



Annual Meeting & Vendor Showcase
Best Idea Program

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WACVB

Published by the Western Association of Convention & Visitors Bureaus

For Member Bureaus ~ June 2010

newsnotes

21st Annual CEO Forum

Sedona to Host



For two decades, western DMO leaders have explored industry priorities, shared insights into challenges facing DMOs, and determined how to best market their destinations and lead their organizations at the annual WACVB CEO Forum.

Bureau leaders will gather for the 21st annual CEO Forum, August 5-7, at Enchantment Resort near Sedona, Arizona. CEO Forum Co-chairs Jennifer Wesselhoff (Sedona), Bob Brown (Ontario) and Tracy Farhad (Solvang) look forward to welcoming CEOs to this year's event.

Bureau leaders are searching for ways to stay fresh and keep their organizations nimble. CEOs will address the challenges driven by changes in funding sources and resource allocation, increased accountability and performance measures, escalating technology, and trends in the meetings and travel industry.

The CEO Forum is designed exclusively for leaders of destination marketing organizations—whether an experienced bureau leader or an up-and-coming CEO. First-time attendees: Benefit from the new CEO mentor match

program to facilitate your Forum experience. CEOs attending the Forum for the first time will be paired with chief executives who have attended previous editions.

At the Forum build a face-to-face CEO network that will assist in garnering industry insights and resources from your colleagues. Bureau leaders at the Forum also participate in a marketing idea exchange. It's a quick way to collect a handful of terrific ideas to inspire your promotional efforts.

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WACVB ANNUAL CONFERENCE
ELEVATE YOUR PERSPECTIVE
2010 SALT LAKE

—OCTOBER 13-15, 2010—



The conference also includes the Best Idea Program featuring the “best new idea you’ve implemented during the past year” via an electronic entry form (no fee). The entry form is online at www.wacvb.com/event_forms/bestidea.html.

The sales and marketing training sessions will be October 12 and 13 (see separate article this issue).

Salt Lake www.visitsaltlake.com is a vibrant metropolitan area of one million people flanked by the majestic Wasatch Mountains. Known for its clean, accessible downtown and friendly citizens, the city also blooms with rich artistic offerings and boundless recreational options. It’s where big-city culture meets sublime outdoor beauty.

Salt Lake is known as the “Crossroads of the West” for good reason. It is one of the most accessible destinations in North America. Just minutes from downtown and ranked the nation’s #1 on-time arrival and departure airport, Salt Lake City International is served by all major U.S. airlines and is the western hub for Delta Air Lines. Upon landing at SLC International, it’s a short eight-minute drive to downtown Salt Lake and its convention district. A modern light rail line connects the hotels, convention center, shops, restaurants and night spots within the convention district’s free-fare zone.

The Planning Committee—Scott Beck, Joel Racker, Manette Belliveau, Dale Lockett, Michael Mack, and Kathy Smits—invite you to attend the 2010 WACVB conference.

The WACVB Annual Meeting is the place for industry education; mark your calendar and join your industry peers in October.

WACVB Best Idea Program

What’s Your Best Idea?

It’s easy to submit an entry for WACVB’s Best Idea Program; a handful of idea submissions will be honored at this year’s annual conference in Salt Lake City in mid-October.

Do you have a new marketing campaign or membership project to brag about? If so, we invite you to submit any new projects your bureau has undertaken in this year’s Best Idea Program. An award could be in your bureau’s future! And, it’s an added benefit to highlight industry recognition with your stakeholders.

The objective of the Best Idea Program is to share innovative techniques or imaginative approaches to promoting your destination, managing your organization, providing services, and communicating with stakeholders.

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

Best Idea submissions are due by **September 14, 2010**. A Board-appointed Task Force reviews the Best Idea submissions and invites panelists from selected bureaus to present their best ideas at the annual conference in Salt Lake City. Best Idea presentations will be at the October 14 conference luncheon.

The **Best Idea Booklet**, which will include all project submissions, will be uploaded to the Resource Library following the Annual Meeting.

Congratulations to last year’s award recipients:

Albuquerque

*Holiday Viral Video—
Life of a Brown Paper Bag*

Fresno

Family Fun Staycations

Portland

Portland’s “Twisitor Center”

Sonoma County

*World’s First Ever Sonoma
County Wine and Food Tattoo
Contest*

Salt Lake to Host 2010 Annual Meeting

Elevate Your Perspective

Industry education awaits you at this year’s Annual Meeting in Salt Lake City. The Annual Meeting Planning Committee is busy confirming sessions and speakers. The Salt Lake CVB team, led by CEO Scott Beck, is ready to welcome industry colleagues from the West.

The 2010 WACVB Annual Meeting & Vendor Showcase is scheduled for October 13-15 at the Hilton Salt Lake City Center. A sampling of the session topics include: bureaus as full-service marketing agencies, visitor centers for the 21st century, the wisdom of research data, dedicated funding for tourism, destination DNA, partnerships with state offices of tourism, and strategies for driving meeting attendance and repeat visits.

A new component this year is a late afternoon group activity, titled “Discover the Destination”—envision an abbreviated version of The Amazing Race. The Salt Lake CVB team is working feverishly on this fun and educational project for attendees.

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



Destination Marketing Tech Summit
& Vendor Showcase
March 25 & 26, 2010



Meetings/Conventions Sales Institute
Training (SIT) Program
March 23 & 24, 2010

REGISTRATION BROCHURE



WESTERN ASSOCIATION OF CONVENTION & VISITORS BUREAU

Top Marks for 2010 Tech Summit

Hosted by Seattle's CVB



Andrew Eklund, CEO and Founder of Ciceron, presented "How Meeting Planners Use the Web and Technology" at a group luncheon during the Tech Summit.

The place to be March 25 & 26 was Seattle for WACVB's 5th annual Destination Marketing Tech Summit & Vendor Showcase. Destination marketers from more than 50 DMOs in the West learned technology strategies and solutions for their organizations.

Delegates and exhibitors listened to dynamic keynote presentations, learned new strategies at informative workshops, and gathered information about technology products and services.

Representatives from Microsoft, Expedia and Google presented at the Summit, along with a host of technology, marketing and research experts.

Ninety-eight percent of the CVB delegates completing the event evaluation survey ranked the Summit general sessions as good or excellent. And, 98 percent of survey respondents ranked the workshops as good or excellent.

And, 100 percent of the respondents ranked the location—Seattle—as good or excellent! Thirty-five percent of the survey respondents were attending the Tech Summit for the first time.

A perennial favorite speaker continues to be Martin Stoll from GoSeeTell Network. His general session this year was "Social Media Trends: What's Next." The related general session, "Measuring the Buzz: Best Practices in Social Media Analytics and Research,"

also received a high ranking, featuring presenters Erin Francis-Cummings, Destination Analysts; Arianna Petkevicius, GoSeeTell; and Paul Winkle, Miles Media.

The workshop deemed most valuable by survey respondents was Dave Kerpen's "Finding Your Footing in the World of Facebook." Another popular workshop was "Destination Videos," presented by Martin Stoll, GoSeeTell, and Maresa Thompson, Albuquerque CVB.

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Just a quick note to say congratulations on an amazing Tech Summit. Once again, I have so much applicable information that I can use to improve our destination marketing. I had a great time at the conference and also in the fantastic city of Seattle. I really appreciate all the hard work that you put into the conference. As you can tell from the Tweets, the conference was very well received.

Maresa Thompson
Interactive & Design Manager
Albuquerque Convention
& Visitors Bureau



WACVB President Stephanie Nowack (Tempe) presents a complimentary 2010 Annual Meeting registration certificate to David Andre, Vice President of Marketing & Communications at the Santa Clara Bureau. The October 13-15, 2010, conference will be in Salt Lake City.



Terry Musgrave, Administrative Assistant at the Snohomish County Tourism Bureau, now has plans to attend the 2011 Destination Marketing Tech Summit in Tempe, as she accepts a complimentary registration certificate from WACVB President Stephanie Nowack (Tempe).

Thanks again for another excellent, information-gathering, networking event! Both years I have attended, I have come away stuffed with good information and good food. I can't wait to start implementing some of my newly found expertise. Actually, I did add a location to Foursquare last night at dinner in Port Angeles, so I've already begun.

Mary Brelsford
Communications Manager
Olympic Peninsula Visitor Bureau

Tech Summit

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Delegates had a variety of additional content-rich sessions to choose from at the Summit focusing on Bing Travel, mobile apps, editorial evaluation metrics, how meeting planners use technology, how Microsoft plans meetings and interacts with DMOs, demystifying Google Analytics,



Vendor Showcase

A vital component of the Tech Summit is the two-day Vendor Showcase where delegates met with exhibitor representatives and previewed new technology tools, products and services available to DMOs. Thanks to our sponsors and vendors for joining us at the Tech Summit.



