



WACVB Foundation
Paris Raffle

PG-2



Best Idea Program
Submit Your Idea Today

PG-3



Surveys
Salary/Benefits & Bureau Budget

PG-7

WACVB

Published by the Western Association of Convention & Visitors Bureaus

For Member Bureaus ~ September 2011

newsnotes

Bring Yourself to the 2011 Annual Conference October 12-14 in Ontario

This year's conference theme embraces today's travel business environment. "Bring It On" focuses on the ability of DMO personnel to respond to and embrace a multitude of elements... challenges and changes...technologies and tactics...creativity and certainty... strategies and solutions...aspirations and accolades...plus much more. Industry education awaits you at this year's Annual Conference in Ontario, California.

The 2011 WACVB Annual Conference & Vendor Showcase is scheduled for October 12-14 at the Ontario Convention Center. The conference hotel is the DoubleTree by Hilton Ontario.

There's a terrific lineup of conference speakers.

Learn about leadership success and the principles of motivation from Lisa Marie Platske, chief enthusiasm officer

at Upside Thinking, Inc. (Don't you want a title like that one?!)

Beverly Anderson, vice president at American Express Business Insights, joins us to talk about what today's travel consumers want—value or luxury—or both.

A representative from the Corporation for Travel Promotion—either CEO Jim Evans or newly appointed Chief Marketing Officer Chris Perkins will

continued on page 3

BRING ON...

- challenges & changes
- customers & connections
- success & satisfaction
- strategies & solutions
- motivation & merit
- markets & measurements
- technologies & tactics
- creativity & certainty
- campaigns & confirmations
- collaboration & competition

BRING IT ON TARIO WACVB ANNUAL CONFERENCE
OCTOBER 12-14, 2011

Foundation News

WACVB Foundation Scholarships Awarded

The Foundation granted scholarships to two CVB representatives who attended the August 2011 CEO Forum in Santa Fe.

- Deborah Hopkins
Executive Director, San Juan Islands (WA) Visitors Bureaus
- Aaron McCreight
CEO, Casper Area (WY) CVB

The purpose of the scholarship program is to assist bureaus with the cost of offering high-quality professional development opportunities and continuing education, thereby raising the level of professionalism in our industry.

The Foundation will also be awarding scholarships for upcoming programs—SIT II, TIMST and the Annual Conference.

Business of Bureaus Video Learning Modules

The WACVB Foundation offers the Business of Bureaus training video series for DMO professionals. 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. The WACVB Resource Library is at www.wacvb.com/order_materials.html

A username and password is necessary to access the library materials and videos. Contact staff at info@wacvb.com for username and password.

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



Raffle Fundraiser for the WACVB
Education and Research Foundation

Paris Prize Package

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

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

Funds Support Scholarship Programs

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

All trip package components are based on space availability; blackout dates may apply. Valid trip dates: January 1, 2012 to October 31, 2012.

- A week's stay for two at a Starwood Hotel property in Paris, courtesy of Starwood Hotels & Resorts and sponsored by [simpleview, inc.](http://simpleview.com)
- Roundtrip airfare (coach) for two to/from Paris, courtesy of American Airlines and sponsored by [Madden Media](http://MaddenMedia.com)

Purchase Your Tickets:

1 ticket = \$25 • 5 tickets = \$100

The Foundation will be selling raffle tickets for the Paris Prize Package at the October Annual Conference. A downloadable raffle ticket form is available on the WACVB website at www.wacvb.com/foundation.html.

"Happy to help. It's GREAT to see your organization growing and thriving and providing REAL service to the industry. We are proud to be partners, and happy to help."

John Hudak, Partner, Publisher & Chief Marketing Officer, Madden Media

**madden
media**
connecting people to places

simpleview

Annual Conference

Continued from page 1

share CTP marketing strategies, as well as ideas for DMOs to get involved in the promotion efforts.

Laura Mandala, managing director at Mandala Research, will take participants through two important markets for DMOs: the drive market in the U.S. and international emerging markets. The workshop includes an interactive session with participants to creatively develop packaging and partnership programs that can be implemented for CVBs/DMOs.

