort surrounding the lucky number calendar dates of October 10, 2010, November 11, 2011, and December 12, 2012. "Our Lucky Number promotion is a fun way to showcase Santa Monica and all that it has to offer groups looking for the ideal Southern California experience with unique spaces for meetings and special events," said Misti Kerns, Bureau president & CEO. "This promotion is designed to attract more people to 'lucky' Santa Monica to host meetings and events and explore what we have to offer." Santa Monica hotels marked October 10, 2010, by offering added value items to events booked, which included free airport transfers for groups of fewer than 100 or 10 percent off the master bill through February 2, 2011, to kick-off the three-year promotion. Other hotel incentives for the 10/10/10 promotion included hosted breaks, room upgrades, and beverage credits. The promotions will also be valid 11/11/11 and 12/12/12 through February 2, 2013. As the Lucky Number promotion grows in future years, plans are in the works to grant two Santa Monica dream weddings on 11/11/11 and 12/12/12 in celebration of the dates. Engaged couples will enter the planned 11/11/11 and 12/12/12 contests to win an ultimate wedding package to include a beachside wedding ceremony and reception for 100 people, flight and hotel accommodations, photography services, a dress for the bride, a tuxedo for the groom, and much more. To learn more about the

Lucky Number offers, visit: <http://www.santamonica.com/10-10-10>.

Membership/Partners

■ The **Park City Chamber/Bureau** has created a new membership category. It will be referred to as the Local Food Producers & Artisans, providing these types of businesses the opportunity to join the Chamber/Bureau and receive a reduced rate for membership. The new Local Food Producers & Artisans membership category is geared toward Summit County honey producers, artists, soap makers, wool producers, cheese makers, and similar organizations. Local beef cattle farms along with fruit/vegetable cultivators and organic foods purveyors are also eligible for this new membership category.



Organizational Changes

■ As part of a significant organizational change, the **San Francisco CVB's** Board of Directors voted unanimously in mid-November to change the name of the organization to the **San Francisco Travel Association**, effective January 11, 2011. The new name is one outcome of the SFCVB's yearlong Centennial Project, which is designed to prepare the organization to best meet the challenges of the next 100 years. The project incorporates strategic planning, technology planning, visitor research, convention sales benchmarking and process assessment, organizational realignment, membership structure and branding. "The key points driving the name change were ensuring and protecting the organization's future relevance in a changing world, while also communicating our curatorial perspective and unique point-of-view," said Matt Stiker, SFCVB executive vice president and chief marketing officer. Although the organization's name will officially be the San Francisco Travel Association, it will be branded primarily as San Francisco Travel. "The name 'San Francisco Travel' means that we are about every aspect of traveling to San Francisco. Whether it's leisure travel, meetings and conventions, group tours, domestic or international, editorial or viral, we've got a hand in making it happen," Stiker said. The new name grew out of extensive research and

evaluation of nationwide and industry trends and best practices, as well as surveys and focus groups. The name change will come in phases, with the complete transformation to coincide with the launch of the organization's completely redesigned website in January 2011. The Board was also presented with a new logo for the organization that features a grid of nine squares which can be used to showcase nine different images or a single image in a window pane effect. The San Francisco Travel Association was formed in 1909, originally as the San Francisco Convention & Tourist League. In 1921, the organization changed its name to San Francisco Convention & Tourist Bureau; in 1952 "Tourist" was replaced by "Visitors."

Schools

■ Book smarts met street smarts as Anchorage seventh graders prepared for the annual Big Wild Life™ Trivia Contest sponsored by the **Anchorage CVB** in mid-November. Student champions drawn from the city's middle schools flexed their Anchorage knowledge in the final competition. The students were peppered with questions relating to Anchorage's geography, history and attractions. The winners were awarded prizes from ACVB members. The winner received a Taste Freeze ice cream party for their entire class. Students in a School Business Partnership class at Central Middle School work behind the scenes for several months each year to organize the Big Wild Life™ Trivia Contest. The students manage all aspects of the event, including booking facilities at the Egan Center, serving as timekeepers and event planners, and inviting the media to the contest.



Social Responsibility & Meetings

■ This winter the **Santa Barbara CVB** is offering Booking Bonuses, a collection of special offers from Santa Barbara County hotels for meetings and events actualized between November 1, 2010, and March 31, 2011. As a token of their appreciation for booking business in Santa Barbara, the Bureau will provide a Good Cookie amenity for conference or meeting attendees. The Good Cookie project is a partner-

ship between Casa Esperanza Homeless Center and Social Venture Partners of Santa Barbara. Proceeds from the cookies help transform the lives of hungry and homeless people throughout Santa Barbara County.

Social Responsibility & Visitor Centers

■ In keeping with the spirit of giving, the California Welcome Center in San Bernardino asked for new books, socks and slippers to be donated to Arrowhead United Way and the Boys & Girls Club of San Bernardino. "Giving back is what this time of year is all about," says Wayne Austin, president & CEO of the **San Bernardino CVB**. "Our visitors supply much needed materials for our local charities and, as a thank you, we enter their names into a drawing for prizes and tickets from our local businesses and theaters." In addition to the charitable drive, an open house at the visitors center on December 8 included local authors signing their books, just in time for holiday gifts. The center served refreshments and appetizers from local restaurants throughout this holiday celebration. Berdoo Bear, the five-foot tall animatronics mascot for the Welcome Center, was dressed in holiday attire for photo opportunities.



