



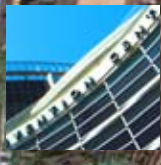
**Foundation**  
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**WACVB**

Published by the Western Association of Convention & Visitors Bureaus

For Member Bureaus ~ March 2011

# newsnotes

## Destination Marketing Tech Summit & Vendor Showcase

March 24 & 25 – Tempe, Arizona



It's the 6th Annual Tech Summit & Vendor Showcase in late March! Since the inaugural event in 2006, the Tech Summit has become a popular mainstay in WACVB's educational offerings.

An ongoing challenge is finding ways to effectively break through the noise to engage your audience and customers. Join your travel industry colleagues at the 6th annual Destination Marketing Tech Summit & Vendor Showcase for an overview of tactics and technologies to enhance your destination marketing program.

Creative and energizing, the Tech Summit & Vendor Showcase at the Fiesta Resort Conference Center will include technology strategies and solutions to benefit your staff and your organization. In a comfortable, casual and friendly environment, you and your staff will be engaged on all levels.

Thanks to our Tempe Tourism Office hosts and an enthusiastic Planning Committee, the Tech Summit includes an outstanding array of presenters. We're excited about the host of technology, marketing and research experts joining us. Just to name a few—Paula Berg, Martin Stoll, Hillary Bressler, Greg Chapman, Paul Winkle, Chris Adams and many other talented speakers.

### *At the Tech Summit, general sessions and workshops will focus on:*

- Content marketing
- The business of communication
- Mobile travel marketing
- Social media in the meetings industry
- Video distribution techniques
- Shortcomings of social media
- Technology and bureau operations
- Stakeholders and technology
- Marketing channels and advertising
- Facebook tools and development roadmap
- Use of search terms in online content
- Target and turning customers to brand advocates
- Generating business directly through social media

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# WACVB Education & Research Foundation News

## Board of Trustees News

**John Reyes**, president & CEO of the Monterey County CVB, has been appointed to the Board of Trustees of the WACVB Education & Research Foundation. The three-year term is through October 2013.

At its January meeting, the WACVB Foundation Board of Trustees and staff thanked **Kari Westlund**, president & CEO of Travel Lane County, for her nine years of service as an Officer and Trustee of the Foundation Board. Westlund was the Founding Board President for the organization. She also guided the "Business of Bureaus" video series to fruition. The sixth module in the series, Social Media, was recently added to the video offerings; see the Resource Library at [www.wacvb.com](http://www.wacvb.com) to view the videos and download collateral materials.

## Module 6: Social Media – New Video

### "Business of Bureaus" Learning Modules

A Social Media module has been added to the "Business of Bureaus" series of training videos for DMO professionals. The project was sponsored by the WACVB Education & Research Foundation.

Module 6: Social Media includes three presentations as outlined below.

- **Social Media Trends: What's Next?**  
Martin Stoll, GoSeeTell Network, Inc.
- **Best Practices in Social Media Analytics and Research**  
Paul Winkle, Miles Media  
Arianna Petkevicius, GoSeeTell Network, Inc.  
Erin Francis-Cummings, Destination Analysts, Inc.
- **Find Your Footing in the World of Facebook**  
Dave Kerpen, Likeable Media (formerly with theKbuzz)

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 other staff.

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

## "Business of Bureaus" Video Modules

- 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

Special thanks to former Foundation Trustee Kari Westlund (Lane County Oregon), who spearheaded the project and worked with Commotion Studios to edit the workshop content.

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

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 170 domestic and international DMOs.

simpleview 



## 22nd Annual CEO Forum

*Santa Fe- August 11-13*

Bureau leaders will gather for the 22nd Annual CEO Forum, August 11-13, at the Eldorado Hotel in Santa Fe, New Mexico. Keith Toler (Santa Fe), Tracy Farhad (Solvang) and Dale Lockett (Albuquerque) are planning this year's event.

CVB chief executives face unique demands and have distinct professional needs—WACVB is steadfast in providing the educational services CEOs need.

Bureau leaders attending the Forum have the opportunity to build peer relationships and participate in a marketing idea exchange.

CEO Forum delegates at the 2010 CEO Forum shared these comments about the event.

*"I loved the Marketing Idea Exchange."*

*"The best part is the networking and openness of everyone to share successes and ideas."*

*"The CEO Forum is my training for DMO leadership! It exceeded my expectations. I have learned from my peers: best employee practices, strategies for board challenges, revenue generation and the marketing ideas are the icing on the cake."*

Plan to attend the 2011 CEO Forum, August 11-13, in Santa Fe, New Mexico—it's a great

*continued on page 4*

# Paris Prize Package



Photos © Paris Tourist Office

## Paris, yes, Paris...as in France.

MYTHICAL, POPULAR, TRENDY,  
MONUMENTAL...THE CITY OF LIGHT.

### Paris, the good taste capital

Paris is renowned worldwide as a capital of gastronomy: a winning combination of talent, expertise and high-quality French produce. Parisian restaurants, ambassadors of good taste, offer up an endless range of flavors: tasty country dishes, rich pastries, Mediterranean specialties, a galaxy of cold meats and cheeses, and creative desserts. Restaurants, bars, brasseries, tea rooms, ice cream parlors, open-air cafés or pubs invite gourmets from all over the world to a real culinary feast.

### Paris, city of art and culture

Sightseeing in Paris is like plunging into ancient history: grand medieval abbeys, gothic masterpieces, classical architecture, collections from Napoleonic times and more. There's a remarkable density of artistic and cultural treasures to choose from in Paris. Discover internationally renowned collections of paintings, sculpture and decorative arts, go in search of iconic emblems, symbols of the influence of an era, take inspiration from a wealth of contemporary heritage—all this makes Paris a capital of the arts, both past and present.

### Paris, the 'morning to night' city

Go Parisian...enjoy the good things in life: sip a small espresso coffee in the morning while relaxing in a little café before a sightseeing adventure, go out for the evening to sample a new restaurant and perhaps visit the theatre. Late evening is reserved for visits to trendy bars and clubs.



The WACVB Education & Research Foundation will conduct a raffle drawing for the Paris Prize Package October 14, 2011. You need not be present to win. Proceeds benefit the WACVB Education & Research Foundation. Donations are tax deductible.

**Valid trip dates: January 1, 2012 to October 31, 2012**

All trip package components are based on space availability; blackout dates may apply.

- A week's stay for two at a Starwood Hotel property in Paris, courtesy of Starwood Hotels & Resorts
- Roundtrip airfare (coach) for two to/from Paris, courtesy of American Airlines



### Raffle Funds Go Toward Scholarships

The WACVB Education and Research Foundation offers several opportunities for convention and visitor bureau personnel to earn scholarships to attend training programs. Information and applications for each of the Foundation's scholarship programs are available at [www.wacvb.com](http://www.wacvb.com)—click on the Foundation/Scholarships link on the home page.

### Raffle Tickets

The WACVB Education & Research Foundation will also be selling raffle tickets for the Paris Prize Package at these 2011 WACVB events: Tech Summit, CEO Forum and Annual Conference. A downloadable raffle ticket order form will be available at the WACVB website.