Sponsors

Expedia, Inc./Expedia Media Solutions

www.expedia.com/mediasolutions

Seattle's CVB

www.visitseattle.org

Vendors

Advanced Reservation Systems – ARES
www.aresdirect.com

Cendyn
www.cendyn.com

Discover Anywhere Mobile, Inc.
www.discoveranywheremobile.com

E-proDirect
www.eprodirect.com

GoSeeTell Network
www.goasetell.com

Internet Destination Sales System
www.idss.com

JackRabbit Systems
www.jackrabbitsystems.com

Madden Media
www.maddenmedia.com

Miles Media
www.milesmedia.com

simpleview inc.
www.simpleviewinc.com

theKbuzz
www.thekbuzz.com

TIG Global
www.tigglobal.com

TripAdvisor
www.tripadvisor.com

Weaver Multimedia Group
www.weaver-group.com



It was a full house at the "Google Analytics: Unraveling the Mystery" workshop. Speakers seated (top photo-left to right) Heather Wilburn, Account Executive, Google TV Ads; Mike Plummer, Web Analyst, POP; and Anil Batra, Vice President of Search and Analytics, POP (a Google Analytics Authorized Consultant). At the podium is Nicole Gustas, Website and Marketing Manager, Monterey County CVB.

effective email programs, integrating online advertising into marketing strategies, and increasing interactive media ROI.

Thanks to Tech Summit Planning Committee member Nicole Gustas (Monterey CVB) for presenting the "101 Session: What Does It All Mean?" as an optional workshop early on the first day of the Summit. The one-hour overview included the basics of social media for business.

a beautiful, sunny day to see the city from a stunning 76 stories above the street.

At the Vendor Showcase reception on Thursday evening several lucky delegates took home themed gift baskets courtesy of Seattle's CVB and the Tempe CVB or WACVB conference registration certificates.

A special thank you to all of the speakers—they presented new and complex ideas. The majority of the Tech Summit presentations are online at www.wacvb.com/presenters.html

Accolades and thanks to our hosts from Seattle's CVB. Tech Summit Planning Committee Chair Elias Calderon deserves special recognition for his diligent work in securing a number of high-profile speakers.

And, thanks to Seattle's CVB and Bureau CEO Tom Norwalk for hosting the welcome reception on Wednesday evening at the Columbia Tower Club. It was

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Tech Summit

Continued from page 4

Thanks to our Tech Summit Planning Committee for recommending programs topics, securing speakers, introducing sessions at the Summit, and posting Tweets about the sessions and Seattle.

2010 Tech Summit Planning Committee

Chair

Elias Calderon, Director of Marketing, Seattle

Members

Angela Byrd-Udovich, Tourism Development and Social Marketing Manager, Redding

Jason Chiang, Director of Interactive Marketing, West Hollywood

Kirsten Danielson, Director of Marketing, Yakima Valley

Nicole Gustas, Website and Marketing Manager, Monterey County

Sally McAleer, Vice President of Integrated Marketing, Lane County

Maresa Thompson, Interactive & Design Manager, Albuquerque

Bryan White, Director of Online Strategy, Portland

Board Liaison

Lorene Palmer, President & CEO, Juneau

Mark your calendar for next year's Destination

Marketing Tech Summit,

March 24 & 25, 2011,

in Tempe, Arizona,

at the Fiesta Resort

Conference Center.

Research

Americans Planning to Travel and Spend More

But travelers aren't afraid to ask for deals, make budget-minded decisions

After a few years of staying close to home, Americans are ready to start traveling again and will be spending more and staying away longer. But savvy, cost-conscious travelers will also be looking for value and are willing to haggle for the best deals, according to a survey released April 30.

"They are indicating that they will spend more but they are doing more and putting more effort to make sure they get the most for their money," said Beth Caulfield, the editor-in-chief of AOL Travel. "They are still very focused on value."

In a sign that the travel industry is starting to pick up, 67 percent of the 1,000 Americans questioned in the AOL online survey said they planned to spend more than \$1,000 on a holiday, five percent more than in 2009.

Nearly 55 percent hope to take more than one vacation, an increase of four percent from a year ago. Fewer people are also planning shorter trips.

"I think they are also looking for travel providers to really step up and add more value into their price," said Caulfield.

Source: Reuters on MSNBC.

Spending by Travelers Saves U.S. Taxpayers Hundreds of Dollars

Each American Taxpayer Would Owe \$950 More in Taxes Without Tax Revenues from Travel Industry

According to the U.S. Travel Association, American taxpayers would have to pay an average of \$950 more per household if not for the tax revenues generated by travel and tourism to and within the United States.

"Take a moment to extend some friendly hospitality to the tourists in your city or town today—the money they spend has saved you nearly one thousand dollars in personal taxes this year," said Roger Dow, president and CEO of the U.S. Travel Association. "The leisure or business traveler staying at the nearby hotel, eating at a local restaurant, shopping or visiting a local attraction is keeping your local economy vibrant and putting money in your pocket."

The money travelers inject into the economy often means more money for civic development, infrastructure and state and local jobs such as teachers, firefighters and police forces. In 2009, travel spending by U.S. and international visitors resulted in more than \$111 billion in tax revenue for federal, state and local government. Of that total, \$77.3 billion came from leisure travel and \$34.2 billion was generated by business travel, including meetings and conventions.

Travel is a \$704 billion industry that generates tax revenue and jobs across the country. One in 13 American workers is employed either directly or indirectly by the travel industry. In addition to those directly employed by the industry, millions of Americans are indirectly employed as a result of the business generated by travel, including caterers, audio/visual companies and retailers.

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

2009 Impact of Travel on U.S. Economy (Domestic & International Inbound Travel in U.S.)

	Tax Receipts (\$ Billions)
Total Travelers	\$111.5
Leisure Travelers	\$77.3
Business Travelers	\$34.2
General Business	\$20.7
Meetings/Conventions	\$13.6

Advocacy

Travel Boycotts Are Not the Answer

WACVB emphatically supports our Arizona destination marketing colleagues as well as travel and tourism industry employees in Arizona. The Association has two upcoming education programs scheduled for Arizona destinations.

CEO Forum
August 5-7, 2010 – Sedona

Destination Marketing Tech Summit
& Vendor Showcase
March 24 & 25, 2011 – Tempe

WACVB concurs with the statements and positions of our travel industry associations as outlined below (excerpts from full statements).

U.S. Travel Association Calls for End to Arizona Travel Boycott

April 30, 2010

“We call for an end to counterproductive Arizona travel boycotts. Immigration reform is an important and sensitive topic for Arizona and the country at large. This complex issue should be resolved on the merits of various proposals, not by holding an industry and its 300,000 employees hostage to politics. We appreciate the acknowledgment that travel is a major economic force in Arizona and across the country. We need to protect this critical aspect of our economy and reward hard-working Americans instead of proposing boycotts that will lead to job losses and economic hardship for families and local communities. It is inappropriate to punish the men and women of our industry who have done no harm to others.”

American Hotel & Lodging Association

AH&LA reacts to Arizona immigration law

AH&LA fully supports the Arizona tourism and hotel industry. We do not support in any way a boycott of one of Arizona’s biggest industries because these ill-advised actions hurt the state’s 1,110 lodging properties and their

52,000 employees and their families. We encourage visitors to travel to Arizona to support the state’s hospitality industry, and leave state politics to its residents. AH&LA will hold its annual Summer Summit in Scottsdale on June 15-16 as planned, to show our association’s strong support of Arizona’s hoteliers and their employees.”

Destination Marketing Association International

Official DMAI position:

DMAI calls for an end to the use of travel boycotts to make political statements in any travel and tourism dependent community. More than anything, travel boycotts hurt the local communities and the workers who rely on jobs in the travel and tourism sectors. In the case of Arizona, the Arizona Office of Tourism estimates that a boycott would affect 200,000 industry workers—and their families. We encourage focus on the root issues not the boycott of travel and tourism, which provides massive financial contributions to destinations around the country.

First-Ever U.S. Travel Promotion Program

Tax-Free Stimulus Expected to Create 40,000 Jobs and Boost Inbound Travel to United States

The travel community celebrated a major victory in early March when President Obama signed into law the first-ever national travel promotion and communications program to attract more international travelers to the U.S.