Sustainability

■ Salt Lake County, owner of the Salt Palace Convention Center, recently announced a project guaranteed to set a new standard for hosting sustainable meetings and conventions: the installation of the nation's largest rooftop solar array atop the Salt Palace Convention in the heart of downtown Salt Lake, scheduled to be completed and online by January 2011. The 600,000 square-foot project—larger than six football fields, including 11,319 solar panels—will more than double the current solar capacity of the state of Utah and generate approximately 25 percent of the annual energy consumed at the Salt Palace Convention Center, and redefines what it means to hold a "green meeting" in Salt Lake. Salt Lake County is also installing additional energy efficient equipment in the Salt Palace that will result in utility savings of more than \$175,000 annually. "This project reflects Salt Lake County's commitment to the natural

Continued on page 12

environment that makes Salt Lake such a spectacular destination and shows its strong commitment to the convention industry in Utah,” said Scott Beck, president and CEO of the **Salt Lake CVB**. “A project of this scope and scale, combined with our current commitment to sustainable practices, helps move Salt Lake well down the path of being one of the nation’s top locations for sustainable conventions and meetings.” Due to Utah’s 300-plus average annual days of sunshine, its favorable climate and the fact that Salt Lake’s 4,500-foot elevation means less atmosphere to diffuse the power of the sun, the Salt Palace solar project is sure to pay great dividends immediately and over the years, leveraging Salt Lake’s ‘bright’ future for both the citizens of Salt Lake and visitors to Utah’s capitol city.



Scott Beck, Salt Lake CVB President & CEO, signs commemorative solar panel.

■ Gary Green, cooperative marketing director for the **Santa Cruz County CVC**, joined **Santa Cruz City Councilmember** Cynthia Mathews; Dave Vincent, formerly with California State Parks; and Jennifer Karno with the City of Santa Cruz Redevelopment and Economic Development Department on a visit to Japan to share presentations at the 2010 Sustainable Community Tourism International Forum in Kumano, Japan. Sustainable Community Tourism is a form of travel that encourages the citizen sector in local communities around the world to exchange technology, ideas, and wisdom that lead to a more self-reliant, synergistic, and sustainable future in a global economy. The main proponents of this project are the Shingu Sister City Committee in Japan and the Santa

Cruz Sister City Committee. Citizen groups from the City of Kandy in Sri Lanka who are already participating in various community development activities relating to experiential tourism also attended the forum.

Technology

■ For the Silicon Valley traveler seeking travel information on the go, the **Santa Clara CVB** has launched its first-ever mobile site. The .mobi site features dynamic live Santa Clara updates on both its Community and Convention event calendars. Other highlighted sections are: Convention Center, Places to Stay, Hotel Packages, Things to Do, Dining & Nightlife, and Getting Around. Mobile phone users are automatically re-directed from the CVB’s main website, www.santaclara.org, to santaclaramobile.mobi. “This is just our first step in converting our destination information to mobile,” says David Andre, vice president of marketing and communications.



Tourism Improvement Districts

■ The City of Anaheim adopted an Anaheim Tourism Improvement District (ATID) on September 14, 2010. The ATID will enable Anaheim’s visitor industry to be financially self-sufficient by adding a two percent (2%) TID marketing fee to each occupied guest room. These funds are dedicated to strengthen Anaheim’s



Diagram of Salt Palace Convention Center solar panel array.

tourism infrastructure, as well as provide a secure funding source for visitor and convention marketing. Specifically the ATID will fund: The **Anaheim/Orange County VCB** destination sales and marketing programs and enhanced future transportation connectivity within Anaheim. The ATID fee commenced November 1, 2010, with the AOCVCB Board of Directors and a TID Advisory Committee providing oversight. ATID funds will be dispersed as follows: 75 percent of the ATID funds will be dedicated to the Anaheim Orange County VCB to provide stable and

adequate funding for sales and marketing of the destination. The additional 25 percent will be used for Anaheim transportation programs and will be administered by a separate ATID Transportation Advisory Committee. The Bureau’s previously dedicated Anaheim city funding will be redirected to finance the next two phases of the Anaheim Convention Center enhancements: The Grand Plaza (outdoor entrance/event space) and expanded meeting and exhibit space within the Anaheim Convention Center. “The ATID represents a new era for our visitor industry. It is an investment in our future and will provide us with the funds necessary to create comprehensive sales and marketing programs and a solid visitor infrastructure for years to come,” said Charles Ahlers, president, Anaheim Orange County VCB.

Tourism Marketing

■ If tax-free shopping weren’t enough, travelers had another great reason to visit Portland this holiday season—deep savings with the “Portland Perks” package, including \$50 cash at hotel check-in. Available through the Travel Portland website www.travelportland.com, Portland Perks gives visitors the inside track to savings, including complimentary continental breakfast for two each morning, free parking (valued at more than \$25 per night at Portland’s downtown hotels), dozens of discounts at dining, shopping, arts and entertainment establishments, and—for a limited time at select Perks hotels—\$50 in cold hard cash.