1 ticket = \$25 • 5 tickets = \$100



### Education & Research Foundation

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

click on Foundation/Scholarships



## Destination Marketing

Continued from page 1

We've added a Social Media 101 session—What Does It All Mean?—on Thursday morning to ground you in the basics of social media for business in plain English—included in the registration.

Walk away from these dynamic, knowledge-packed presentations with tactics and strategies that you can apply immediately and successfully. There's still time to sign up for the Destination Marketing Tech Summit.

### Vendor Showcase and Welcome Reception

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

We'll have an onsite welcome reception Wednesday evening with exhibitors at the Fiesta Resort. The Vendor Showcase will be open both days of the Tech Summit.

### A Taste of Arizona Reception

Thursday evening a coalition of Arizona CVBs will host a reception at the Tempe Center for Arts, which is located on the south bank of Tempe Town Lake (see sponsor list). In addition to savory snacks, a mix of folk, rock and reggae will be performed by musician Walt Richardson.

### Special thanks to the Tech Summit Planning Committee

- Tania Armenta, VP, 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 Visitors Association
- Graeme Hunt, Webmaster, Metropolitan Tucson CVB
- Stephanie Nowack, President & CEO, Tempe Tourism Office
- Lorene Palmer, President & CEO, Juneau CVB
- Toni Smith, Communications Manager, Tempe Tourism Office
- Bobby Taylor, Web/Emerging Media Manager, Anaheim/Orange County VCB

### Tech Summit Mobile Site

A special courtesy to WACVB, mobiManage has created a Tech Summit mobile site for delegates. More information about the mobile site will be available at the conference.

**Special thanks to our event sponsors and exhibitors for their participation at the Tech Summit & Vendor Showcase and support of the Association.**

- ARES – Advanced Reservation Systems, Inc.
- Aristotle Interactive
- Chandler Office of Tourism
- Ethology, Inc.
- Expedia Media Solutions
- Glendale CVB
- GoSeeTell Network/Sparkloft Media
- HD Relay
- JackRabbit Systems
- Internet Destination Sales System (iDSS)
- Madden Media
- Mesa CVB
- Miles Media
- mobiManage
- National Park Trips
- Greater Phoenix CVB
- Scottsdale CVB
- Sedona Chamber of Commerce
- simpleview, inc.
- Tempe Tourism Office
- TIG Global, LLC
- TripAdvisor
- Metropolitan Tucson CVB



### CEO Forum

Continued from page 2

*opportunity to engage in dialogue about crucial industry issues in an interactive atmosphere.*

### About Santa Fe

*Santa Fe, New Mexico's fourth largest city is also known as the City Different. Situated at 7,000 feet in the foothills of the southern Rocky Mountains, it was founded between 1607 and 1610, making it the second oldest city as well as the highest and oldest capital in the U.S. In 1912, it officially achieved statehood and today its unique offerings of art, culture and ancient traditions make it a world-class tourist destination, drawing*



*more than 1 million visitors each year. In 2005, Santa Fe became the first U.S. city to be chosen by UNESCO as a Creative City, one of only nine cities in the world to hold this designation.*

*Santa Fe has long been a center for arts and culture. Due to sales, it now ranks as the country's third largest art market with nearly 300 galleries and dealers. There also are more than a dozen major museums showcasing an array of art, culture, history and traditions, as well the world-class Santa Fe Opera. In recent years, the city has also earned a reputation with food-lovers.*

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

*Exclusive training program for CVB/DMO personnel*

March 22 & 23 • Tempe, Arizona

**Question:** Does your organization have sales staff new to the convention and visitor bureau industry?

If yes, register your sales manager(s) today for WACVB's Meetings/Conventions Sales Institute Training (SIT I) Program, March 22 and 23, in Tempe, Arizona. The SIT I Program is an exclusive training program for CVB/DMO personnel.

The SIT I Program is designed specifically to refine existing techniques, introduce new selling skills, and accelerate the sales knowledge of sales personnel in the convention and visitor bureau industry. The program, custom designed by Steinhart & Associates, is a two-day session (attendance at both days required) and includes the following topics.

- Three Pitfalls of Bureau Sales
- Analysis of Sales Skills
  - Identifying New Accounts/Gaining Market Share
  - Making Effective Presentations
  - Removing Resistance
  - Negotiating
  - Closing
  - Prioritizing
- Analysis of People Skills
  - Work Ethic
  - Creativity
  - Image
- Implementation of New Material into Daily Routine

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

## Additional Sales and Marketing Training Programs

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

October 11 & 12 • Ontario, California

The advanced two-day sales training program is being presented in conjunction with the Annual Conference. The SIT II training program is designed to introduce the most advanced and state-of-the-art selling skills to accelerate the sales knowledge of sales personnel with several years of experience in the bureau industry or who serve in a leadership capacity responsible for the management of personnel. Participants are required to bring a laptop to the training program. Steve Steinhart is the instructor for the advanced program as well.



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

October 11 & 12 • Ontario, California

This two-day marketing and sales training program is also conducted in conjunction with the Annual Conference. Participants at this two-day course will more clearly define and achieve their objectives and goals in the development of travel sales programs. The goal is to elevate the manner in which participants define their goals, evaluate, create, and launch product. The job of travel 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 city they represent.

Instructor Tere Stamoulis, the founder of The Stamoulis Group (TSG), has more than 30 years of experience in the hospitality industry. Before establishing TSG, she was the Executive Vice President for the Long Beach Area CVB and also served as the Bureau's Vice President of Travel Industry Sales, where she managed a team of eight and oversaw satellite offices in the United Kingdom and Germany. Prior to her work in Long Beach, Stamoulis held positions at Sea World of California, the Santa Monica CVB, and the Pasadena CVB. She has been a guest speaker for a variety of industry organizations and events.

# Awards and Kudos

Congratulations to the **Albuquerque CVB** on its 30th anniversary as the official organization promoting tourism and meetings business in Albuquerque.

The **Anaheim/Orange County VCB** is celebrating its 50th anniversary this year. Congrats!

**Experience Colorado Springs, the Convention & Visitors Bureau** has been awarded accreditation from the

accreditation standards cover a wide variety of topics including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships. There are now 121 accredited DMOs. For additional information on DMAP visit [www.destinationmarketing.org](http://www.destinationmarketing.org).

The **Pasadena CVB** placed second in the North American Travel Journalists Association's (NATJA) 2010 annual awards competition in the social media/marketing category for its gopasadena smartphone app. This awards competition, now in its 19th year, recognizes excellence in travel writing, photojournalism, social media, multimedia platforms, advertising, marketing and public relations for the travel and tourism industry.