The Act is in response to worrisome evidence that the U.S. is losing ground to other countries in the global travel market. The U.S. welcomed 2.4 million fewer overseas visitors in 2009 than in 2000, and the failure to simply keep

pace with the growth in international long-haul travel since 2000 has cost the U.S. economy an estimated \$509 billion in total spending and \$32 billion in direct tax receipts, according to the U.S. Travel Association. The Travel Promotion Act will counteract this trend by creating a campaign to promote the United States as a premier destination and explain changing travel security policies to foreign visitors.

Oxford Economics estimates that a successful national promotion will yield \$4 billion in new spending annually, create 40,000 new jobs and generate \$321 million in new tax revenue each year. The Congressional Budget Office reported that the Travel Promotion Act would reduce the federal deficit by \$425 million over ten years.

The public-private Corporation for Travel Promotion established by the Travel Promotion Act combines the accountability of the government with the expertise of the private sector. The U.S. Department of Commerce will oversee the Corporation and work with the Departments of State and Homeland Security to nominate an 11-member board comprised of representatives from various segments of the travel community. Once the board is in place, it will select an executive director to run the operations of the Corporation. The Corporation will develop a multi-channel marketing and communications program to attract more international visitors and explain changing travel security policies.

The initiative will be funded through a matching program featuring up to \$100 million in private sector contributions and a \$10 fee on foreign travelers who do not pay \$131 for a visa to enter the United States. The fee will be collected once every two years in conjunction with the Department of Homeland Security’s Electronic System for Travel Authorization. No money is provided by U.S. taxpayers. For more information about the Travel Promotion Act, please visit www.poweroftravel.org or www.ustravel.org.

Source: U.S. Travel Association

National Travel and Tourism Week Celebrations

Each year, the U.S. Travel Association dedicates a week in May for communities and travel organizations across the nation to recognize the importance of the travel industry and the impact it has on our economy.



As a fun and light-hearted kick-off to the first annual Pikes Peak Western Heritage Days, May 10 was designated as the start of Ride Your Horse to Work Week in Colorado Springs and the Pikes Peak region. Elected leaders and other VIPs gathered at the Colorado Springs Pioneers Museum, mounted horses provided by M Lazy C Ranch and Academy Riding Stables, and rode horseback to City Hall. Upon arrival, the Vice Mayor galloped up the steps and made an official proclamation that the week is officially *Ride Your Horse to Work Week* in conjunction with National Travel and Tourism Week. This May through August, Colorado Springs residents and visitors can saddle up and celebrate the cowboy, gold mining, geological and American Indian heritage of this unique western region. A full calendar of events and activities for the first annual Pikes Peak Western Heritage Days can be found at www.visitcos.com/western. Also on this site, travelers can find Savings with an Altitude—great deals on area lodging, dining, activities and attractions.



21 or older, followed the clue, showed up at the venue, become a friend or follower of that venue, and in turn claimed a reward. Rewards included two-for-one drink specials and attraction passes, free merchandise, significantly discounted show tickets, and much more. The LVCVA also partnered with Valley High School's Academy of Hospitality and Tourism (AOHT) students to host a pep rally on May 11, in support of travel and tourism. The Academy is a magnet program that caters to its 315 students who are interested in a career in the many areas that encompass hospitality. Five students from the Hotel College at University of Nevada, Las Vegas, were acknowledged at the rally along with industry employees selected for the LVCVA's annual Hospitality Hero

TRAVEL ADVANCES AMERICA

In celebration of National Travel and Tourism Week the Las Vegas CVA sponsored several events to recognize the visitors, residents and hospitality employees who contribute to the success of Las Vegas' number one industry. Events included a pep rally in support of tourism, an essay contest, a hospitality awards program, locals' trivia contests, and the first-ever, destination-wide social media scavenger hunt. National Travel and Tourism Week kicked off on May 8, with a destination-wide scavenger hunt using only the tools of social media networking sites Twitter and Facebook. The LVCVA partnered with more than 30 venues throughout the resort community for the week-long promotion. Each venue had a three-hour window of time to communicate a clue to friends and followers. Participants, who had to be

Award commemorating outstanding achievements. Las Vegas residents were encouraged to show their support for the industry by wearing blue, a state color of Nevada, on May 11 and during National Travel and Tourism Week.

The Sonoma County Tourism Bureau kicked off the Spend Tom campaign on May 7. The "Spend Tom" promotion, named after Thomas Jefferson, the President on the \$2 bill, demonstrates how tourist dollars move through the economy by distributing \$25,000 in two-dollar bills marked with www.spendtom.com at various tourism-related businesses in Sonoma County. "Last year, Sonoma County launched Spend Tom as a pilot program for the state. The success of our program means that Spend Tom is statewide this year," said Ken Fischang, president & CEO of Sonoma County Tourism Bureau. "This is a great way to show how a tourist dollar affects Sonoma County's economy. Last year we saw 'Toms' move from hotel to cafe and from cafe to donations for local nonprofits." More than 50 Sonoma County businesses participated in Spend Tom, joining businesses in 16 destinations throughout California. Consumers who received the bills logged onto the website, www.sonomacounty.com spendtom, to report where they got the money as well as where they spent it. Their names were entered into a drawing for California vacations, donated by the destinations participating in the campaign.

Throughout Washington State, a number of communities planned special events for the 27th Annual National Travel and Tourism Week, May 8-16. The following is a small sampling.

In celebration of the week, the Yakima Valley VCB hosted their Annual Meeting and Encore! Awards May 13 at the Yakima Convention Center. At the event, Encore! Awards were presented for Best Restaurant, Winery of the Year, White Glove Award for a lodging establishment, Tourism Business of the Year and Tourism Person of the Year.

Each year during National Travel and Tourism Week, The Inland Northwest Tourism Awards recognizes individuals, businesses, and organizations that make a difference in hosting nearly four million visitors to Spokane County. The event is sponsored by the Spokane Regional CVB.

Seattle Southside Visitor Services had a grand opening event on May 13 for the Seattle Southside Visitor Center. There was a ribbon cutting, food, drinks, prizes and speeches from local elected dignitaries.

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WACVB Education & Research Foundation News

CRUISE PRIZE PACKAGE

2010 Raffle Fundraiser Tickets Available



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
- Valid dates: November 1, 2010 to October 31, 2011.

Time for a cruise! Experience a dream destination on a Princess 7-day Caribbean or Mexican Riviera Cruise for two. Enjoy soft beaches, exotic flora and fauna, explore old forts, churches and pirate castles, and shop in glamorous boutiques or colorful local markets. Princess offers the newest, most beautiful and innovative fleet in the Caribbean as you're sailing from one fabulous port to another. World-class cuisine will satisfy any palate with flexible dining options. Relax and pamper yourself and enjoy the activities on board because Princess' ships are destinations in themselves. Departure cities vary based on cruise selection.

The raffle drawing for the cruise prize package will take place in mid-October. You need not be present to win. Donations are tax deductible. All trip package components are based on space availability; blackout dates apply. The prize package also includes roundtrip airfare for two to/from the cruise departure city. Madden Media is back with us again as a Foundation supporter by donating funds for the roundtrip airfare.

The raffle ticket order form is online at www.wacvb.com – click on Foundation/Scholarships.

1 ticket = \$25 • 5 tickets = \$100

The Foundation will be selling raffle tickets for the Cruise Trip Package at the CEO Forum and Annual Meeting.

Raffle Funds Go Toward Scholarships and Research Grants

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 convention and visitor bureau personnel to earn scholarships to attend training programs. Information and applications for each of the Foundation's scholarship programs is at www.wacvb.com – click on Foundation/Scholarships.

Website Research and ROI Project

The WACVB Foundation has partnered with TNS Travel & Leisure to assist DMOs in ensuring more competitive websites. Discover how your bureau can get involved in this research project. Contact Foundation staff at info@wacvb.com for an overview of the Destination Website Research and ROI Project—Website Evaluation: A Quantitative Measurement. The Foundation is providing shared-participant funding for qualifying bureaus; contact Foundation staff for the Website Project Application. As you evaluate participation in this project, the Foundation Board is aware that interested DMOs may wish to participate in a year or so. Please know the project and research grants will be available for future participation. The Foundation has issued research project grants totaling more than \$14,000 to website ROI project bureau participants.



Tech Summit scholarship recipients (left to right) Anne Sutterfield, Lake Tahoe Visitors Authority; Stacey Malstrom, Travel Lane County; Bridget Baeth, Tacoma Regional CVB; and Lisa Mayo, Calaveras County Visitors Bureau. Scholarships courtesy of the WACVB Education & Research Foundation.