International Culinary Tourism Association President & CEO Erik Wolf presents information about how culinary travel is maturing and what consumers are expecting. Learn new ways to position your destination and measure the performance of your culinary travel programs.

Popular workshop presenter Linda DiMario is back to present a workshop about aligning everyone's motivations, needs and expectations to book and deliver a great meeting or convention.

Additional workshops cover a variety of topics—how to use targeted online content to capture and convert prospective visitors, the media revolution and trends affecting our industry as well as new marketing solutions for DMOs. Learn about effective cross-platform content to get all the elements working together—visitor guides, websites, mobile, search and beyond. We'll also look at new opportunities to monetize content seamlessly across multiple platforms.

The popular CEO roundtable and staff roundtables (by department) feature an open-discussion format with discussion led by peer facilitators. You'll want to participate at your respective idea-sharing session.

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 http://www.wacvb.com/event_forms/bestidea.html. (See separate article this issue.) Thanks to PCMA/Convene for hosting this annual awards luncheon.

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. (See separate article this issue.)

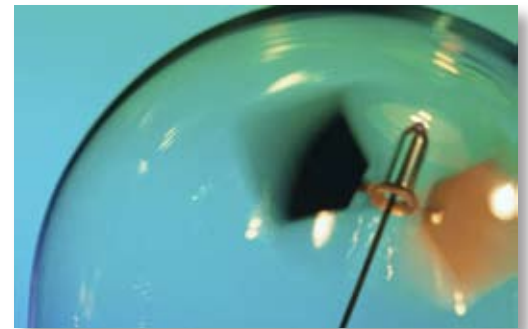
The welcome reception is planned at Ontario Mills Mall—it's one big mall! After the reception, delegates will have time to dine and shop (or just shop!).

The Ontario CVB and *Smart Meetings Magazine* will host a wine-tasting reception and wine-pairing dinner event at the conference. 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.

The Planning Committee—Kathy Smits, Bob Brown, Tracy Farhad, Bill Malone and Jennifer Wesselhoff—invite you to attend the 2011 Annual Conference.

The Ontario CVB team, lead by CEO Bob Brown, is ready to welcome industry colleagues from The West.

Join your industry peers for education at the Annual Conference.



What's Your Best Idea?

WACVB Best Idea Program

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 parade industry recognition with your stakeholders.

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 Ontario, California, in mid-October.

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 19, 2011**. 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 Ontario. Best Idea presentations will be at the Thursday conference luncheon.

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

Register for the Annual Conference at

www.wacvb.com

Submit your idea in the Best Idea Program at
www.wacvb.com/event_forms/bestidea.html.

WACVB CEO Forum

22nd Program

“The City Different” was the site as new and veteran CEOs gathered at WACVB’s 22nd annual CEO Forum in Santa Fe, New Mexico.

Nearly 40 CEO delegates attended the Forum, with 12 CEOs participating as first-time attendees—many of them newly named CEOs as well. The representation of bureau budgets was quite equal, with half the group with budgets of less than a \$1 million and the other half having budgets of more than \$1 million.

A special half-day workshop on “Preparing Your Organization for Change” kicked off the Forum. Trever Cartwright and Michelle Janke from the Coraggio Group presented an insightful session emphasizing the key principles of change management specific to CVBs/DMOs, with a focus on a practical and tactical framework for leading transformational change within organizations. The session also included case studies where CEOs had to develop strategies and responses to a specific situation.

The workshop presenters also highlighted findings from the recently completed CEO Survey. In collaboration with WACVB, the Coraggio Group administered an online survey to the CEOs of WACVB-member organizations. The purpose of the research was to garner an in-depth look into the dynamics facing CEOs with respect to change leadership and identify the characteristics necessary to effectively lead large-scale change in their organizations. The survey included a number of topics related to the current changes destination marketing organizations (DMOs) are experiencing. (See separate article this issue.) **The survey summary is available to members in the WACVB Resource Library.**

During the Forum discussion sessions, the shifting of marketing dollars to electronic media as well as managing new technology trends/demands were popular topics. To be or not to be a membership organization was a question, along with providing PR and benefits to nonmembers. Other topics included incentives to secure group

meeting business, the resurgence of visitor centers and new services and effective media relations.