## National Trust for Historic Preservation Selects America's Dozen Distinctive Destinations for 2011

In February, the National Trust for Historic Preservation named its 2011 Dozen Distinctive Destinations. For 12 years the National Trust for Historic Preservation has annually selected communities across America that offer cultural and recreational experiences different from those found at the typical vacation destination. From dynamic downtowns and stunning architecture to cultural diversity and a commitment to historic preservation, sustainability and revitalization, the selected destinations boast a richness of character and exude an authentic sense of place. "Few vacation destinations provide such an extraordinary range of tourism opportunities in a single location," said Stephanie Meeks, president of the National Trust for Historic Preservation. The public is invited to vote online to help determine which of the 12 destinations will be the 2011 Fan Favorite. Until **March 15**,



any legal resident of the U.S., 18 years of age or older, can vote once per day for his or her favorite city or town on this year's list. The winner of the popular vote will be announced on March 16, 2011. Voters are automatically entered to win a complimentary two night stay at any Historic Hotel of America. Offer void where prohibited. Visit [www.preservationnation.org/ddd](http://www.preservationnation.org/ddd) for official rules, information about Historic Hotels of America, to learn more about this year's destinations, and to begin voting!

## The 2011 list of America's Dozen Distinctive Destinations include these destinations represented by WACVB members:

- **Colorado Springs, CO** – Nestled at the base of the Rocky Mountains, visitors to Colorado Springs can enjoy commanding views of Pikes Peak from just about any part of this vibrant, historic town.
- **Sonoma, CA** – Dating back to the early 19th and set amidst winding country roads and family-owned vineyards, Sonoma offers all the perks of being in the heart of wine country, with the added benefit of a laid back vibe that complements the award-winning wine and food.



The Colorado Springs CVB receives accreditation from Destination Marketing Association International (DMAI). Pictured are Susan Edmondson, former CVB Board Chair, John Washko, current CVB Board Chair and VP Marketing & Sales for The Broadmoor, and Doug Price, President and CEO of the Bureau and formerly of DMAI.

Destination Marketing Accreditation Program (DMAP). DMAP is an international accreditation program developed by Destination Marketing Association International (DMAI). In earning the DMAP accreditation, destination marketing organizations (DMOs) communicate to their community, buyers and potential visitors that their DMO has attained a significant measure of excellence. "By applying for and receiving DMAP accreditation, the Colorado Springs CVB has demonstrated a commitment to quality programs and services," said Diana Lawson, FCDME, DMAP Board Chair. "We are proud to recognize these organizations for their achievement. These DMOs' operations and business practices have conformed to 16 domains ranging from governance to sales to innovation. Their accreditation underscores their dedication to providing exceptional leadership and commitment to the professionalism of DMOs across the globe." DMAP

# 2011 Annual Conference in Southern California

## Ontario in October

Mark your calendar now for the 2011 WACVB Annual Conference & Vendor Showcase in Ontario, California—October 12-14—at the Ontario Convention Center, with guest rooms at the adjacent Doubletree Hotel. The team at the Ontario Bureau and Center look forward to welcoming industry colleagues from the West.

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

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

The sales and marketing training sessions will be October 11 and 12, with the conference beginning late afternoon on October 12. (See article in this issue for more information about the Advanced Meetings/Convention Sales Training (SITII) Program and the Travel Industry Marketing & Sales Training (TIMST) Program.

WACVB President-elect Kathy Smits (Los Angeles) will serve as Chair of the Annual Conference Planning Committee, with Bob Brown from the Ontario CVB serving as our Host Chair. Bill Malone (Park City), Jennifer Wesselhoff (Sedona), and Tracy Farhad (Solvang) will serve on the Planning Committee.

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

## About Ontario

Like many cities in California, Ontario has a long history in agriculture. For generations, Ontario has been home to dairies, orange and olive groves and vineyards. The Greater Ontario area is home to California’s oldest winery, established in 1839, with the Cucamonga Valley’s earliest vines being planted in 1838.

Today, Ontario is a growing city in one of the largest and fastest growing counties in the nation. The Ontario area is also the apex of three major freeways, which makes for easy access.

The conference sessions will be at the Ontario Convention Center adjacent to the Doubletree Hotel Ontario. The center has more than 225,000 total square feet of exhibit, meeting and function space and provides a full range of technology services, including Wi-Fi, Internet, DS3 and video-conferencing capabilities.

Just short drive from the convention center is the Ontario Mills, California’s largest outlet and value retail shopping destination. It is the ultimate shopping experience with more than 200 outlet and value retail stores including Betsey Johnson Outlet, Saks Fifth Avenue OFF 5TH, Coach Factory Store, Tommy Bahama Outlet, Cole Haan Clearance, J.Crew Factory, Guess Factory Store and Abercrombie & Fitch Outlet. Shoppers can dine at great restaurants including Market Broiler, Rainforest Café, Dave & Buster’s and GameWorks.



# PhoCusWright’s 2011 Travel Industry Trends

PhoCusWright, one of the leading travel industry research companies, conducted an online event in February sharing its experts’ top 10 travel trends insights into what 2011 holds for the performance of the travel industry.

Truth, Myth, and Pith: PhoCusWright’s 2011 Travel Industry Trends presentation, moderated by Lorraine Sileo, vice president of research, made clear that the biggest news for the industry is that vacations are finally making a comeback. People are tired of having to cut back or postpone their travels due to economic factors the past few years, they’re getting on the road again, and they’re willing to spend more and spend directly with suppliers as opposed to online travel agencies.

Other key trend topics included air distribution, with a battle lining up for online retail storefront and, ultimately, consumers that will eventually end with all parties coming to an agreement on how to live together; shift in search whether or not Google completes its acquisition of ITA; China, India and Brazil continue to lead the way in emerging markets, followed by Singapore, Mexico, Hong Kong, Argentina, Indonesia and Chile; and more advances in how mobile devices and tablets will improve customer service and enrich the travel experience.

Here is the complete list of 10 travel trends for 2011, along with which trends participants deemed the most important (each listener could choose up to three):

- Vacations (Finally) Make a Comeback – 31 percent
- Emerging Markets: No Internet, No Problem – 21 percent
- Air Distribution: As Clear as Mud – 31 percent
- Google-ITA: If Not Plan A, Then on to Plan B – 34 percent
- “Mobile” is Not a Trend – 47 percent
- Suppliers Get Smart About Smart Technologies – 30 percent
- Suppliers Claw Their Way Back – 21 percent
- Emerging Markets: Which Ones are Real? – 17 percent
- Private Sale: Flash of Brilliance or Flash in the Pan? – 15 percent
- Tablet Wars Spark a Travel Revolution – 28 percent

Source: PhoCusWright [www.phocuswright.com](http://www.phocuswright.com)

# Bureau News

cost effective. The Bureau received more than 1,700 design submissions from around the world in a three-week timeframe before the close of the contest. The total cost was about \$2,000, including extra marketing services.