2009 Raffle Winner

Barbara Riddle, president & CEO, of the Davis Area (Utah) CVB, was the winner of the 2009 Foundation raffle prize package. The package included three nights lodging at the Sheraton Waikiki and three nights lodging at the Moana Surfrider Resort & Spa, both located on world-famous Waikiki Beach. The package was courtesy of Starwood Hotels & Resorts, Waikiki. Madden Media donated funds for roundtrip airfare for two from a western gateway city to Honolulu.



2009 Foundation Raffle winner Barbara Riddle (second from left) is pictured with her children, Kylie and Tanner, at a luau they attended during their trip to Hawaii.

“We had an absolutely fabulous time, and the kids are asking for a return trip to Hawaii. I can now say I’ve been scuba diving and surfing and enjoyed both along with snorkeling and sightseeing. What an adventure! Thanks to the WACVB Foundation for a great trip with my family,” said Barbara Riddle.

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/foundation.html.

Tech Summit Scholarships

The Foundation granted scholarships to four CVB representatives who attended the March 2010 Destination Marketing Tech Summit & Vendor Showcase in Seattle. Each Foundation scholarship included Summit registration and travel expenses.

Scholarship recipients:

Bridget Baeth
Marketing Manager
Tacoma Regional CVB

Stacey Malstrom
Tourism Public Relations Manager
Travel Lane County

Lisa Mayo
Executive Director
Calaveras County Visitors Bureau

Anne Sutterfield
Website and Operations Manager
Lake Tahoe Visitors Authority

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.

Materials for next year’s Tech Summit scholarship program will be posted to the WACVB website this summer (click on the Foundation button).

“Business of Bureaus” Video Training Modules

If you haven’t viewed the Foundation’s “Business of Bureaus” video training modules, do it today

The 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 veteran staff members.

The video modules are available via streaming video at www.wacvb.com – click on the Resource Library. A Resource Library username and password is required to access the videos and materials. If you do not have the Resource Library username and password, please contact staff at info@wacvb.com.

Module 1: Media Relations & Community Relations

Module 2: Leadership and Management

Module 3: Marketing and Advertising

Module 4: Sales (Conventions, Meetings, Sports & Leisure)

Module 5: Services (Convention & Leisure)

Module 6: Social Media [in progress]

The modules are also available for purchase as a series or individual DVDs.

If you have questions about the Business of Bureaus video series or would like to purchase the DVDs, contact staff at info@wacvb.com or (916) 443-9012.

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

Bureau News

Branding

• In spite of the fact that the southwest region of Washington is home to Vancouver, the fourth largest and oldest city in the state, it has long suffered from a mistaken identity. And, when it comes to attracting tourists to the region, the confusion between Vancouver, Wash., and Vancouver, B.C. has always proven to be a huge hurdle for the Southwest Washington CVB. To overcome this challenge, SWCVB announced it is redefining itself through the launch of a new brand, which will raise the profile of Vancouver and the region and more immediately differentiate the city from its namesake to the north (yes, Vancouver, Wash., was settled first). The organization's new branding, "Visit Vancouver USA | Discover the Original," satisfies three key marketing objectives for the area.

- The inclusion of "Vancouver USA" improves the region's geographic recognition by quickly differentiating the Washington city from the city in British Columbia.
- The tag line "Discover the Original" positions the area as a place with historical significance.
- The new brand also includes a strong tourism-based call to action to "visit" the Vancouver area.



In addition to the new brand, the organization's formal business name has been changed to **Vancouver USA Regional Tourism Office** www.visitvancouverusa.com, which will accompany the new logo. A new website featuring the name and logo has also been launched, complemented by updated marketing collateral and visitor guides. The new brand was developed with input from regional community and civic leaders, local

business owners and managers, and members of the local hospitality industry. Additionally, the organization surveyed meeting planners throughout the country as well as independent travelers who had requested visitors guides in the past, some who had visited Vancouver and others who had not.



• In early May, the **Utah Valley CVB** www.utahvalley.com unveiled its new logo design and tag line, "Bring Everyone Together." The branding direction was chosen by a consumer panel to emphasize Utah Valley's tourism strengths and unify local tourism efforts. "The unveiling of our new brand comes after months of extensive research," said Joel Racker, president & CEO of the Utah Valley CVB. "From the feedback we collected, it is clear that many consider Utah Valley to be a gathering place." The Bureau's research spanned three phases: interviewing current stakeholders, collecting input from out-of-area visitors, and performing position assessment on target audiences. More than 600 individuals from across the country and region participated in a wide variety of discussions. "The UVCVB is pleased to reveal its new logo that demonstrates the unifying force of the UVCVB and other local business and event entities to provide a place where the Valley population and visitors can come together," said Racker.

Campaigns

• The **Santa Cruz County CVC's** marketing team is responding aggressively to the economic challenge this season by presenting the **2010 Santa Cruz Spring Television Campaign**, to attract overnight visitors from the Central Valley and Sacramento markets. Now live on www.santacruz.travel, the campaign is designed to

appeal to budget-minded visitors. The CVC's website offers a chance to win a two-night stay at a Santa Cruz area hotel, four day-passes to the Santa Cruz Beach Boardwalk, four tickets to Roaring Camp Railroads, and shopping certificates to use in Capitola Village. In conjunction with a targeted television campaign, the CVC will also promote the contest through distribution of a monthly visitor e-newsletter, two additional budget-themed email campaigns, and an exclusive direct-mail piece with exclusive hotel offers and incentives and attraction specials.

Convention Centers

• Work will begin shortly on an outdoor plaza and streetscaping for the **Yakima Convention Center**. When completed, the plaza will provide nearly 7,000 square feet of landscaped outdoor space for functions and community use. The project is part of a multiyear program called the **Downtown Futures Initiative**, a program to extensively improve streetscaping and amenities in downtown Yakima. The project will cost about \$1 million and is funded through an appropriation from the Washington State Capitol Budget. In addition to the plaza, work continues on a number of improvements to the center. Through support



from Yakima County, more than \$563,000 of improvements are underway including replacing the carpeting, upgrading public restrooms, and improvements to the moveable room dividers. Back-of-the-house planned projects include better lighting controls and sound equipment and re-roofing a section of the building. Finally, the center is getting new skirting and backdrops for tables and stages plus replacing most of the chairs and conference room furniture. "By year-end the center will have had a

complete facelift,” stated John Cooper, CEO of the Yakima Valley VCB. “Also, with the 300 days of sunshine here in the Yakima Valley, the plaza will be a welcome outdoor venue.”

• Meeting professionals are now able to experience a virtual 360-degree walk-through of the Anaheim Convention Center from the comfort of their own office or home. The Anaheim/Orange County VCB’s website now features *EveryScape*, a 360-degree virtual tour that showcases the Anaheim Convention Center’s meeting and exhibit space, as well as the extensive meeting space in the convention campus area. “*EveryScape* effectively highlights the 1.6 million square-foot Anaheim Convention Center (the largest convention center on the West Coast), major hotel meeting space within very short walking distance, and our incredible adjacent event space, all of which take advantage of the lush landscaping, a canopy of palm trees and the Southern California sunshine,” said Charles Ahlers, Bureau president & CEO.

Customer Service

• The Fairbanks CVB www.explore-fairbanks.com hosted two AlaskaHost training programs in April and May. The Customer Service Essentials class (3 hours) is a condensed and revised version of the original 8-hour AlaskaHost class. Topics included: what is customer service and why is it important, the economic benefit of tourism to the state of Alaska, the power of positive first impressions, types of angry customers, and how to handle angry or dissatisfied customers. The Train the Trainer program (a two-day class) provides an opportunity to become an AlaskaHost trainer. One must successfully complete each of the AlaskaHost classes—Customer Service Essentials, CulturalHost, Serving Customers with Disabilities, Telephone Customer Service, Alaska in Your Backyard, and Serving International Visitors—and attend the two-day “Train the Trainer” workshop. After successfully teaching the AlaskaHost class (and completing the required paperwork), participants are officially certified as an AlaskaHost trainer.



Film

• In partnership with the City of West Hollywood’s Film Office, the West Hollywood MVB www.visitwesthollywood.com is currently developing a “Film West Hollywood” website. The website will promote the City of West Hollywood and its unique properties and businesses—as a site for on-location filming to producers and location managers. The website, www.filmwesthollywood.com, will aim to streamline the filming process for those interested in shooting in the city. Some of the website sections include Production Guide, Locations, and Resources. In addition, the Bureau will organize a series of familiarization tours (FAMs) geared specifically toward showcasing several West Hollywood filming locations to location scouts, as well as host informational meetings for interested West Hollywood businesses.