Perennial topics such as bureau relationships with partners and effectively communicating with stakeholders and elected officials about the work and value of the CVB were also on the agenda. CEOs also participated in the popular bureau budget sessions to discuss funding, operations and staffing.

The Marketing Idea Exchange is a valuable fixture at the CEO Forum. The exchange offers a quick way for CEOs to take home numerous ideas. Participants shared one marketing idea that has worked for them. The ideas were varied—mobile apps, branding initiatives, campaigns, sweepstakes/contests, destination videos, local ambassador campaigns, tourism alliances, educating volunteer leaders, leveraging PR, personalized business cards in concert with the brand, convention center marketing strategies and much more.

Thanks to our peer facilitators for guiding discussion and capturing session comments—Nancy Beckman, Tracy Farhad, Bill Malone, Stephanie Nowack, Lorene Palmer and Julie Saue.

CEO Forum Signature Sponsors

The Santa Fe and Albuquerque CVBs and their CEOs—Jim Bradbury and Dale Lockett—warmly welcomed and hosted their peers at a reception at Casa Sena, one of the oldest surviving houses in Santa Fe.

TIG Global—and representatives Steven Paganelli and Robert Arnold—generously hosted a group reception and dinner at the Eldorado Hotel. Dinner attendees also learned about Santa Fe’s historic past. Dr. Eric Blinman, Director, New Mexico Office of Archaeological Studies, a division of the New Mexico Department of Cultural Affairs, presented a talk about Santa Fe’s past—ancient and modern peoples, economic and social evolution of Southwestern culture and area climate changes.



(Top photo) Workshop presenters Trever Cartwright and Michelle Janke from the Coraggio Group with WACVB Board President Joel Racker (right) at the CEO Forum in Santa Fe.



(Bottom photo) Bureau leaders discuss industry issues at the 22nd annual CEO Forum.

Applied Storytelling—and representative Matthew Kruchko—graciously hosted a breakfast and luncheon during the CEO Forum. Applied Storytelling, a brand consultancy based in Berkeley, was a first-time sponsor.

There were two group tours available during the Forum—a walking tour of key historic and cultural sites in Santa Fe (a very walkable city) and a walking tour of art galleries and shops along Canyon Road. An afternoon thunderstorm lent a bit of excitement and dampness to the art tour, but a stop at the chocolate shop seemed to help!

CEO Forum delegates shared these comments about this year’s event in Santa Fe.

“I found the entire event very helpful, particularly as a new CVB Director.”

“Longer session by bureau budget.”

“Good timeline, very informative; I liked the open-discussion atmosphere.”

If you didn’t attend this year, plan to attend the 2012 CEO Forum, August 2-4, in Monterey, California—it’s a wonderful opportunity to engage in dialogue about crucial industry issues in an interactive atmosphere.

Highlights of CEO Survey

In collaboration with WACVB, the Coraggio Group recently administered an online survey to the CEOs of WACVB-member organizations. The purpose of the research was to garner an in-depth look into the dynamics facing CEOs with respect to change leadership and identify the characteristics necessary to effectively lead large-scale change in their organizations. The survey included a number of topics related to the current changes destination marketing organizations (DMOs) are experiencing.

The Coraggio Group received feedback from nearly 80 CEOs from throughout the western United States. Through their answers, CEOs commented not only about the obstacles but also the elements necessary for successful change initiatives. Respondents shared insights related to a CVB's ability to manage the complexities of funding, marketing, leadership and partnership involved in organization-wide change. For CEOs, three primary themes emerged. Collectively, these themes represent an overview of the conditions required for a successful change management initiative within today's DMO. The themes are:

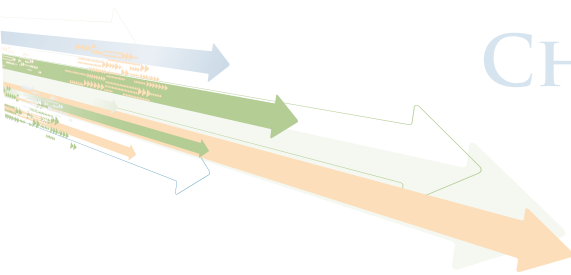
1. CVBs are undergoing significant change—one of the most important tasks at hand for CEOs is focusing, aligning and mobilizing their organizations to deliver on changing stakeholder, visitor and funder expectations.
2. Technology and tourism trends, funding pressure, and marketing and branding messaging are priority issues currently facing CVBs.
3. Telling a compelling story of the vision for change, nurturing strong strategic partnerships and Board relationships, developing trust in leadership and an openness to change are, for many CEOs, the requisites to successfully leading an organization-wide change effort.



In addition to this overview, Coraggio presented highlights from the report regarding the most important change management insights shared by CEOs from across the western United States. Trever Cartwright, founding partner, and Michelle Janke, principal, conducted a workshop entitled, "Preparing Your Organization for Change," at the August 2011 WACVB CEO Forum in Santa Fe.

The CEO Survey summary is available to WACVB members in the WACVB Resource Library at http://www.wacvb.com/order_materials.html. If you do not have your library username and password, contact WACVB staff at info@wacvb.com.

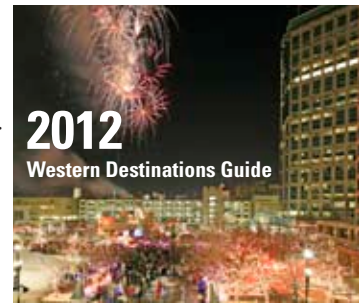
The **Coraggio Group** is a strategy and organizational change firm, helping companies get clear, get focused and get moving on their most important strategic, operational and organizational challenges.



2012 Western Destinations Guide

WACVB/Convene Partnership

Let's market The West together! WACVB will again partner with *Convene*[®], the award-winning journal of the Professional Convention Management Association (PCMA), to produce a special Western Destinations Guide. This guide will be mailed to more than 30,000 meeting professionals and enjoy bonus distribution by WACVB throughout the year. This valuable marketing opportunity is available exclusively to WACVB members to showcase western destinations.



Rates begin as low as \$500 net and are the same as they were in 1999! All advertisers purchasing ¼ page or larger will receive FREE matching editorial to describe their destinations' many assets. Additionally, WACVB will receive up to six pages of editorial to promote The West as a meetings/convention destination. Reserve your space now!

Contact Albert Pereira at (312) 423-7277, apereira@pcma.org or Wendy Krizmanic at (312) 423-7248, wkrizmanic@pcma.org.

Let's bring more meetings and conventions to The West! Take advantage of WACVB's partnership with *Convene*!

Position Announcement Service

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

Awards and Kudos

50th Anniversary for Anaheim/Orange County VCB

The Anaheim/Orange County VCB celebrated its 50th Anniversary August 23, 2011. The AOCVCB is the largest destination marketing organization in Orange County. Pictured here is the current Bureau staff at the community reception recognizing this milestone year with a “Cheers to 50 Years” celebration. As part of the 50th Anniversary, a special microsite was created and includes insider vacation tips and reasons to visit Anaheim and Orange County plus destination information. The Bureau opened its doors on August 23, 1961, as the Anaheim Visitor & Convention Bureau. The first offices and five employees were located in a humble Anaheim farmhouse surrounded by fragrant orange groves in what was then a more rural Orange County. These simple offices were located on the site of what was to eventually become the Anaheim Convention Center. The Bureau officially expanded the corporate name in the early 90s to the Anaheim/Orange County Visitor & Convention Bureau to better reflect the regional marketing scope of the organization. Today there are more than 50 employees and 800 partner companies. The area continues to attract more than 40 million visitors to Orange County annually (some 18 million to Anaheim alone). These visitors spend in excess of \$7 billion dollars in the region annually and help support a vast network of tourism-related jobs from employees at local restaurants, hotels, transportation companies to entertainment venues and an array of service providers.