## Birding

■ The **Santa Cruz County CVC** unveiled a new dedicated section on its website, designed specifically to attract beginning and advanced birders interested in learning more about what is available on a countywide basis. The page, found at [www.birding.travel](http://www.birding.travel), incorporates social media components, enhanced functionality enabling visitors to read live blog postings from the Santa Cruz Bird Club's website on recent sightings, birding maps and checklists, and videos of local birds in their natural habitats, in addition to other features. The page also provides a season-specific "Birds to Watch" listing, showing uncommon birds to watch for in the area for a given season. The page will expand to include interactive activities for kids and other learning-based elements. And to maximize its presence on the Internet, the CVC has launched an online marketing campaign featuring an ad about the free **Birding and Wildlife Viewing Kit** with birding and wildlife publications' Internet presence, including *Audubon* magazine's website, *Birder's World* and *Bay Nature*. The ad appeared in the print versions of the publications this winter and will also appear in spring 2011 issues. The CVC is also participating in a Google, Yahoo and Bing Ad Words campaign. The new Birding page provides more bird-specific information for anyone who is searching for birding-related keywords in Google, Yahoo and Bing and clicks on one of the CVC's Internet ads. These cost-effective methods allow the CVC to reach bird lovers in an informal and technologically savvy way. More additions and improvements to the CVC's website are planned this year.

## Branding

■ The **Oakland CVB** has incorporated the new **Visit Oakland** brand, a logo and [website](http://www.visitoakland.com) into all of its sales and marketing materials. The Visit Oakland name reflects changing trends in the city of Oakland and the broader travel industry. "The name Visit Oakland has broad appeal for all visitors, both leisure and business," said Manette Belliveau, CEO and president of the OCVB, which is the official destination marketing organization for Oakland and serves as the



umbrella organization for all travel to Oakland. "It reflects our emergence as a desirable destination for individual leisure travelers." When the OCVB was set up in 1999, the bureau's primary focus was to attract and facilitate group bookings to Oakland. Today, Oakland's vibrant culinary, arts and entertainment

scene is attracting solo travelers from around the country. Enticing these consumers to come to stay overnight and fulfilling their information needs requires different outreach than that for meeting planners. The OCVB's sales team will continue to aggressively market Oakland as a desirable location for groups, which today include not only traditional conventions but also corporate retreats, sports gatherings, reunions and association meetings. "We'll be taking the Visit Oakland branding on the road to trade shows and sales blitzes," said Belliveau. In addition to the website, the Visit Oakland brand will be used in social media as well as corporate stationery and business cards, emails, print marketing materials such as the *Official Oakland Visitors Guide* and signage. The official title Oakland Convention & Visitors Bureau will continue to be the name of organization's legal entity. Oakland used an online design service and conducted a worldwide contest for the organization's new logo ([99designs.com](http://99designs.com)), which was an amazing experience and very

## Convention Centers

■ The **Anaheim Convention Center** has been awarded the Leadership in Energy and Environmental Design



(LEED) certification by the U.S. Green Building Council (USGBC). Some of the efforts at the Anaheim Convention Center include an aggressive recycling program, efficient and water-saving plumbing fixtures and an expanded energy-saving electricity and solar energy system. The 1.6 million square foot Anaheim

Convention Center is the cornerstone of Anaheim and Orange County's meeting business. The facility opened in July of 1967, and since that time has experienced five major expansions. It is an Anaheim landmark and a vital part of this city's visitor industry.

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■ It has been a long time coming, but the city's first convention center is now open. The **Las Cruces Convention Center** hosted its first event on December 1, less than a year and a half after breaking ground in June 2009. "We have been waiting a long time for this day," said **Las Cruces CVB** executive director Ken Mompellier. The center is 55,000 square feet with just over 30,000 square feet of meeting space. The facility features a 14,500-square-foot exhibition hall as well as an 8,950-square-foot ballroom. There are six breakout rooms totaling more than 3,000 square feet. Additionally, there is more than 5,000 square feet of outdoor space and 2,000 square feet of indoor pre-function space. Although the level has yet to be determined, the facility will be Leadership in Energy and Environmental Design (LEED) certified with a variety of renewable energy efforts including low water usage landscaping materials, reserved parking spaces for alternative energy vehicles and rows of bicycle racks to encourage alternative forms of transportation. The roof was painted a light color to reflect heat and photovoltaic cells are used to convert sun energy to electricity to further reduce energy costs for the facility. Inside, energy-efficient lighting was used throughout as well as low-flow plumbing to reduce water consumption. Significant emphasis was also placed on recycling from the start of construction including, the use of construction materials made from recycled products, recycling the leftover construction materials and the placement of recycling bins throughout the building. The City of Las Cruces and the Las Cruces Convention Center hosted a series of grand opening events in mid-January.

■ The **Las Vegas CVA** and the Consumer Electronics Association (CEA), producer of International CES, signed an agreement to designate the **Las Vegas Convention Center** as an official World Trade Center site. Through the

agreement, CEA becomes a member of the World Trade Center Association and the LVCVA becomes the official representative of the trade center site. According to Rossi Ralenkotter, LVCVA president & CEO, the "partnership will give Las Vegas the opportunity to further promote

our brand to business travelers worldwide and reinforce that Las Vegas is a serious place to conduct business." As part of the contract, CEA has agreed to sign leases through 2015 to hold International CES at the Las Vegas Convention Center.

■ The **Spokane Convention Center Campus** has officially gone green. As of September 1, 2010 the Spokane Convention Center Campus, which includes both the Spokane Convention Center and the **INB Performing Arts Center**, achieved LEED Silver Certification. There are currently only 15 convention centers in the country with a LEED distinction. LEED Certification is earned for energy use, water conservation and material use as well as incorporating a variety of other sustainable strategies. By using less energy and water, LEED certified buildings save money for families, businesses and taxpayers; reduce greenhouse gas emissions; and contribute to a healthier environment for our guests, residents, workers and the larger community. Due to the success of the Convention Center Campus' energy-saving practices, Avista Utilities presented a rebate check for \$138,277.50 to the Spokane Public Facilities District Board in early February. The rebate figure was based on the amount of energy saved by the Spokane Convention Center Campus when compared to other facilities of similar size around the country. The facilities saved 29 percent more energy than other national facilities in 2010.

### Culinary

■ Earlier this year the San Francisco Dine About Town and the dineLA Restaurant Week teamed up with Acura for the ultimate California culinary excursion—a four-day culinary experience trip along the coast from **San Francisco** to **Los Angeles** to enjoy not only the breathtaking views, but also some of the best food and

wine the region has to offer. Prize details included: an all-expense-paid road trip for two in the all-new Acura TSX Sport Wagon and the roadtrip started in San Francisco with stops along the California Coast in **Monterey**, **San Luis Obispo** and **Santa Barbara** and ended in **Los Angeles**. Stops along the four-day trip included savory meals, wine tastings, and luxurious overnight stays.