“We have 25 great hotels that will hand guests \$50 cash at check-in between November 1 and December 20,” said Jeff Miller, **Travel Portland’s** president and CEO. “Add that to tax-free shopping, and visitors to Portland can check even more off their holiday gift lists.” Upon check-in, guests receive an official Portland Perks coupon book, which provides exclusive discounts on local entertainment, shopping and dining. With more than 45 special deals ranging from free admission to museums to 20 percent

off at select local retailers, the possibilities for holiday savings were bountiful. A minimum two-night stay is required.

Travel Wholesalers/Agents

■ The Las Vegas CVA partnered with national travel wholesalers once again to offer a special promotion for travel agents. The “Cash in on Vegas” booking incentive offered top-selling travel agents the chance to qualify to win their share of \$40,000. From November 1 to November 30, 2010, travel agents who sold a minimum of three air/land packages to the Las Vegas destination for travel during the months of November, December and January qualified for the chance to win cash gift cards valued at \$100, \$250 and \$500 from each of the ten participating wholesale partners. One lucky top producer, from each wholesale

Websites

■ We’re a bit late with this news... Seattle’s CVB re-launched its destination website, www.visitseattle.org, in late summer. The new site is greatly expanded and more current in content, user features and functionality. The revitalized site features a greater breadth of Seattle travel information and resources and more timely and dynamic content, photos and video. The site also offers expanded and refined search capabilities, language translation, new Twitter feeds and pages that are even more relevant and intuitive for individual users. An “Itinerary Builder” will also be added to allow travelers to create their own Seattle itineraries.

■ In mid-November the Park City Chamber/Bureau launched its new website www.parkcityinfo.com.



partner, won the grand prize of \$1,000. Entries were based on room nights in Las Vegas, so the more nights that were booked by an agent during the promotion, the more chances there were to win. Winners were selected through wholesale partners and prizes will be awarded after travel has been completed. National wholesale travel partners who will participate include Alaska Vacations, Orbitz for Agents, Expedia Travel Agent Affiliate Program, Continental Vacations, Delta Vacations, Funjet Vacations, GOGO Vacations, Southwest Vacations, US Airways Vacations and Travel Impressions.

You May Not Need to Reinvent the Wheel

Check the Resource Library

You may not need to reinvent the wheel; just add your own bells and whistles! Looking for industry materials, reports and samples? Check out the newest materials in WACVB’s online Resource Library. Go to www.wacvb.com and click on the Resource Library button. This popular member service has a collection of member-contributed materials ranging from marketing plans to job descriptions. The materials are available to Association members (password protected).

In the Best Idea Program section:

WACVB: 2010 Best Idea Program Booklet

(Note: Previous editions of the Best Ideas are also available in the library.)

In the RFP Templates section; Web Design:

Beverly Hills: Interactive RFP

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

Sample material suggestions include:

- annual reports
- board policy manuals
- bureau contracts with city/county
- cooperative marketing opportunities
- employee evaluation forms
- job descriptions
- marketing plans
- sales and marketing reports
- tracking reports

People on the Go



The Utah Valley CVB has named **Lee Adamson** to its tourism team as the new sales manager and film commissioner. Adamson's role at the UVCVB will include creating ways to attract new

athletic events and film opportunities to Utah Valley. Sporting events previously held in the area include the NCAA Volleyball Semi-Finals, USA Wrestling Western Regionals and STIHL Timbersports Lumberjack competition. Movies and TV shows filmed in Utah Valley include Everwood, MTV's American Mall and Saints and Soldiers, among many others. He previously worked at the Salt Lake CVB and was a board member for the Utah Tour Guide Association, overseeing educational activities and training. He has also worked as the director for the Utah Arts & Cultural Coalition.

The Sacramento CVB has hired **Sarah Atilano** as senior convention sales



manager for the California State Association Market. Atilano has been with Embassy Suites for the past 11 years, most recently as the director of sales and marketing with Embassy Suites San

Francisco Airport Burlingame. She started with the company as part of the pre-opening team of the property in Sacramento. Atilano is primarily responsible for soliciting new business while maintaining existing files of convention sales activities to promote Sacramento as a meeting destination to California state associations and meeting planners.

Visit Newport Beach Inc., the official destination marketing organization for the City of Newport Beach has appointed **Hillary Burton** as national sales manager representing the North-west U.S., Northern California,

Hawaii and Alaska markets. Burton, a 17-year industry veteran, joins Visit Newport Beach Inc. after six years with the Sacramento CVB as a senior convention sales manager. She is active



in the California Society of Association Executives, presently serving on the Board of Directors, as well as the Vice Chair of the Capitol Region Council, and was a recipient of the

organization's 'Associate of the Year' award in 2008-09. Burton resides in Sacramento, where she maintains Visit Newport Beach Inc.'s Northern California presence.