“Walking on Sunshine” Destination Video Celebrates an Award-winning Year

Launched June 2010, the destination video and campaign “Walking on Sunshine” has garnered immense success for the Anaheim/Orange County VCB. “Walking on Sunshine” has had nearly 25,000 views on YouTube and has won 10 awards for both the video and campaign. This fast-paced, upbeat film set to the catchy 80s tune “Walking on Sunshine,” showcases more than 25 diverse Orange County locations and features more than 60 people soaking up its brand of SoCal fun, all in less than two minutes.

Ventura Recognized as Outstanding Arts Destination

The Destination Marketing Association International (DMAI) along with Americans for the Arts announced the City of Ventura and the Ventura VCB as recipients of the first Arts Destination Marketing Award at the DMAI’s 97th Annual Convention in July. Miami was also honored as an award recipient.

The honor marks a strong relationship between a destination-marketing organization and its cultural-heritage and arts agencies. Selected from 50 entrants, Ventura was noted for taking such measures as showcasing local art in its visitor promotional materials, providing grants for marketing efforts to local arts organizations, and utilizing the Visitors Bureau as a central ticketing office for community arts and cultural events. Heralded as “California’s new Art City,” Ventura has a vibrant arts scene and numerous year-round cultural events. Home to one of the nation’s first LEED certified artist live-work projects, the **Working Artists Ventura (WAV)** offers visitors the opportunity to see dozens of local artists at work in their studios. Art enthusiasts and collectors can also enjoy art on display or in process. Music lovers and theater buffs also enjoy a variety of offerings.



25th Anniversary for Santa Clara Convention Center

Dignitaries from the Santa Clara Convention Center’s 25-year history celebrated the award-winning facility’s Silver Anniversary at a themed event inside the Mission City Ballroom. Assembly Member Paul Fong representing the 22nd District presented Convention Center and CVB President & CEO Steve Van Dorn with a certificate recognizing the event. Santa Clara Mayor Jamie Matthews and City Manager Jennifer Sparacino spoke of the building’s success and economic impact on the community. With the Mission City Ballroom divided into three sections, guests were treated to a journey through the past, present, and future of the Santa Clara Convention Center. Highlights from the “Past” included colorful artist sketches of a

continued on page 7

Above and Beyond

[Editor's Note: Above and Beyond submissions welcome. Tell us about your bureau's social responsibility.]

In late June, in an effort to provide a small bit of relief to victims of one of Arizona's

most devastating wildfire seasons, employees of the **Greater Phoenix CVB** have raised more than \$2,000 for their neighbors in the state's eastern and southern mountains.

"These fires have consumed our thoughts," said Steve Moore, president of the Greater Phoenix CVB. "So many of us here have ties to White Mountains and Sierra Vista, be it friends or family or favorite weekend retreats. These are beautiful areas, and they contribute so much to Arizona's character. We wanted to do something to quickly help folks affected by the fires."

To that end, the CVB conceived an intra-office auction of donated goods, used office furniture and tchotchkes with outdated logos. One of the auction items was a mandatory day off for Moore, which stipulated the organization's chief executive not only had to stay home from work, but also had to refrain from contacting the office via home computer or BlackBerry. (That item raised \$200.)

When the one-day action came to a close, the Greater Phoenix CVB's 40-plus employees had raised \$2,076, all of which was donated to two Arizona Districts of Lions Clubs International that are distributing assistance to victims of the Wallow and Monument fires.

"We don't have a large staff, but we do have a caring one," Moore said. "I'm proud of how everybody pitched in, from our management to our student interns, and I'm hopeful these beautiful corners of Arizona return to a state of normalcy as soon as possible."

Awards and Kudos

Continued from page 6

then-proposed Center. The exhibit also included photos of the existing orchards pre-Convention Center and of the facility during construction. The "Present" section showcased the Mission City Ballroom in a contemporary modern setting and treated everyone to a menu that included sushi, fish tacos, and red velvet cupcakes. The final "Future" section of the celebration featured renderings of the voter-approved 68,500 seat 49ers Santa Clara stadium and the new City of Santa Clara parking garage currently under construction. Guests were given a pyramid-shaped box of chocolate truffles as the event concluded. For more on the Santa Clara Convention Center, visit santaclara.org/conventioncenter



Salary and Budget Surveys Online

Participate today...your colleagues will thank you!