Green Meetings

• Travel Portland www.travelportland.com has released five faux film trailers, now showing on its Green Meetings Toolkit, that provide an entertaining resource for meeting planners who want to enhance the sustainability of their events. Playing on well-known movie genres—Hollywood romances, Michael-Moore-style documentaries, foreign films and thrillers—the trailers highlight simple ways to green any meeting, while showcasing Portland’s leadership as a green destination. Whether or not planners are meeting in Portland, they’ll find helpful resources in the toolkit. In addition to the faux films, planners can find:

- a checklist for evaluating a potential destination’s eco-friendliness;

- a webinar on planning a cost-saving green meeting;
- data on how green meetings keep budgets in the black;
- the 3-minute game, “Meetingland,” that leads players on the path to Greentopia;
- a prize for completing the game—a copy of *Ten Ways Going Green Can Cut More Costs in 2010*, a new white paper by Nancy Wilson, CMP;
- a free copy of the book *Simple Steps to Green Meetings and Events* by Wilson and Amy Spatrisano, CMP, the principals of the pioneering green meetings firm MeetGreen; and
- the opportunity to submit questions to experts and “run the numbers” on MeetGreen’s carbon calculator.

To view the Green Meetings Toolkit visit www.greenmeetingstoolkit.com.

Podcasts

• Southern California usually conjures up thoughts of surfing and shimmering beach sunsets or of Mickey Mouse. The Anaheim/Orange County VCB www.anaheimoc.org recently announced that 27 of its audio interviews are now offered as free podcasts at Apple’s iTunes® Music Store. The podcasts feature interviews with locals and experts on a variety of topics pertaining to life in Orange County. On a monthly basis, a new podcast installment will be available free of charge, with each episode focusing on a different event, unique festival or area attraction. Topics will also cover nightlife, dining and culture in the region with the occasional celebrity interview. “Our podcasts offer leisure and business visitors alike, a glimpse into the OC lifestyle, as well as all the beauty and diversity our destination has to offer,” said Charles Ahlers, AOCVCB president. “For locals, it might even shed light on something they hadn’t realized was right in their back yard,” he added. The first 27 podcasts are currently available by [subscription through iTunes](#) and are free to download and share.



Research

• The Santa Cruz County CVC announced the findings from two independently conducted visitor research studies—an Intercept Survey and a Conversion Study—at a public tourism industry event this spring. The free presentation provided all stakeholders in the tourism industry with important information on tourism and marketing trends and the positive economic impact of tourism in Santa Cruz County. The presentation information on the Intercept Survey, an in-person general visitor survey sample and Conversion Study, a phone and email survey of those individuals who have contacted the CVC for Visitor Services, are posted on the Bureau's website at www.santacruz.org. The research studies were funded by several city redevelopment agencies, the county's economic development department, and the Santa Cruz County CVC.

Tourism Marketing Districts (BIDs/TMDs)

• After nine months of work by the Santa Cruz County Hospitality and Lodging Association and the Santa Cruz County CVC www.santacruz.org, the creation of a Tourism Marketing District (TMD) is moving toward completion in June. Following suit with more than 50 communities around California, the lodging industry of Santa Cruz County advocated the establishment a self-assessment structure to supplement current tourism marketing dollars. Very similar in concept to the Santa Cruz Downtown Association and the Capitola Business Improvement Association, this structure allows businesses to combine resources and promote themselves in a cooperative manner. The CVC is to be the implementing agency. The TMD has only to receive a final approval from the Santa Cruz County Board of Supervisors in June. According to Maggie Ivy, CVC CEO, "This effort represents the ability to establish long-term strategies and strengthen our community's top economic provider, tourism."

Visitor Center Merchandise

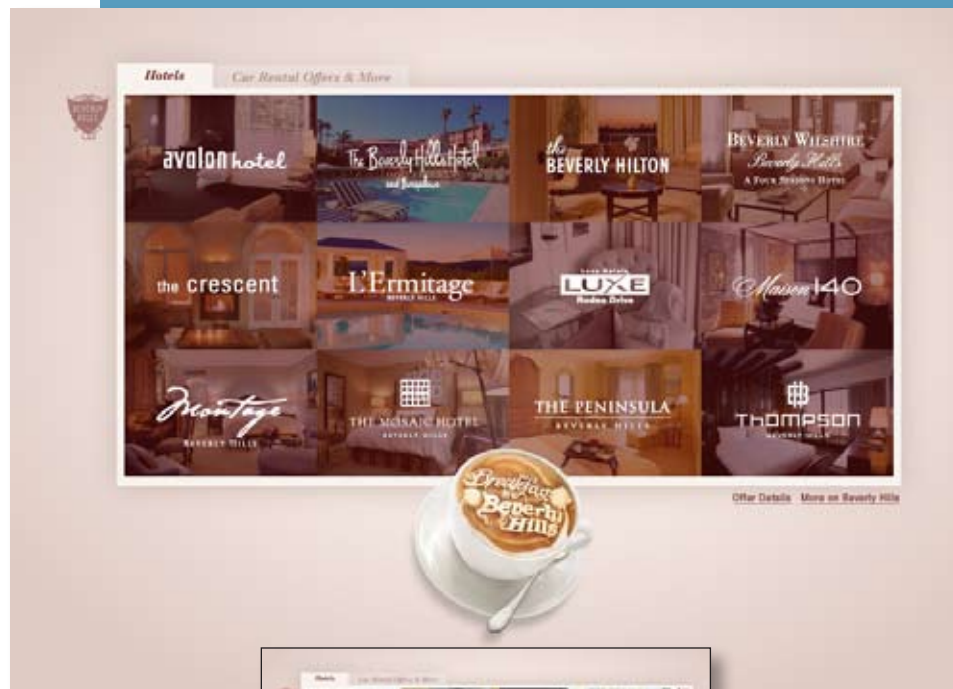
• The Ventura Visitors Center, managed by the Ventura VCB www.ventura-usa.com, offers a selection of local merchandise that reflects Ventura's unique character. A few items of interest recently on sale included Limoncello t-shirts, Pier into the Future sweatshirts, "C" Street surfing t-shirts and posters, a wide selection of Ventura merchandise designed espe-

cially for the VVCB, and an array of art, crafts, candles, greeting cards, jewelry and other hand-crafted items from local artists.

Visitor Marketing

• The Visit Salt Lake Connect Pass, created by the Salt Lake CVB www.visitsaltlake.com, continues to offer locals and visitors a streamlined way to enjoy 13 of Salt Lake area's top attractions. New this year is a pass good for 365 days, also for one visit at each participating venue during the period. Available as a 1-day, 2-day, 3-day or 365-day pass, the Visit Salt Lake Connect Pass is activated the first time an individual uses it and remains active for the number of consecutive days purchased. Pass holders may visit as many attractions as they like while their pass is active, but they are limited to only one (1) visit at each participating attraction. The pass lets locals and visitors take advantage of the city's proximity to both urban and mountain adventures. The Visit Salt Lake Connect Pass is sold online at www.visitsaltlake.com, in the Visitors Center at the Salt Palace Convention Center and at participating hotels. The SLCVB is targeting drive markets and Salt Lake-based audiences for summer adventure travel.

• Savory or sweet; calorie conscious or indulgent; breakfast is the one meal of the day that offers something for every taste. To spotlight this palate-pleasing, most important meal of the day, Beverly Hills CVB www.beverlyhills-behere.com announces the return of



"Breakfast in Beverly Hills," a citywide travel deal featuring hotel packages from 12 Beverly Hills hotels. The popular "Breakfast in Beverly Hills" promotion offers visitors who book

two or three nights at any participating Beverly Hills hotel, April 1 to August 31, 2010, a free night stay and complimentary daily breakfast for two. New to the package this year, guests who would like to include a rental car from Enterprise Rent a Car or the Platinum Collection by Midway Car Rental in their package will receive a free additional day of rental. Visit www.breakfastinbh.com for more details.

Web Marketing

• The online program "ABQ Experts" was conceptualized and created by the Albuquerque CVB marketing team and the interactive site was developed in partnership with Aristotle. The project was recently recognized at the 2010 Internet Advertising Competition (IAC) with the Outstanding Website Award for "Albuquerque Experts"—www.itsatrip.org/abqexperts. To engage potential visitors to discover all of Albuquerque's unique offerings, the Albuquerque CVB recruited 11 locals in 10 categories to help tell the city's story. The national campaign is aimed at encouraging interaction with the ACVB website to find information tailored to individual visitors' interests. The local residents were chosen as "experts" based on knowledge of their subject area and their passion for

Albuquerque. The “ABQ Experts” campaign website incorporates videos, stories, photos and maps to provide customized information for travelers considering a trip to Albu-



tary wedding assistance, they will receive \$250 toward the master bill at the lodging property. “We want to encourage couples to book their weddings in Sonoma County,” said Mark Crabb, director of sales for the Bureau. “People are still spending

money on their happiest day, and we would love it if we could help them. This incentive will bring needed business to local companies and help those couples.” Sonoma County Tourism’s own wedding planner, Susan Montes, meetings sales and services manager, talks to many happy couples planning their day. Montes says she spends about 30 minutes with each wedding request, finding out what the couple wants and matching it with places and services in Sonoma County. To qualify for the incentive, couples need to visit www.sonomacounty.com/weddings and complete the wedding information form before booking their wedding.