The San Francisco CVB recently named **Paul Frentsos** to the newly created position of executive vice president/chief operating officer (COO). The creation of the COO



position developed from the SFCVB's "Centennial Plan," a strategic-planning process designed to evaluate the first 100 years of the Bureau's work and best position the

organization for the future. The COO will be responsible for aligning and mobilizing the organization to successfully implement the strategic plan and achieve the SFCVB's core objectives and will also lead the day-to-day management of the following key functions: People & Organizational Development, IT, Operations, and management of the Tourism Improvement District (TID). Frentsos brings more than 26 years of experience in hospitality, human resources, operations and recruiting. In his past nine years with Joie de Vivre Hotels, he has been general manager of the Hotel Adagio and Galleria Park Hotel in San Francisco. Past positions have also included Macromedia, Inc. (now Adobe), Strategic Resources Group, Winegardner & Hammonds Inc., as

well as other hotels, restaurants and catering operations.

The Monterey County CVB has appointed **Annette Gregg, CMP, CMM**, as vice president, sales & marketing. Gregg will oversee the



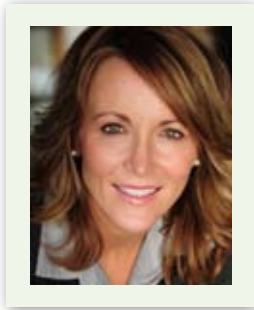
Bureau's leisure marketing and group sales efforts, managing a staff of eight, reporting to a 25-member Board of Directors, Executive Committee, nine jurisdictions and six

sub-committees with a \$2.6 million sales and marketing budget. A 17-year veteran of the tourism industry, Gregg was most recently regional director for Unbridled Solutions, a global corporate event marketing firm where she managed sales and marketing for the company's presence in the western United States. Her expertise spans convention and visitors bureaus and for-profit entities including posts as vice president/general manager at Concepts Worldwide, Inc., a global event marketing and consulting firm, and San Diego CVB, where she managed a team of 15 generating \$3 million in annual revenues as vice president of destination services. Gregg also lent her expertise to the Los Angeles Convention Center and University of California, Los Angeles (UCLA,) where she oversaw management and fundraising for the university's events with a \$1 million annual budget. She also currently serves as program advisor to San Diego State University's Meeting and Event Certificate Program.

The Spokane Regional CVB has named **Dana Haynes** as its new communications director. Hayes is well known in the Spokane community as an anchor and reporter for KHQ Television where she has worked since 1996. Prior to that, she worked as the senior investigative reporter for KIVI Television, the ABC Affiliate in Boise. Haynes has been honored numerous times for her work by the Idaho Press Club, Idaho Broadcasting Association and has been recognized for several years in the Inlander's Readers Poll as "Spokane's Favorite Reporter."

Visit Newport Beach Inc. has appointed **Vicki Higgins** as senior vice president of marketing. Higgins, a five-year veteran of LA INC., The Convention & Visitors Bureau in Los Angeles, was most recently senior director of business development & strategic

partnerships. She has more than 20 years of marketing experience in the sports, airline and travel industries. Higgins is credited for developing the



Business Development & Strategic Partnerships division for LA INC., and for becoming an integral part of the executive team that garnered more than \$1M in revenues and

developed effective marketing partnerships with a host of corporate entities, including American Express, See's Candies and Universal Studios Hollywood. Prior to her work at LA INC., she helmed a similar department at ATA Airlines. Higgins launched her marketing career with the Indiana Pacers, developing marketing strategy, sales and overall event execution. At Visit Newport Beach Inc., Higgins will lead a team of four marketing professionals to oversee brand management and marketing; public relations; marketing communications; social media; leisure sales; international sales and marketing and meetings/group marketing.

In October **Thomas Kiely** joined the San Francisco CVB as vice president of tourism development. Kiely will be responsible for developing and executing strategies and programs to maximize the economic impact of leisure travel business from



travel producers. This includes developing new business from travel producers (such as wholesale tour operators, receptive tour operators, and major travel agencies), growing business from the current business to business (B2B) customer base, and working in partnership with San Francisco International Airport (SFO), U.S. Travel Association and the California Travel & Tourism Commission (CTTC). He will oversee a five-person department and 13 international representation offices in 12 countries. Kiely was previously with the California Academy of Sciences, where he was director of business development and a key member of the pre- and post-opening

team. He has more than 20 years of experience in tourism and hospitality sales and marketing, including executive management roles with Universal Studios Hollywood as vice president of sales, Disneyland Resort as director of travel industry sales and marketing, Monte Carlo Resort in Las Vegas as director of sales and Atlantis The Palm theme parks in Dubai as director of business development and operations.

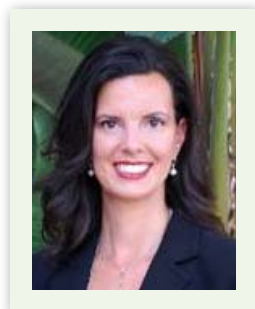
The Sacramento CVB has appointed **Joe Klegseth** as partner development manager. Klegseth is responsible for creating strong partnerships with businesses in the Sacramento area to support the mission of the SCVB. Klegseth is a graduate of Oregon State University where he also spent 11 years serving in the Department of Intercollegiate Athletics. As assistant athletic



director, Klegseth was responsible for the implementation of marketing strategies and event planning for more than 170 athletic and special events per year.