### Marketing Campaigns

■ The **Sonoma County Tourism Bureau** announced a new marketing campaign at its annual meeting in February. The new campaign—"Do you speak Sonoma?"—uses clever words and phrases that reflect the uniqueness of Sonoma County and promotes the area as a top-tier travel destination. "Our new advertising and marketing campaign recognizes the fact that Sonoma County is such a diverse and amazing area that it needs its own language to describe it. The vocabulary used in the campaign captures the essence of Sonoma County," said Kenneth Fischang, president & CEO of Sonoma County Tourism Bureau. In the first ads unveiled, a glossary of new terms is provided for visitors to learn the new language. One ad features a couple exploring the open expanses on a day hike and relates how they are "Sonomads: n. People who embrace the wanderlust of Sonoma Wine Country." Another shows a couple along the stunning coastline, for which the Sonoma Coast is famous, and details how it is perfect for coasting - "strolling, surfing, and staying where the sand meets the sea, the vistas are endless and the experience a natural wonder." Speak Sonoma, created by local marketing agency Firefly Creative, encourages plays on words and the creation of new terms to describe the feeling of a Sonoma County visit. The ads encourage potential travelers to visit the campaign website at [www.sonomacounty.com/speaksonoma](http://www.sonomacounty.com/speaksonoma) and register to win a Sonoma County immersion experience so that they can learn to speak from the locals. There is also a glossary of Sonomaisms so travelers can brush up before they arrive. A *lakedaysical* time spent at Lake Sonoma dipping one's toes in the water can be followed by some time *corkhopping* at one of the area's 300-plus public wine-tasting rooms. Of course, that can lead to experienc-

*continued on page 10*

ing the *full Monte Rio* of hiking in redwoods and discovering the unique towns along the Bohemian Highway, which then requires some *hootspa*, the audacity to find wellness and relaxation at spas that use local ingredients. The simple nature of the campaign allows SCTB to adjust it for major market segments of leisure travel, meetings and retreats, and group travel. Additionally, specific terms can be used to appeal to niche markets.

### Meetings/Conventions Marketing

■ The **Tri-Valley, California CVB** has announced the “Try Our Valley” group incentive program. The limited-time program offers cash back per booked room night for groups of 50 or more, with a maximum payout of \$10 per room night for 500 rooms or \$5,000.

Room Nights	Cash Per Room	Maximum
50-99	\$5.00 per room night	\$500
100-199	\$7.50 per room night	\$1,500
200 and up	\$10.00 per room night	\$5,000

Groups that book their event by June 30, 2011, will be entered in a drawing to win an additional cash prize of \$5,000. Only one winner will be drawn for the \$5,000 cash drawing on July 1, 2011.

Tri-Valley, California CVB President & CEO, Amy Blaschka says: “We realize that in 2011 the meetings industry is poised for a cautious comeback, and that shorter booking windows and affordability are incredibly important to planners. We want to help meeting and event planners by giving them yet another reason to select Tri-Valley to host their next meeting or event group.” In order to qualify for the program, the group or meeting must generate a new proposal, originated through the Tri-Valley, California CVB for distribution to multiple properties. Additional terms and conditions apply and may be found [online](#).

### Mobile

■ The **Santa Barbara CVB** has announced the Sip & Savor Mobile App as the go-anywhere resource for dining, wine, events and more in the Santa Barbara area. Easy-to-navigate listings provide up-to-date information

on restaurants, wineries, accommodations, things to do, specialty food shops, nightlife and more. The deals section highlights money-saving offers at locations throughout Santa Barbara. And, the events category provides information about what’s happening around town. The free app is available at the App Store on the Android Market. Currently, the Sip & Savor app is available for use on Apple and Android systems. The app operates on iPhone, iPod, iPod Touch and iPad devices. The Map It! function uses Google Maps to pinpoint the business and provides visual and written directions. An Internet connection is required only for the Food Features; all other sections of the application function without network access. The app constantly checks for timely deals and activities in the Santa Barbara area. When it finds new items, it updates its database and sends an alert about new content.

### Online Sweepstakes

■ In celebration of the **Anaheim/Orange County VCB’s** 50th Anniversary the Bureau has launched a Facebook sweepstakes. The sweepstakes includes more than 50 destination prize packages with a total value estimated at approximately \$70,000. Over the course of the six-week contest, beginning April 5, Facebook users will have an opportunity to win family, sports, and romantic getaway prize packages. This will culminate with a destination grand prize. The campaign includes significant Facebook ad buys, as well as the development of a “Deals” tab featuring partner companies with exclusive offers and packages. Check the [Anaheim’s Facebook page](#) for details. In addition, the Bureau has an engaging [50th section](#) on their website that showcases insider vacation tips, local favorites and a fun 50-year timeline.

■ **Destination Irvine** has launched an online sweepstakes to promote Irvine as the “Center of Orange County, CA.” The sweepstakes, which began March 1, will award three winners with roundtrip airfare for two on Southwest Airlines, a two-night stay at the Hilton Irvine, Hyatt Regency



Irvine or the Irvine Marriott Hotel, a \$100 gift card to the Irvine Spectrum Center and two VIP passes to the Improv Comedy Club. Sweepstakes entry, as well as all the details and rules, can be found at [www.destinationirvine.com/sweepstakes](http://www.destinationirvine.com/sweepstakes). The sweepstakes will run through May 31, 2011. One winner will be selected for each month (March, April, May). One entry per person, per email address is permitted. The sweepstakes is being held in conjunction with the launch of Destination Irvine’s new [website](#). The redesigned and enhanced site is a one-stop resource for travelers looking for information on where to stay, play and eat when planning their trip to Orange County, California.

### Tourism Training Programs

■ In early January the **Anaheim/Orange County VCB’s** tourism department announced that more than 1,000 people have become Anaheim/Orange County Specialists since the launch of their [online destination training program](#) last year. The program, designed for travel trade professionals is available in both English and Spanish. The 1,000 participants include people from the U.S., Canada, Mexico, Australia and New Zealand. The program is easy to access from the Travel Trade section of the [AOCVCB website](#). The training program consists of 43 multiple-choice questions and takes approximately 20 minutes to complete. The questions range from Anaheim/OC logistics, attractions, history, shopping districts, area accommodations and more. At the end of the training, a certificate is issued and the participant is entered into the database as an official Anaheim/OC Specialist. “We realize we can’t personally train the reservations team

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at every tour operator office, so we have developed a very informative online training program,” said Ann Gallagher, vice president of tourism development at the Bureau. Benefits of the program include quarterly prize package drawings for Specialists. The program also has a presence on Facebook to keep travel professionals engaged in an online conversation about Anaheim/OC and to provide up-to-date destination news. Upcoming additions to the program include plans to post innovative videos about Anaheim/OC on YouTube and to add more destination incentives such as logo specialty items from area attractions. The tourism department also plans to enhance the program by making it available in German, Japanese, Chinese, Korean, Portuguese and French. For information about the Specialist Program, visit [www.anaheimoc.org/traveltrade](http://www.anaheimoc.org/traveltrade) or call tourism department staff at (714) 765-8888.

### Video

■ The Santa Cruz County CVC has announced it is launching a Partner Profile Video Streaming Marketing Program. For the second year in a row, this program provides CVC partners the opportunity to have their venue or business featured in a professionally produced one-minute profile video. The CVC will host and distribute the final partner profile videos on [www.santacruzcounty.travel](http://www.santacruzcounty.travel) and other CVC distribution and social media channels, including YouTube and Facebook.