Weddings

Earlier this year, the Sonoma County Tourism Bureau launched a new wedding incentive to bring more weddings to lodging properties. Called “A Suite Deal,” the program encourages couples to contact the Bureau with their wedding information. The staff will in turn send out a lead to appropriate wedding venues, helping the couple to find the perfect spot for their budget and tastes. If the couple books at least 10 rooms in the business improvement area with the complimen-

ary wedding assistance, they will receive \$250 toward the master bill at the lodging property. “We want to encourage couples to book their weddings in Sonoma County,” said Mark Crabb, director of sales for the Bureau. “People are still spending



CEO Forum
Continued from page 1

A sampling of topics submitted by bureau leaders planning to attend the CEO Forum, include:

- Budgets – declining ADR and result on room tax revenue
- How to get more visitors to a destination with fewer marketing dollars
- Shifting dollars from traditional print/broadcast to online/social media
- Developing strong community relations – unique ideas and thoughts on how to create a stronger awareness for your CVB within your community
- Creating a regional DMO
- How to get a Board of Directors more involved – roles and responsibilities
- Reduced staff; restructuring
- Managing social media, new technology trends/demands
- Online advertising – the ins and outs
- Measurement of economic impact of conventions
- Convention center booking policies between DMOs and facilities
- Visitor center visitor counts and continued relevance

Thanks to our event host and sponsor: Sedona Chamber of Commerce Tourism Bureau www.visitsedona.com as well as the other event sponsors— Mesa CVB, Greater Phoenix CVB, Scottsdale CVB, Tempe CVB, Metropolitan Tucson CVB, and TIG Global www.tigglob.com.

Often called “Red Rock Country,” Sedona is a backdrop of some of the most spectacular scenery in the world. This picturesque city is surrounded by red-rock monoliths named Coffeepot, Cathedral and Thunder Mountain. At the north end of the city is the stunning Oak Creek Canyon, a breathtaking chasm that even today is wildly wonderful.

Enchantment Resort is two hours north of the Phoenix/Scottsdale metropolitan area and two and one-half hours south of the Grand Canyon. The resort is located five miles from Sedona in Boynton Canyon, surrounded by the Coconino National Forest and Red Rock Secret Mountain Wilderness.

Plan to attend the 2010 CEO Forum—it’s a great opportunity to deliberate industry issues and management challenges.

People on the Go



Visit Newport Beach Inc., the official destination marketing organization for the City of Newport Beach, has named **Tom Bennett** as senior vice president of sales. Bennett has more than 20

years of direct sales experience, most recently as senior vice president of sales & services for the Sacramento CVB. He will lead an experienced team of sales professionals and manage the organization's sales efforts stemming primarily from the Newport Beach Tourism Business Improvement District or TBID funds approved last May by the Newport Beach City Council. Bennett's previous experience includes stints at the Anaheim/Orange County VCB and the Long Beach CVB, Los Angeles County Fairplex and GES Exposition Services.

The Anchorage CVB has named **Jack Bonney** as the organization's public relations manager. Bonney is responsible for local, statewide, national and international media relations, oversees social media programs, shares online editorial duties and provides copy for ACVB publications and collateral materials. He has worked for broadcast news outlets in Anchorage and Washington. Most recently he served as an assignment editor at Northwest Cable News in Seattle. He started his career in public relations at the Spokane Chiefs Hockey Club of the WHL in Spokane.

Nicole Bradin has joined the Sonoma County Tourism Bureau as executive office manager. This position primarily supports the president & CEO, while also managing Bureau office functions and providing administrative support for the SCTB's chief business architect. Bradin brings an array of customer service experience from different corporate positions in New York City. She was the assistant to the president/business development officer for Reach Global Music Publishing and prior to that she was the business development officer for Yale Capital.

Megan Conway has joined Travel Portland as its new vice president of communications & public relations. For the past two years, Conway has served as a senior P.R. manager at Adidas America, where she led the U.S. public relations plans and budgets for World Cup 2010; developed and oversaw Adidas' U.S. 2009 Beijing Olympics media outreach strategy; and oversaw successful product launches in several categories, including soccer and running. Before joining Adidas, Conway worked for almost five years at Travel Portland, where she developed her familiarity with the Portland product.

The Tacoma Regional CVB has named **Bré Greenman** as communications coordinator. Greenman will update and maintain TRCVB's online content to include the Bureau's website as well as social media sites. In addition, she will generate and distribute media releases. Her experience includes credit manager with Wells Fargo Financial, marketing and public relations for Cascade Regional Blood Services and Trystring Tree Golf Club.



Laura Guimond has been hired to fill the position of communications and public relations manager, for Travel Portland. In this role, Guimond is responsible for promoting

Portland as a sustainable leisure travel and meeting destination to regional, national and international media. The sustainability P.R. position was established in April 2008, making Travel Portland one of the first CVBs in the nation to create a media relations position that focuses exclusively on promoting a region by highlighting its green and eco-friendly attributes. From 1996 to 2009, Guimond worked for the international aid agency Mercy Corps, in roles including senior program officer, director of public information and director of external relations. She served on the Building Committee for the new Mercy Corps headquarters in Portland, a project that included a strong focus on green

infrastructure and operations (the headquarters, which opened in October 2009, received LEED Platinum status). Guimond was on the post-Katrina assessment team that developed the agency's program focus on deconstruction as an environmentally responsible and economically sound response to the devastation, and she arranged hands-on activities for visitors to participate in salvaging building materials and planting trees in New Orleans.



The San Francisco CVB has hired **Lisa Hasenbalg** as director of arts & culture marketing. In her new position, Hasenbalg will promote San Francisco as a cultural destina-

tion to local, national and international visitors, travel trade professionals and journalists and serve as a liaison to the city's thriving arts community. She has a solid professional background in both marketing and the arts. Most recently, she was director of cultural tourism marketing with the Pasadena CVB. Previous positions also include director of destination marketing with the Performing Arts Center of Los Angeles County (Music Center) and manager of visitor/convention/tourism services with Target Corporation/Marshall Field's in Chicago. The SFCVB was the first convention and visitors bureau in the nation to establish an arts and tourism position. The position was created in conjunction with the City's Grants for the Arts program and is funded with hotel tax revenue.

Kelly Keplinger has joined the Tacoma Regional CVB as special projects coordinator. She will provide principal administrative support to operations and the Bureau president & CEO. Keplinger is responsible for general accounting and office operations and special projects coordination.



Shawn Lewis has been named as the new sports & tourism marketing manager for the Tempe CVB. A native of Arizona, Lewis has been with the Tempe Bureau

since 2007, most recently serving as the tourism marketing manager. Lewis will be responsible for promoting Tempe as the destination of choice for amateur sporting events. Tempe is currently home to several sports competitions such as the P.F. Chang's Rock 'n' Roll Arizona Marathon & ½ Marathon, the annual Tempe Thanksgiving Soccer Tournament, Insight Bowl and multiple triathlons.



Amy Miranda recently joined the staff at the Tempe CVB as a group sales manager. Miranda's focus on the group sales team will be corporate and associations for Arizona, Cali-

fornia, Texas and ASU. She will participate in sales missions, telemarketing campaigns, familiarization trips and tradeshow that relate to her specific market segment. She has worked in hotel sales for more than 12 years, including work at properties in Tempe, Scottsdale and Phoenix.



The Sacramento CVB has appointed **Jeff Poole** as its Washington, D.C. representative. Poole will focus on national associations in the Washington, D.C. area. He has more than 20 years experi-

ence in hotel sales and service, including positions with Hilton, Sheraton, Rosen and Omni Hotels. Poole launched JPS Marketing in 2004, providing mid-sized cities an affordable option for regular sales presence in the D.C. market.