Following Oregon State, Klegseth launched a creative marketing firm in Portland, Oregon, and worked with such clients as Nike, the University of Louisville and the University of Alabama. Most recently, Klegseth has been working as a marketing consultant for companies such as the California Interscholastic Federation, the Chico Chamber of Commerce and the Golden Baseball League.

At Visit Newport Beach Inc., **Amanda Kliem** has been named national sales manager representing the Los Angeles, Washington D.C., Northeast U.S., Nevada, Utah, Colorado and Canadian markets. Kliem was previously group



sales manager for the Pelican Hill Resort in Newport Beach. She has held various operations management and sales positions throughout her hospitality career, including

affiliations with Hilton Anaheim and Towers, Hornblower Cruises and Events in Newport Beach, Four Seasons Hotel Newport Beach (cur-

rently The Island Hotel) and The Sports Club/LA-Orange County.

Doug Price, an executive with more than 30 years of experience in hotel and travel sales, marketing and coaching, has been named as the new president & CEO of Experience Colorado Springs, the Convention &



Visitors Bureau. Price previously served a senior vice president for professional development at Destination Marketing Association International (DMAI). He worked for many years

with Marriott International, including positions as director of sales training & development, vice president of national employment marketing and sales positions with various Marriott properties. Price is also a recognized public speaker in the travel industry and author of three books on the subjects of change management, creating exceptional customer service and high-touch selling in a high-tech environment. Price replaces Terry Sullivan, who retired as president & CEO in December after 20 years of service to the CVB.

Deborah Reinow, who has headed the San Francisco CVB's tourism development efforts for more than 20 years, is moving to a strategic advisor role to assist with the transition and to help plan and manage the International Pow Wow trade show that will be held in San Francisco May 21-25, 2011.

Cannon Tarbet recently joined the Salt Lake CVB as director of convention



sales focusing on the trade, business and commercial market. Tarbet brings 16 years of hospitality industry experience to the Salt Lake CVB, the last four of which were spent as

director of sales & marketing for the Salt Lake Marriott University Park. Prior to that, he was associate and acting director of sales at Salt Lake City's Radisson Hotel, senior sales manager at Snowbird Ski & Summer Resort and senior sales manager at Salt

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Research

U.S. Business Travel Spending, Trips to Increase This Year Despite Slowdown in Economic Growth

New Business Travel Index (BTI) Indicates Slight Overall Business Travel Growth Through 2010, Full Recovery in 2012



U.S.-originated business travel spending is expected to grow 3.8 percent this year compared to 2009 despite expectations that economic and business travel growth will slow through the second half of 2010, according to the newly developed and first-ever quarterly business travel forecast released in late October. *Business Travel Quarterly Outlook – United States*, from the NBTA Foundation, the education and research arm of the National Business Travel Association (NBTA), and sponsored by VISA, found that business travel will continue to advance by 6.7 percent and 6.9 percent for 2011 and 2012, respectively.

The new report contains the first Business Travel Index (BTI), a headline measure of the current and projected level of business travel in the United States. At the last industry peak in late 2007, the NBTA BTI reached 120. Two years of the Great Recession left the BTI at 96, a decline of nearly 20 percent. The BTI has recovered to 106 currently and is projected to reach the level of the previous peak in late 2012.

Michael W. McCormick, NBTA executive director and COO, said, “Business travel within and from the United States has seen solid recovery after two long years of diminution. However, it is clear that companies are taking their time in shifting from the current cost-containment culture, and recovery will continue to ramp up slowly. We’re looking forward to the

end of 2012 – when the industry should see a return to peak levels.”

The total number of U.S. business trips saw a sharp decline of 15.6 percent during the Great Recession from 511 million trips in 2007 to 431 million in 2010. The decline was driven in large part by the drop in transient business travel, comprising 60 percent of the total, as a result of tighter travel management, shortening trips, and some use of technological travel alternatives. However, through 2012, transient travel is expected to advance 31 percent as the economy continues to recover and travel restrictions are lifted.

International outbound corporate travel is and will continue to be significant contributors to the overall increase in U.S. business travel spend. Through the second half of 2009 and into 2010, better corporate earnings and booming export markets saw the return of premium business travel in international outbound, and increases in trip volumes and higher costs drove international outbound business travel spending up 21.7 percent between 2009 Q4 and 2010 Q1.

McCormick added, “As U.S. firms take advantage of healthier demand and supply markets in developing economies and benefit from lower travel expenses in Europe as the dollar grows stronger, the upward momentum in international outbound business travel will continue through at least 2012.”

The *Business Travel Quarterly Outlook – United States* is free of charge to all NBTA Members (<http://www2.nbta.org/foundation/resource/library>). Nonmembers may purchase the reports through the NBTA Foundation at research@nbta.org.

Source: NBTA Foundation is the education and research foundation of the National Business Travel Association (NBTA), the world’s premier business travel and corporate meetings organization.