### Website Research

■ Measuring the financial impact of a destination website isn't easy, but a yearlong study reveals [visitspokane.com](http://visitspokane.com) has direct influence on people's decision to visit Spokane and ultimately results in a huge economic impact in Spokane County. Destination Analysts, a marketing research company working with tourism clients, released its findings in February after analyzing close to 2,500 initial and follow-up surveys completed by [visitspokane.com](http://visitspokane.com) users. Most significant was the economic impact of incremental trip generation followed by days added to trips based on website visits. Incremental trip generation is based on users who came to [visitspokane.com](http://visitspokane.com) undecided about a destina-

tion and they were still evaluating locations for an upcoming trip. These users then chose to visit Spokane over other destinations based on information they found on the website. On average, those trips lasted 3.1 days and travelers spent \$216.50 a day while they were here. After users went to the website, survey results show incremental trips in 2010 generated more than \$6,417,290 in visitor spending in Spokane. The surveys showed [visitspokane.com](http://visitspokane.com) also inspired users to spend additional days in Spokane. Business travelers and leisure travelers who were surveyed had already made up their mind to visit Spokane but stayed longer than planned based on content they found



on the website. Nearly 1-in-10 said they lengthened their stay based on website content. The typical length a stay was extended was 1.2 days, with an average spending of \$216.50 per day. The two components above—incremental trips and additional days in-market—make up the economic impact from this study. Calculations based on the survey show every unique visitor to [visitspokane.com](http://visitspokane.com) lead to an additional \$31.60 in visitor spending in 2010, resulting in more than \$7 million in economic impact by [visitspokane.com](http://visitspokane.com) users.

# NATIONAL TRAVEL & TOURISM WEEK

MAY 7-15, 2011

WHY TRAVEL MATTERS

## National Travel and Tourism Week | May 7-15, 2011

*The Annual Salute to Travel and Tourism in America*

*National Travel and Tourism Week is a tradition that was first celebrated in 1984. Localized events are presented in cities, states and travel businesses nationwide to champion the power of travel. It was established as National Tourism Week when the U.S. Congress passed a joint resolution in 1983 designating the week to be celebrated in May.*

*Since its establishment, the U.S. travel community has collectively marked the event in a number of creative ways, from staging local rallies and conducting media outreach to securing proclamations and resolutions from local legislative bodies.*

*The U.S. Travel Association provides a number of free, useful resources to help bureaus plan and stage effective activities in support of National Travel and Tourism Week, including materials to organize and host a local rally for U.S. Travel Rally Day on May 10, 2011. The toolkit is at [www.ustravel.org/marketing/national-travel-and-tourism-week/toolkit](http://www.ustravel.org/marketing/national-travel-and-tourism-week/toolkit).*

*Source: U.S. Travel Association [www.ustravel.org](http://www.ustravel.org)*

# Research

## MPI's FutureWatch 2011 Study Points to 8-percent Meeting Growth

By Rachel Wimberly, Trade Show News Network January 6, 2011

Good news for the meetings industry: Meeting Professionals International released its *FutureWatch 2011 Study* that indicates this year's meeting volume, number of attendees and overall spend will see moderate increases throughout the global meeting and events industry.

More than 450 industry professionals in 20 different countries from 67 MPI chapters participated in the report. Based on the report's findings, it projects an eight percent increase in the number of meetings planned for 2011 and a 5-percent increase in the average spend.

"After two challenging years for the business of our industry, we're back with FutureWatch 2011 responses indicating material real growth in activity of 8 percent," said Bruce MacMillan, president & CEO of MPI.

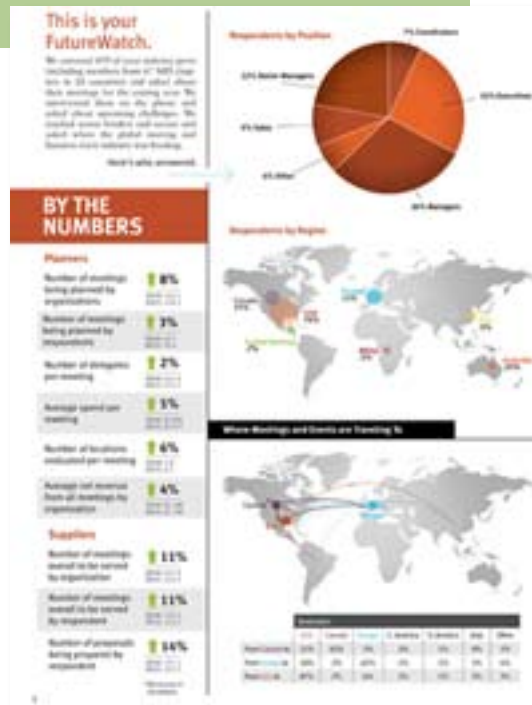
In addition, the report indicated that technology will continue to evolve through social media and virtual events.

"FutureWatch 2011 also indicates that this is the year where recent industry forays into virtual events and collaboration through social media will become increasingly mainstream," MacMillan said. "Thinking outside the room to drive performance through connectivity is becoming entrenched."

According to the study, virtual events are becoming more of an added-value strategy, after there was an initial reaction that they might be a threat to live events.

The report also indicated that strategic meeting management became even more crucial, as planners had to take a hard look at their budgets and put more emphasis on proving more return on investment for their meetings.

The *FutureWatch* report includes by-the-numbers comparisons and trending data, as well as interview excerpts, links to on-demand webinars, case study profiles and clear summaries of projected trends.



In addition, the study discusses the four trends making meetings more strategic, followed by in-depth data on crisis collaboration amongst planners and suppliers and finally addresses the five key areas of technology that are impacting the industry.

The *FutureWatch Study 2011* is available to [download](#) for free to MPI members or \$299 for non-members.

[http://www.mpiweb.org/Libraries/Research\\_and\\_Reports/Future-Watch2011\\_ExecSummary.pdf](http://www.mpiweb.org/Libraries/Research_and_Reports/Future-Watch2011_ExecSummary.pdf)

## Landmark Research Details the Economic Significance of the Meetings and Events Industry to the U.S. Economy

**Highlights Include 1.7M Jobs, \$263B Spending, \$106B Contribution to GDP**

In February, the Convention Industry Council released a new study: The Economic Significance of Meetings to the U.S. Economy, revealing that the U.S. meetings industry directly supports 1.7 million jobs, a \$106 billion contribution to GDP, \$263 billion in spending, \$60 billion in labor revenue, \$14.3 billion in federal tax revenue and \$11.3 billion in state and local tax revenue.

The study, conducted by PwC US, assisted by a team of industry researchers, spanned more than a year in

research and analysis and is the first-ever study of the size and scope of its kind. The research quantifies the economic contributions made by the 1.8 million meetings, trade shows, conventions, congresses, incentive events and other meetings that take place across the country. Details on the study and the 14 leading membership organizations which formed the research alliance can be found at [www.meetingsmeanbusiness.com](http://www.meetingsmeanbusiness.com).