The Monterey County CVB appointed **John Reyes** as president & CEO, effective April 5. Reyes will oversee a staff of 26, report to a 25-member board of directors, an executive committee,

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Career Sales Training

Meetings/Conventions Sales Training (SIT I)

An enthusiastic group of CVB sales professionals gathered for two days of training at the March 23 & 24 Meetings/Conventions Sales Institute Training (SIT I) Program in Seattle. This is the tenth year WACVB has presented the sales training program taught by Steve Steinhart, president of Steinhart & Associates www.steinhartassoc.com.

Designed specifically for CVB salespeople, "real situation" role-playing, self-evaluation quizzes, and authentic case studies are the thrust of this training seminar.

Attendees at the training program shared their thoughts about this fast-paced, high-energy sales training program that concentrates on techniques to increase group leads and sales production.

I really enjoyed our small group, made new friends and came away with a better understanding of our industry. I am very happy that I had the opportunity to attend the program and look forward to attending SIT II in Salt Lake City this coming October.

—Mike Mors, Director of Sales,
Bellingham Whatcom County Tourism

Thank you for the great training last week [March 23 & 24 SIT I Program in Seattle]. I really enjoyed the opportunity and look forward to SIT II [October 12 & 13 in Salt Lake].

—Kelsey Chappelle, Convention Sales Manager,
Vancouver USA Regional Tourism Office

Upcoming Training Programs

October 12 & 13 – Salt Lake City

The **Advanced Meeting/Conventions Sales Institute Training (SIT II) Program** is scheduled for October 12 & 13, in Salt Lake City. The advanced program is designed specifically to introduce advanced selling skills and accelerate the sales knowledge of sales personnel with more than three years of experience in the bureau industry or who serve in a leadership capacity responsible for the management of personnel. The topics and materials in the SIT II program are advanced and include the analysis of case studies. The challenging case studies are developed by real meeting, event and travel planners. Other topics include developing customers and analyzing customers' characteristics. Steve Steinhart is the instructor for the advanced program.

The **Travel Industry Marketing & Sales Training (TIMST) Program** is leisure focused and is designed for bureau staff responsible for the tour and travel and leisure markets. The job of travel marketing and sales managers is to look at the tourism picture in their communities and determine practical programs to increase room night bookings and revenues, contributing to a more diversified and economic base for the destinations they represent. Instructor Tere Stamoulis, The Stamoulis Group, is a veteran of the hospitality industry. The next TIMST program is scheduled for October 12 & 13, in Salt Lake City.

Registration Fees/Policies

Participants must attend both days of the selected training program. Membership in WACVB rests with the bureau, and all member-bureau employees attend at the member rate.

\$425 per member registrant

\$525 per nonmember registrant

Fees include two-day workshop, workbook, morning and afternoon refreshment breaks, and a daily group luncheon.

Programs and Services

The Value of Your Membership
www.wacvb.com

In its 28 years of service to its members, the Western Association of Convention & Visitors Bureaus has enhanced and added new education programs and member services and established an education and research foundation.

The Association is dedicated to the professional growth of its members. WACVB's primary goal is to promote and expand the influence of the convention and visitor industry through education. The Association serves more than 135 member bureaus.

Education Programs

Destination Marketing Tech Summit and Vendor Showcase

Creative and energizing, the Tech Summit and Vendor Showcase includes dozens of technology strategies and solutions to benefit your staff and your organization. Meet with vendor representatives at the Vendor Showcase and preview the newest tools, products and services available. In a comfortable, casual and friendly environment, you and your staff will be engaged on all levels. The Tech Summit is scheduled for March or April.

Meetings/Conventions Sales Institute Training (SIT I and SIT II) Programs

The two-day Meetings/Conventions Sales Institute Training Programs are for convention/meetings sales managers and directors of sales. The programs are specifically designed to refine existing techniques, introduce new selling skills, and accelerate the sales knowledge of sales personnel. The programs are designed and presented by Steve Steinhart, Steinhart & Associates, and scheduled in conjunction with the Tech Summit and the Annual Meeting. The Association offers an *introductory* program in the spring and an *advanced* program in the fall.

Travel Industry Marketing & Sales Training (TIMST) Program

The two-day Travel Industry Marketing & Sales Training Program is leisure focused and would be of interest to bureau staff responsible for the tour and travel and leisure markets. The job of travel marketing and sales managers is to look at the tourism picture in their communities and determine practical programs to increase room night bookings and revenues, contrib-

uting to a more diversified and economic base for the destinations they represent. Instructor Tere Stamoulis, The Stamoulis Group, is a veteran of the hospitality industry. This program is presented in conjunction with the fall Annual Meeting.

CEO Forum

The Forum is designed to provide CEOs with strategies for surviving at the top—and includes discussions on solving management problems, working with volunteer and elected leaders, marketing ideas and understanding issues in the meetings and travel industries. The Forum is scheduled for July or August.

Annual Meeting and Vendor Showcase and Best Idea Program

Professional growth opportunities await you at the annual conference. The sessions focus on creative and resourceful marketing strategies, innovative technologies and tips for adapting to industry trends and organizational demands. The conference also includes a Vendor Showcase featuring trade publications, technology/information systems and marketing and research firms. The Showcase provides a relaxed yet productive business environment for delegates to meet with sponsors and vendors to discuss services and products. The objective of the Best Idea Program is to share innovative techniques or imaginative approaches to promoting your destination, managing your organization, providing services and communicating with stakeholders. The Best Idea Booklet is distributed at the conference. Submit your entries in the Best Idea Program using the online project form. The Annual Meeting is scheduled for October.

Publications

Membership Directory (online)

WACVB's membership directory, with member-bureau profiles, is online. Each bureau profile lists key senior staff and includes a brief sketch of the bureau. On the website, www.wacvb.com, click on Members/Find A CVB. To locate a member bureau, select either a state/province or input a bureau (destination) name to begin the search function. Then, you may search using the other fields.

Peer Resource Guide (online)

The Peer Resource Guide is the Association's "Yellow Pages" for member expertise. When you need information or assistance specific to your work or a project, remember that our own WACVB members have a wealth of experience and expertise. The individuals listed in the various areas of expertise have offered to provide advice and counsel when contacted by a WACVB colleague. Click on Members/Find A CVB on the home page to locate the Peer Resource Guide

Newsletter (online)

The quarterly newsletter, *NewsNotes*, highlights WACVB activities and features industry and member news. The publication includes several ongoing columns such as "Bureau News," "People on the Go" and "Awards/Kudos."

Western Destinations Guide (print)

On an annual basis, WACVB partners with *Convene*, the award-winning journal of the Professional Convention Management Association (PCMA), to produce a special *Western Destinations Guide* (March distribution). This valuable marketing opportunity is available exclusively to WACVB members to showcase western destinations.

Surveys

Bureau Budget Survey (online)

WACVB annually sponsors a bureau budget survey with results available to participating member bureaus. The survey is designed to determine member budget classifications and provide a focus on those items affecting a bureau's budget. The profile summary format provides valuable information for planning activities.

CEO and Staff Salary and Benefits Survey (online)

The purpose of this survey is to determine the salary and benefit schedules of bureau CEOs and staff members, as well as to collect data on such items as employment contracts and benefits. The survey results provide valuable information for member bureaus to use in planning and budgeting activities. In addition, participating CEOs can prepare reports based on selected criteria such as bureau budget, type of bureau, number of full-time employees, etc.

Website www.wacvb.com

The Association's website is designed primarily to assist and inform member bureaus and their staffs. WACVB created this site to serve as a communication tool and an information resource to promote and expand the influence of the convention and visitor industry through education. Check out upcoming events, review WACVB programs and services, download materials from the Resource Library, participate in online surveys, investigate job openings in Position Announcements and see links to industry organizations. The "members" area includes e-mail and website links to member bureaus.

Position Announcements

The Position Announcement Service is available, at a minimal cost, to both member and nonmember bureaus seeking to fill CEO and senior-level staff vacancies. The announcements are posted to WACVB's website at www.wacvb.com.

Resource Library

Members looking for sample materials—such as bylaws, job descriptions, annual reports and marketing plans—are invited to download online library materials at www.wacvb.com. Contact staff for the user name and password to access the library materials. The materials are contributed by members and are available to assist in managing operations and planning marketing strategies.

Online Event Registration

Members may register online for upcoming programs at www.wacvb.com. Online event registration is available using an event registration form, with the addition of a secure credit card payment area. Members may also download an event brochure and registration form, complete the form, and fax or mail it to the Association office, along with a check or credit card payment information.

E-mail Communications

Contact staff with your industry or Association questions and comments at info@wacvb.com.

WACVB Education & Research Foundation

"Business of Bureaus" Video Modules

The training modules are available via streaming video at www.wacvb.com—click on the Resource Library. Modules to date: Media Relations & Community Relations, Leadership and Management, Marketing and Advertising, Sales, and Services. The videos are also available for purchase as a series or individual DVDs.