Report Highlights Strategic Value of Face-to-Face Meetings

With the advent of virtual-meeting technology, the issue of how to format group meetings and events has become remarkably complex. Meetings can be completely virtual, completely face-to-face, or a hybrid of the two. Leading companies are using all three formats. The challenge for meeting planners is to decide which format is most effective for important business outcomes. Rather than rely on personal preferences or currently popular approaches, the decision regarding meeting type is a strategic one that should rest on specific, scientific criteria.

A new study from the Cornell Center for Hospitality Research (CHR) focuses on the specific strategic advantages of face-to-face meetings for large groups. The report, *The Future of Meetings: The Case for Face-to-Face*, was written by Christine Duffy, president and CEO of Maritz Travel Company, and Mary Beth McEuen, vice president and executive director of The Maritz Institute. The report identifies three key reasons for face-to-face meetings: 1) to capture attention, especially for new concepts; 2) to inspire a positive emotional climate; and 3) to build human networks and relationships.

This paper examines those science-based decision criteria to help executives determine when face-to-face is the most effective approach to large-group meetings or events. This decision is important because face-to-face meetings require the greatest investment of all meeting types, and thus carry the greatest expectations for a strong return on investment.

The study, which is part of the *Industry Perspectives* series, is available from the Cornell Center for Hospitality Research at www.hotelschool.cornell.edu/research/chr/pubs/perspective/.

Source: Cornell Center for Hospitality Research (CHR)

Increased Airfare and Hotel Rates Across the Globe Expected According to the American Express Business Travel 2011 Forecast

Economic Improvement, Higher Demand, and Constrained Capacity Projected to Drive Airfare and Hotel Rate Increases

American Express Business Travel announced in October pricing projections from its annual Global Business Travel Forecast, indicating increases are expected up to 10 percent for airfare and hotel rates in key markets around the world. Flat to slightly down prices are expected in car rental rates on average in North America and Europe, but up in Asia Pacific.

“Throughout 2010, companies have lifted travel restrictions brought on by red bottom line fears and this is expected to continue into 2011 as firms look more toward growing the top line. Yet pricing power will swing back to air and hotel suppliers for the first time in two years in 2011 as more competition for limited seats on planes and increased occupancy levels at hotels are expected,” stated Christa Degan Manning, director of eXpert insights and research, American Express Business Travel. “As a result, companies should re-examine program strategies and policies undertaken in the past few years and look to manage budgets and cost-control tactics competitively to protect them from the significant rate increases expected.”

The annual Forecast, produced by American Express Business Travel’s Global Advisory Services research practice, eXpert insights, includes pricing predictions for 89 types of air fares (business and economy class tickets for long-haul, short-haul and trans border flights originating in 21 countries), as well as expected negotiated hotel rates for mid-range and upper-range properties in 317 North American cities, 36 Latin American cities, 127 European and Middle East cities and 55 Asia-Pacific cities.

Companies will likely increase spending and frequency of meetings, however they will likely spend less per meeting on average as meeting size decreases and sourcing efficiencies increase. Aligning with this prediction, more meetings are expected to be held on local or regional levels, and will

continue to have fewer amenities, with audio/visual services being the only exception. As planners incorporate virtual alternatives and supplements to face-to-face experiences, investments in these technologies are expected to continue to go up.

As a whole, North America has already experienced a significant rise in rates in 2010 with domestic airfares up 39 percent for business class and 21 percent for economy short-haul; therefore only modest increases in airfare rates are expected for 2011.

The hotel industry in North America is encountering higher occupancy levels and as suppliers look to regain loyalty among business customers and increase rates, average booked rates are expected to trend higher. Corporate negotiated rates will likely increase one percent to five percent for mid-range properties and two percent to six percent for upper range hotels while non-negotiated average daily rates are expected to rise.

Car rental rates are projected to be flat or decline in 2011 by up to two percent resulting from strong competition in the industry coming out of the recession and excess inventory. However, higher cancellation charges and new taxes and fees could drive the actual price per trip higher.

The Global Business Travel Forecast 2011 is available for purchase for \$495 per individual user for existing American Express Business Travel clients and \$995 per individual user for non-Business Travel clients. To obtain a copy of the Forecast or subscribe to eXpert insights, email advisoryservices@aexp.com or visit www.businessstravelconneXion.com.

Source: American Express Business Travel, www.americanexpress.com/businesstravel, a division of American Express Company



People On The Go

Continued from page 15

Lake Marriott University Park. Tarbet began his hospitality career as director of catering & convention services at the Salt Lake City Airport Hilton.

Scott L. White, former executive director of the San Antonio CVB, has accepted a position as president & CEO of the Palm Springs Desert Resort Communities CVA. White is known for his work on the “Deep in the Heart” re-branding campaign for San Antonio. He was appointed as the San Antonio Bureau CEO in fall 2006. Before his position in San Antonio, White was executive vice president of the Greater Phoenix CVB.