"As the nation grapples with effective ways to work its way out of a recession, the meetings industry plays a critical role in supporting jobs in communities across America, creating environments that foster innovation, consensus and business success," said Karen Kotowski, executive director of the Convention Industry Council, the trade organization which unites the meetings sector and educates the public on its profound economic impact. "Two years ago, the value of meetings, one of America's top economic and social engines, was misunderstood by governments and the public. This new research quantifies the economic significance of our sector for legislators, regulators and economists alike."

"The results of our comprehensive research demonstrate the significance of the meetings industry as a major contributor to the U.S. economy," said Robert Canton, director, convention & tourism practice, PwC US. "New and proven research standards, as well as definitions provided by the United Nations World Tourism Organization allowed for the measurement of .S. economic activity resulting from face-to-face meetings."

### Classifications and Attendance

A total of 205 million people, representing domestic and international delegates, exhibitors and organizers attend the 1.8 million meetings. The meetings serve as vehicles for job training and education, generating sales revenue, linking domestic and foreign buyers and developing lasting relationships in personal environments that build trust and unity. "Working side by side creates dynamic environments where handshakes convert to commerce, insight translates to innovation and knowledge sharing creates a better educated and more competitive workforce," added Kotowski. Of the

*continued on page 13*



1.8 million meetings, 1.3 million are classified as corporate or business meetings, 270,000 are conventions, conferences or congresses, 11,000 are trade shows and 66,000 are incentive meetings. The vast majority of meetings (85 percent) were conducted at venues with lodging. Meetings generate 250 million overnight stays by 117 million Americans and 5 million international attendees.

### About the Study

The Economic Significance of Meetings to the U.S. Economy conducted by PwC US was spearheaded by an alliance of 14 organizations representing the collective meetings, travel, exhibitions and events industries in the U.S. brought together via the [Convention Industry Council](#).

### APEX Initiative Launches Study to Quantify Cost of Planning Processes

In January, the Convention Industry Council (CIC) announced the launch of a research study to quantify the time and cost inefficiencies of existing methods of exchanging event specifications.

“In the planning process for every meeting or event there are many transfers of information—the event specifications, the BEOs, all the arrangements that need to take place,” said Kimberly Meyer, founder and principal of Chicago-based Meetings Analytics and chair of the CIC’s APEX Technology Advisory Council. “Despite all of our technical advances this is largely still a manual, paper, email, and even fax-based process, with a high level of input and rekeying. Even though they’re widely accepted, these business processes are frequently inefficient and inaccurate. What this study will accomplish is to accurately quantify the cost. We think this is a multi-mil-

lion dollar problem annually,” she stated.

Researchers will gather data and conduct measurements inside the convention service departments of the participating hotels. The study will analyze processes from sales, through the planning cycle to the delivery of the final product. Researchers will

examine a variety of meeting and event types and profiles, including private social functions, corporate events, association meetings, and components of citywides.

The Dick Pope Sr. Institute for Tourism Studies at the University of Central Florida will conduct the research.

Findings of the study are expected in the second quarter of 2011.

Source: [Convention Industry Council](#)  
[www.conventionindustry.org](http://www.conventionindustry.org)

### New Research Measures Business Travel Spending Relative to Top-Line Company Growth

New research conducted by American Express Global Business Travel and the GBTA Foundation (Global Business Travel Association) benchmarks the travel spending businesses require to help support their growth. It further explores the change in this suggested optimal spending level depending on the economic conditions and business characteristics, including industry. The study suggests that travel can be an overlooked means to gain competitive advantage, and those companies that regard travel expenditures as indirect costs to be minimized cut into a key established expansion driver.

This new study, Return on Investment Refresh: Travel as a Competitive Advantage, is the continuation of research initiated in 2009 which first explored the link between travel and business growth. This latest research offers further evidence of travel’s compelling link to corporate growth, and through benchmarking data provides guidance to businesses on the ideal level of travel spending needed to drive revenue in both expansionary and recessionary periods. Additionally it identifies industries in which the

optimal level has likely been reached and industries where opportunities remain to reach their potential.

### Competitive Advantage: Approaching Business Travel as a Key Growth Driver

The research analyzed business travel spending from a sample of nearly 900 public companies across the past decade of economic cycles. The findings indicate business travel is a contributing factor in helping companies drive revenue:

- To reach optimal revenue potential, keeping all other factors constant, the study indicates U.S. industries could increase business travel spending by an average of just over four percent (4%).
- This translates to an average of just \$70 dollars more per worker.
- The percentage of under-spend varies when looking at specific industry sectors—business services, entertainment and sports sectors typically already operate closer to optimal levels while banking and finance, pharmaceutical and retail companies could likely benefit from greater business travel spending growth.
- The economy-wide average return on investment to business travel spending is about 20-to-1, meaning that for every \$1 strategically invested in business travel, businesses have seen an average of \$20 in additional gross profit.

“This study further affirms the link between business travel spending and corporate growth, giving businesses a reason to think about travel as an essential investment and not just a bottom-line expense to incrementally reduce year after year,” said Christa Degan Manning, director, eXpert insights and Research, Advisory Services, American Express Global Business Travel. “Companies can use this study as a guidepost in evaluating optimal levels of spending appropriate for their business objectives based on corporate characteristics, as well as benchmarking themselves relative to their peers. Considering optimal spending within a managed travel program that also includes virtual meeting solutions is a key component to achieving a balanced, successful program.”

Sources: [American Express Business Travel](#)  
[www.americanexpress.com/businesstravel](http://www.americanexpress.com/businesstravel)  
[The Global Business Travel Association \(GBTA\)](#)  
[www.gbta.org](http://www.gbta.org)

# People on the Go



**Sarah Atilano**, former senior convention sales manager at the Sacramento CVB, has been promoted to director of sales. In addition to directly managing the SCVB sales team, Atilano will focus

her energies on targeting the California State Association market (200+ rooms on peak nights). Prior to joining the SCVB, Atilano was director of sales at the Embassy Suites San Francisco Airport Burlingame.



The Sacramento CVB is pleased to announce that Chief Marketing Officer **Sonya Bradley** has assumed oversight of the Tourism Department. In this capacity, Bradley will create and

implement sales and marketing strategies and programs designed to increase Sacramento's leisure group travel market share. The SCVB Tourism department is responsible for booking non-convention group tours, that includes domestic (adult and student/youth) and international groups. Bradley has been with the SCVB since 2002, most recently as vice president of marketing, developing and executing the "Discover Gold" brand strategy for the convention and tourism (trade and consumer) markets. Her career includes positions with the San Jose CVB and Thrifty Drug Stores.



The Santa Rosa CVB has named **Brad Calkins** as the new executive director. Calkins has more than 20 years working in the hospitality business. Most recently he served as general manager at the

Courtyard by Marriott in Railroad Square in Santa Rosa. In addition to running hotels in Santa Rosa, he was also a founding board member of the

Sonoma County Tourism Bureau and was active on both the Santa Rosa CVB Board and The Wine Road Board.



**Jeff Dougherty** has been hired to fill a newly created convention sales manager position at the Sacramento CVB. Dougherty has spent five years in Sacramento hotel sales, most recently with the

Holiday Inn Capitol Plaza. He will target the California State Association (fewer than 200 rooms on peak night), Youth Sports and SMERF markets.