Research Grants

Contact Foundation staff at info@wacvb.com for website research grant information.

Scholarship Programs

Scholarship materials and applications for the programs may be found on the WACVB website—click on Foundation/Scholarships on the home page.

WACVB Tech Summit Scholarship

This program offers CVB personnel the opportunity to attend WACVB's Tech Summit. The scholarship includes registration and travel expenses.

CEO & Executive-level Staff Training (Rosalind Williams Memorial Scholarship)

This Foundation program offers scholarships to bureau CEOs and senior-level bureau executives to attend training programs (e.g., workshops and industry conferences, university classes, etc.). The executive training programs must be presented by professional organizations or accredited institutions.

WACVB Annual Meeting Scholarship

This program offers CEOs and staff personnel the opportunity to attend WACVB's Annual Meeting. The scholarship includes registration and travel expenses.

WACVB Marketing and Sales Training Program Scholarships

Programs include the Introductory and Advanced editions of the Meetings/Conventions Sales Institute Training (SIT I & SIT II) Programs and the Travel Industry Marketing & Sales Training (TIMST) Program. Each scholarship includes *only* the program registration fee.

People on the go

Continued from page 15

nine jurisdictions and six subcommittees, with a \$4.7 million annual budget. The 800-member nonprofit marketing organization welcomes 7.7 million visitors to Monterey County annually. Reyes has been in the hospitality industry since 1982. He was previously served five years as president & CEO of the Jacksonville & the Beaches CVB (Jacksonville, Florida). In Jacksonville he planned and implemented their branding campaign, "Jacksonville where Florida Begins," as well as boosting total room nights on the group/conventions front. His previous work experience includes more than 18 years at the San Diego CVB. Reyes started as national sales manager at the San Diego CVB, working his way up to director of travel industry sales, then to associate vice president of sales and finally to vice president of sales. Welcome back to the West Coast!



Terry Sullivan, president & CEO of Experience Colorado Springs at Pikes Peak the Convention & Visitors Bureau, will retire at the end of 2010 after 20 years of

service to the organization. Sullivan assumed the responsibility as executive director of the Colorado Springs CVB in July 1990. Sullivan will reflect on his years of service to the organization during a news conference slated for July 9, 2010, his 20th anniversary. A new president & CEO is expected to be named by the Board of Directors during the latter part of this year.



The Lake Havasu City CVB has named **Doug Traub** as its new president & CEO. Traub has more than 15 years of experience in a managerial position within destination marketing

organizations. Most recently he was the president & CEO of the Huntington Beach CVB. Prior to working in Huntington Beach, Traub was president & CEO of the Fayetteville Area (North Carolina) CVB for five years and a director of the Jekyll Island Authority (Georgia) for two years.

Awards and Kudos



Destination Marketing
Accreditation Program

The Albuquerque CVB is proud to announce senior national sales manager **Don Griego's** successful completion of the Certified Meeting Professional (CMP) exam. Griego joined ACVB in October 2004 as a national sales manager where he managed non-convention center business in the western U.S. market. He was recently promoted to senior national sales manager. In this position, he works with groups that utilize the Albuquerque Convention Center. In order to achieve CMP designation, applicants must possess at least three years experience in meeting management, earn a minimum number of points on the application and pass the CMP exam. Additional requirements are required once the exam is passed in order to maintain certification.

U.S. Secretary of Commerce Gary Locke announced that Las Vegas CVA president & CEO **Rossi Ralenkotter** has been chosen to lead the U.S. Travel and Tourism Advisory Board. The board provides counsel to the Secretary on government policies and programs that affect the U.S. travel and tourism industry, and provides a forum for discussing and proposing solutions to industry-related concerns. Travel and tourism is one of the nation's most significant exports, accounting for 2.7 percent of the nation's GDP and supporting more than eight million jobs. "I look forward to working with the board to continue to promote the importance of the travel and tourism industry to our nation's economy," said Ralenkotter. Ralenkotter, who has more than 35 years experience in the travel and tourism industry, joins 28

other travel industry professionals on the board. Also, serving on the Board is **Danna**

Stroud, tourism and recreation director, Town of Mammoth Lakes, California.

The **Anaheim/Orange County VCB** www.anaheimoc.org and the **Washington County Visitors Association** www.wcva.org have both been awarded accreditation from the Destination Marketing Accreditation Program (DMAP). DMAP is an international accreditation program developed by the Destination Marketing Association International (DMAI). In earning the DMAP accreditation, DMOs communicate to their audiences that their DMO has attained a significant measure of excellence. To become accredited, a DMO is required to provide evidence of compliance with 54 mandatory standards and 33 voluntary standards. The standards cover a broad range of topics including governance, finance, technology, brand management, destination development, research and market intelligence, and more. Currently, more than 100 DMOs have attained accreditation through this program.



National Travel and Tourism Week Celebrations
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Thousands of Seattle area tourism industry professionals proudly recognized the importance of their industry during the 27th annual National Travel and Tourism Week. Throughout the week, businesses that benefit from tourism featured "Tourism Matters" signage and marquee displays and participated in a host of special industry events. Industry leaders raised a flag atop the Space Needle early the morning of May 11 to commemorate the week and celebrate the importance of tourism. Also on May 11, Seattle

www.youtube.com/travelsantamonica



hosted one of the largest tourism rallies among those in some 30 other U.S. cities participating in U.S. Travel Rally Day. Rally participants also posed for a photo in support of the U.S. bid for the FIFA World Cup of Soccer, which includes the City of Seattle. The rally also featured the presentation of the Seattle tourism industry's 2010 Tourism Ambassador of the Year, an annual award for outstanding professionalism and service. Other highlights during

the week included: Carnival Cruise Lines, the world's largest cruise line, arrived for its first Seattle homeport sailing; Seattle's latest visitor volumes, expenditures and other statistics were announced; and a World Cup Citywide "Tweet Up," promoted by the City of Seattle, Seattle's CVB and Seattle Sports Commission (simultaneous tweets to achieve a Twitter "trending topic").

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National Travel and Tourism Week Celebrations
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The Santa Monica CVB kicked off National Tourism Week by hosting the Santa Monica Travel & Tourism Summit on May 7. The conference unveiled the economic impact of tourism and the economic outlook for the city as it relates to travel and tourism. Among the key speakers were Caroline Beteta, president & CEO of the California Travel & Tourism Commission; Lauren Schlau, principal of Lauren Schlau Consulting; and Jeffry Lugosi, MAI, senior vice president at PKF Consulting. During the summit, the results of the 2009 Santa Monica Tourism Economic Impact Study, conducted triennially since 1983 by Lauren Schlau Consulting and CIC Research, Inc., were presented. The study revealed that despite the 2008-09 recession, Santa Monica's travel industry remained strong. Annual visitor volume reached a record 6.3 million visitors, a 13.5 percent leap from 2006-07. International visitor volume grew to 3.0 million, a 12 percent rise, while U.S. resident visitation increased to 3.3 million, nearly 15 percent greater than 2006-07. While U.S. travel exceeded International volume, International spending in Santa Monica was higher than U.S. visitor spending, at \$602 million vs. \$553 million, respectively. Given the growth in volume, travel and tourism activity generated \$34 million to the City in hotel and retail sales taxes and supported 11,800 jobs in 2009. Also among the findings was that the average length of stay for all visitors increased by 6.2 percent, and among the top visitor spending categories were lodging, meals, beverages, and shopping, comprising over 80 percent of the total spending in Santa Monica. The study also found that inter-California travel to Santa Monica increased by 1 percent and of those travelers, overnight stay increased by 5 percent, and first-time visitors increased by 6 percent since 2006-07. During the summit, videos that were part of the Bureau's "Summer of Tourism" video series, were shown to illustrate the impact that tourism has on local businesses and individuals. Beginning in early May, one video per week is being posted onto SMCVB's YouTube channel www.youtube.com/travelsantamonica, with a total of 16 videos posted by the end of the summer.



Calendar of Events

2010

CEO Forum

August 5-7, 2010
Enchantment Resort
Sedona, Arizona

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

October 12 & 13, 2010
Hilton Salt Lake City Center
Salt Lake City, Utah

Travel Industry Marketing & Sales Training (TIMST) Program

October 12 & 13, 2010
Hilton Salt Lake City Center
Salt Lake City, Utah

Annual Meeting & Vendor Showcase

October 13-15, 2010
Hilton Salt Lake City Center
Salt Lake City, Utah

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
Fiesta Resort Conference Center
Tempe, Arizona

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