North America - 2011 Forecast				
Region	Airfares		Hotel Rates	
	Domestic/Short-Haul (Economy Class)	International/Long-Haul (Business Class)	Mid-Range	Upper-Range
United States	2% to 6%	3% to 7%	1% to 5%	2% to 6%
Canada	2% to 5%	3% to 6%	2% to 6%	4% to 8%
North America	2% to 6%	3% to 7%	1% to 5%	2% to 6%

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(435) 781-6766 Fax
nfarmer@co.uintah.ut.us
www.undiscoveredutah.com
Nikki Farmer, Director

Member Updates

In California...

The Irvine Chamber Visitors Bureau has changed its name to **Destination Irvine**. The new website address is www.destinationirvine.com.

TripAdvisor Unveils 2011 Travel Trends Forecast

Annual Poll Shows More Than a Third of U.S. Travelers Plan to Spend More on Travel in 2011

In early November **TripAdvisor®** announced the results of its annual travel trends survey of more than 3,000 U.S. travelers. Americans appear eager to pack their bags in the coming year, as 36 percent plan to spend more on leisure travel in 2011 than this year, while 42 percent expect to spend the same amount. Ninety percent plan to take two or more leisure trips next year—a slight increase on the 89 percent who said they have done so in 2010.

While travelers named an increase in online travel deals as the best travel development of 2010 (39 percent), rising airfares (40 percent) and bed-bugs (20 percent) are the top two travel concerns for 2011.

On the Road Again: Travelers Globetrotting in 2011

- 69 percent of travelers plan to take international trips next year, and of that group, 52 percent will travel to Europe, 13 percent will visit Asia and 12 percent will journey to South America.
- The top three international destinations U.S. travelers plan to visit in 2011 are Paris, London and Rome.
- 75 percent of respondents plan to visit a U.S. city next year, with Las Vegas, New York City and San Francisco the most popular choices.
- Vacation rentals will be a popular lodging choice in 2011, with 47 percent considering a stay in a vacation rental home—a significant increase compared to 39 percent one year ago.

Best and Worst in Travel for 2010 and the Past Decade:

1. Best Travel Development of 2010:
2. More online travel deals – 39%
3. Cheaper hotel rates – 22%
4. More in-flight Wi-Fi Internet access on planes – 12%

Worst Travel Development of 2010:

1. Carry-on baggage fees – 69%
2. New hotel fees – 10%
3. TSA full-body scanners – 10%

Best Travel Development of the Past Decade:

1. Online check-in – 26%
2. Candid traveler reviews – 16%
3. Increased options for online travel bookings – 16%

Worst Travel Development of the Past Decade:

1. More airline fees – 45%
2. Carry on restrictions for liquids, gels and aerosols – 19%
3. Longer security lines – 9%

Up in the Air

- Despite being fed up with airline fees, 24 percent of travelers plan to fly more next year, while 60 percent will fly the same amount.
- Shelling-out for in-flight extras is becoming second nature to travelers, with 77 percent expecting to do so in 2011 – up from 72 percent one year ago.
- In-flight manners leave much to be desired, with the top flyer faux pas revealed to be people kicking the seat back (28 percent). Rude seat recliners (20 percent) and passengers sneezing or coughing without covering their mouths (18 percent) further aggravate travelers.
- 27 percent would pay to sit in a child-free section of an airplane, while 19 percent would pay to sit in a quiet section, should such an option ever exist.
- 65 percent think passengers of size should be required to pay for an extra seat on an airline when necessary.

Popular Pursuits and Eco-Traveling in 2011

Top Five Vacation Activities for Next Year:

1. Visiting an historic site – 85%
2. Visiting a museum – 73%
3. Visiting a national park – 46%
4. Attending a festival – 43%
5. Hiking – 42%

- Further popular pursuits among travelers for the year ahead include water activities (38 percent), visiting a spa (33 percent) and gambling (29 percent).
- When asked what travel activities they might try for the first time in 2011, 11 percent chose a cruise, while 11 percent are also considering taking an educational course on vacation.
- 47 percent will take eco-friendly factors in to consideration, such as their carbon footprint or “green” hotel policies, when making travel plans in 2011.
- 20 percent expect to be more environmentally conscious in their travel decision and choices next year.

Increase in Connectivity Leads to “Fake-ations”

- Technological advances in 2010 have led to 59 percent of travelers in employment being more connected to work than ever on leisure trips this year.
- 69 percent connect with work while on leisure trips, while 16 percent confess that work always or often impacts their vacations.
- 62 percent check their work e-mail on leisure trips, while 13 percent call the office to check in.
- Eight percent admit to considering the remoteness of their destination, specifically to avoid connecting with work.
- 90 percent of travelers also connect with home on their leisure travels – but just 26 percent send postcards, instead favoring modern-day technology, including e-mail (74 percent), text messages (40 percent) and social networking sites (28 percent).

Hotel Highs and Lodging Lows

According to the survey, the top three hotel brands that travelers are loyal to are:

1. Marriott – 24%
 2. Hilton – 18%
 3. Hampton Inn – 7%
- When it comes to booking hotels, travelers are significantly less brand loyal than one year ago, with 39 percent of travelers now faithful to one name – a significant drop from 59 percent in 2010.
 - 96 percent believe that U.S. hotels offer room for improvement in 2011, with higher standards of cleanliness

topping travelers' wish-lists (22 percent).