Visit Newport Beach Inc. has appointed **Lori Hoy** as national sales manager representing the San Diego, Arizona, Texas and Southeastern markets. Hoy joins Visit Newport Beach

Inc. with an impressive record of service at other destination marketing organizations, including the Metropolitan Tucson CVB, Carlsbad CVB and the Ontario CVB. She was senior sales manager at Radisson Hotel Newport Beach prior to joining Visit Newport Beach Inc. Hoy is certified a 'Sport Event Executive' through the National Association of Sports Commissions.

The Anchorage CVB has named **Lessie Kincaid** to its team as a convention sales manager. Kincaid will cover the Southwest and South Central meetings market to include California, Texas, New Mexico, Nevada, Arizona, Oklahoma, Arkansas and Louisiana. She was previously senior sales manager for the Hilton Anchorage.

**Maureen McElroy** has been selected as the new president & CEO of the Healdsburg Chamber of Commerce and Visitors Bureau. McElroy most recently was the executive director for the Santa Rosa CVB, a division of the Santa Rosa Chamber of Commerce. In her tourism leadership role at the Bureau, she was instrumental in bringing the Amgen Tour of California bicycle races

to Sonoma County, as well as assisting cyclist Levi Leipheimer in organizing the Gran Fondo bicycle tour that attracted 6,000 cyclists from around the country and the globe to Sonoma County. McElroy is a California native from San Diego where she worked at Sea World in international tours and travel sales and event management. She has served on numerous tourism boards and committees in California where she has received several awards from her peers and associates for her leadership and sales successes.

**Tonia Rioux** is the new executive director at the Sitka CVB in Alaska.



LA INC. The Los Angeles Convention and Visitors Bureau has appointed **Kathy Smits** as senior director of travel industry marketing. Smits will be responsible for management of the travel industry sales and marketing programs;

including the positioning of Los Angeles within the travel industry both domestically and internationally. Smits most recently served as executive director of the Beverly Hills CVB for eight years and prior to that served as marketing manager for the Hong Kong Tourism Board. Her background also includes sales for L'Ermitage Hotels and hospitality and tourism consulting for PKF Consulting. Smits also serves as President-elect on the Board of Directors of the Western Association of Convention & Visitors Bureaus.



The Sacramento CVB has promoted **Mike Testa** to senior vice president, convention sales & business development. Testa has been with the SCVB since 2001, most recently as vice

president of communications & public affairs. He will continue in his business development role by overseeing partner marketing, travel media, film commission and community relations departments as he takes on additional responsibility. Testa's career includes work for the Downtown Sacramento Partnership, Townsend, Raimundo, Besler & Usher, and PGT, a wholly-owned subsidiary of PG&E.

# 2011 Calendar of Events



## WACVB Board of Directors

### **PRESIDENT**

**Joel Racker**

President & CEO  
Utah Valley Convention & Visitors Bureau

### **PRESIDENT-ELECT**

**Kathy Smits**

Senior Director of Travel Industry Marketing  
LA INC. The Los Angeles Convention  
& Visitors Bureau

### **SECRETARY-TREASURER**

**Dale Lockett**

President & CEO  
Albuquerque Convention & Visitors Bureau

### **PAST PRESIDENT**

**Stephanie Nowack**

President & CEO  
Tempe Tourism Office

### **DIRECTORS**

**Manette Belliveau**

President & CEO  
Visit Oakland

**Bob Brown**

President & CEO  
Ontario Convention & Visitors Bureau

**Tracy Farhad**

Executive Director  
Solvang Conference & Visitors Bureau

**Bill Malone**

President & CEO  
Park City Chamber of Commerce and  
Convention & Visitors Bureau

**Lorene Palmer**

President & CEO  
Juneau Convention & Visitors Bureau

**Jonathan Walker**

President & CEO  
Metropolitan Tucson Convention & Visitors  
Bureau

**Jennifer Wesselhoff**

President & CEO  
Sedona Chamber of Commerce Tourism  
Bureau

### **EXECUTIVE DIRECTOR**

**Teresa Stephenson**

WACVB

*The Western Association of Convention  
& Visitors Bureaus serves more  
than 135 member bureaus in the West.*

### **WACVB**

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Folsom, CA 95630

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(916) 932-2209 Fax

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[www.wacvb.com](http://www.wacvb.com)  
[www.wacvb.travel](http://www.wacvb.travel)  
[www.thewest.travel](http://www.thewest.travel)

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

## Position Announcement Service

Seeking to fill a position or looking for a new employment opportunity? If so, see the position announcements listed on WACVB's website [www.wacvb.com](http://www.wacvb.com). The service is available to both WACVB member and nonmember organizations seeking to fill CEO and senior-level staff vacancies.

## Welcome New Members

### **In Arizona...**

#### **GLENDALE CONVENTION & VISITORS BUREAU**

5800 West Glenn Drive, Suite 140  
Glendale, AZ 85301  
(623) 930-4500  
[lpino@glendaleaz.com](mailto:lpino@glendaleaz.com)  
[www.visitglendale.com](http://www.visitglendale.com)  
Lorraine Pino, Manager

### **In California...**

#### **VISIT CARLSBAD**

400 Carlsbad Village Drive  
Carlsbad, CA 92008  
(760) 434-6093  
[samr@visitcarlsbad.com](mailto:samr@visitcarlsbad.com)  
[info@visitcarlsbad.com](mailto:info@visitcarlsbad.com)  
Sam Ross, Executive Director

#### **HEALDSBURG CHAMBER OF COMMERCE & VISITORS BUREAU**

217 Healdsburg Avenue  
Healdsburg, CA 95448-4103  
(707) 433-6935  
[mo@healdsburg.com](mailto:mo@healdsburg.com)  
[www.healdsburg.com](http://www.healdsburg.com)  
Mo McElroy, President & CEO

#### **DISCOVER TORRANCE**

3400 Torrance Boulevard, Suite 100  
Torrance, CA 90503  
(310) 802-7777  
[info@discovertorrance.org](mailto:info@discovertorrance.org)  
[heather@discovertorrance.org](mailto:heather@discovertorrance.org)  
[www.discovertorrance.org](http://www.discovertorrance.org)  
Heather Johnston, Executive Director

### **In Washington...**

#### **UNION GAP TOURISM**

P.O. Box 3008  
Union Gap, WA 98903-0008  
(509) 480-7636  
[scott@stayinthegap.com](mailto:scott@stayinthegap.com)  
[www.stayinthegap.com](http://www.stayinthegap.com)  
Scott Steinloski, Tourism Promoter

**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

**National Travel & Tourism Week**  
May 7-15, 2011  
Rally Day May 10

**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 Convention Center  
& Doubletree Hotel  
Ontario, California

**Travel Industry Marketing & Sales Training (TIMST) Program**  
October 11 & 12, 2011  
Ontario Convention Center  
& Doubletree Hotel  
Ontario, California

**Annual Conference & Vendor Showcase**  
October 12-14, 2011  
Ontario Convention Center  
& Doubletree Hotel  
Ontario, California