- Of those who have stayed in international hotels, 90 percent believe these could be bettered next year, with wider availability of free Internet access the most-wanted enhancement (20 percent).

Americans Deemed Friendliest and Most Annoying Travelers

For the second consecutive year, Americans are voted both the friendliest travelers – and also the most irritating.

Friendliest Travelers, According to the Survey

1. Americans
2. Australians
3. Canadians

Most Annoying Travelers, According to the Survey

1. Americans
2. French
3. Japanese

“With over a third of travelers revealing that they start planning their vacations more than six months before a trip, many Americans are already eagerly anticipating some terrific travel adventures for 2011,” said Karen Drake, senior director of communications for TripAdvisor. “Online travel deals, named as the greatest travel development of 2010, will continue to offer aspiring vacationers fantastic opportunities next year – whether they’re planning a nearby weekend getaway, or the dream trip of a lifetime.”

Source: TripAdvisor www.tripadvisor.com

Salary and Budget Surveys Online

Archived results available to those 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

The 2010 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.

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

Western Destinations Guide

WACVB and PCMA Convene® present the 13th annual “Western Destinations Guide” — the ultimate opportunity for WACVB members to showcase western destinations to the meetings market.

Matching Editorial!

Available exclusively to WACVB members to showcase Western destinations, the WACVB guide will be poly-bagged with the March 2011 issue of *Convene* and mailed to more than 30,000 meeting professionals.

All advertisers purchasing ¼ page or larger will receive **FREE matching editorial**, written by *Convene* to describe your destinations' many assets, and WACVB will receive up to six pages of editorial to promote the West as a meeting/convention destination.

Special Discounted Rates!

Convene is offering special discounted rates (equal to 1999 rates) when you advertise in the *Western Destinations Guide*.

Size	Rates (USD net)
Full-page / 4C (+ full-page editorial)	\$ 5,971 (a value of \$8,721 net!)
½ page / 4C (+ ½ page editorial)	\$ 4,645
⅓ page / 4C (+ ⅓ page editorial)	\$ 4,265
¼ page / 4C (+ ¼ page editorial)	\$ 3,950
⅙ page / 4C	\$ 1,000
Enhanced Member Listing	\$500

Reserve Your Space Now!

Contact Albert Pereira at (312) 423-7277 • apereira@pcma.org or Wendy Krizmanic at (312) 423-7248 • wkrizmanic@pcma.org to reserve your space.

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





Calendar of Events

2011

Meetings/Conventions Sales Institute Training (SIT I) Program
March 22 & 23, 2011
Fiesta Resort Conference Center
Tempe, Arizona

Destination Marketing Tech Summit & Vendor Showcase
March 24 & 25, 2011
Welcome Reception on March 23
Fiesta Resort Conference Center
Tempe, Arizona

CEO Forum
August 11-13, 2011
Eldorado Hotel
Santa Fe, New Mexico

Advanced Meetings/Conventions Sales Institute Training (SIT II) Program
October 11 & 12, 2011
Ontario, California

Travel Industry Marketing & Sales Training (TIMST) Program
October 11 & 12, 2011
Ontario, California

Annual Conference & Vendor Showcase
October 12-14, 2011
Ontario, California

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 website www.wacvb.com. The service is available to both WACVB member and nonmember organizations seeking to fill CEO and senior-level staff vacancies.

Awards/Kudos

The Monterey County CVB received two prestigious Hospitality Sales & Marketing Association International Adrian Awards, gold for its website www.seemonterey.com and bronze for its "See Yourself in Monterey" campaign. HSMIA's 2010 Adrian Awards attracted more than 1,000 entries from around the world. Approximately 200 industry experts serve as members of the Adrian Awards' judging academy; comprised of advertising, public relations, media, and Internet marketing professionals, along with leading members of the travel community. Entries are evaluated in five equally weighted categories: Marketing Objectives, Creativity, Quality, Content, and Results. Each entry is judged on its merits and success in achieving its objectives.

The Professional Convention Management Association recently announced the winners of its 2010 Achievement Awards, which honor members for their contributions to PCMA and the meetings industry. The winners will be recognized at the 55th PCMA Annual Meeting in Las Vegas, January 9-12, 2011. The 2010 Environmental Leadership Award recipient: the **Vancouver Convention Centre** for its progressive 'greening' efforts in the meetings industry.

Readers of *Condé Nast Traveler* magazine have once again named **Vancouver** the "Best City in the Americas" in the magazine's annual Readers' Choice Awards survey. The award, presented at a ceremony in New York City in October, represents the fifth time Vancouver has won the title since 2004. The poll, which defines the Americas as Canada, Central America and South America, asked readers to rate cities on a variety of criteria, including culture and sites, restaurants, lodging, shopping, ambience and friendliness. "Tourism Vancouver www.tourismvancouver.com is exceptionally proud of this award," said James E. Terry, board chair of the destination marketing organization that represents more than 1,000 hotels, restaurants and attractions in Vancouver. "It furthers the work Tourism Vancouver and [our] partners do to enhance the profile of our destination, and [it] is a real tribute to the men and women who work at the front lines of our tourism and hospitality sector."

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