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

Bureau Budget Survey

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

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

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

Salary & Benefits Survey

The 2011 edition of the WACVB CEO and Staff Salary & Benefits Survey is available online for completion. As with all WACVB surveys, the salary and benefit survey is a participatory survey, with access to results only available to those member bureaus completing the online survey.

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

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

Washington Tourism Alliance Names Charter Board

Several WACVB-member CEOs from Washington State have been appointed to the Charter Board of Directors for the newly formed **Washington Tourism Alliance** (WTA), a nonprofit trade association formed to assume the assets of the defunct Washington State Tourism Office and the lead organization to position Washington State as a visitor destination. They include Tammy Blount, Tacoma Regional CVB; John Cooper, Yakima Valley VCB; and Cheryl Kilday, Spokane Regional CVB. WTA's mission is to advocate, promote, develop and sustain the economic wellbeing of the Washington tourism industry. The Washington Tourism Alliance was established by industry stakeholders with the sole mission of sustaining Washington State destination tourism marketing. The

continued on page 14

Bureau News

Campaigns

■ The Santa Cruz County CVC's Santa Cruz Surf City Vacation contest has come to an end, with a whopping 8,327 entries, including those who entered the contest via the website and those entries received via text message. This year saw the third highest number of entries in the history of the CVC's Spring Marketing Campaign, which was outshined by the 2003 contest in which a Toyota Prius was awarded, and the 2007 contest in which a lifetime pass to the Santa Cruz Beach Boardwalk was awarded. Although weekly winners were chosen, the contest grand prize included a week's stay at a beach house vacation rental, passes to the legendary Santa Cruz Beach Boardwalk, passes to Roaring Camp Railroads, surf lessons, a kayak excursion, and gift certificates for lunch and shopping in Capitola Village. New for 2011, entries to the contest were also accepted via SMS text message. A \$250,000 media buy helped promote the contest, and included both television and Internet marketing plans. This was the CVC's first major media spring campaign that included strategic Internet outreach, due to previous budget limitations.

Community Ambassadors

■ "My story is written in Albuquerque" is a civic-pride campaign that aims to engage Albuquerque residents in sharing and appreciating all that the city has to offer. The campaign is organized by the Albuquerque CVB and supported by the City of Albuquerque and media partners across the metro area. The goal is to ensure that Albuquerque is capitalizing on the power of the hundreds of thousands of Albuquerque ambassadors living there.



After all, nothing beats word-of-mouth marketing, so the benefits of ensuring that locals are strong ambassadors, and sharing their positive Albuquerque experiences with potential visitors, are

significant. The campaign website, www.myabqstory.com allows locals to submit their story and a photo that describes why they chose to make the Albuquerque community their home. Once a local submits his/her story, they can send the link to others to encourage their participation. "This campaign aims to grow a citizenry of local ambassadors. Our daily work promotes the city as a destination for visitors and convention delegates from other places. The goal of this campaign is to capture the stories and different viewpoints about why we love calling this city home, which are many of the same reasons people visit," said Dale Lockett, president & CEO of the Albuquerque CVB. "Hearing stories from our residents will help us showcase the vast array of experiences that are available in our city—to locals and visitors alike." By submitting a genuine, thoughtful story, residents are eligible to be named the "Ultimate Albuquerque Ambassador" this fall. The public will be invited to vote on the finalists to determine whose story gives them the right to be named the "Ultimate Albuquerque Ambassador." Not only will the winner receive the title of "Ultimate Albuquerque Ambassador," they will also win a trip for two of their friends or family to visit them—and share in their Albuquerque story. Local residents are also encouraged to invite their friends and family to come share in their Albuquerque story by sending a Virtual Albuquerque Visitors Guide.

Convention Centers

■ On July 11 the Utah Valley CVB held a topping ceremony to celebrate the completion of core construction for the Utah Valley Convention Center.

The Convention Center houses 52,000 square feet of meeting space and will be completed in spring 2012. "We are excited to announce the completion of this major phase in the construction process of the Utah Valley Convention Center," said Joel Racker, president & CEO of the Bureau. "The UVCVB already has groups booked for next year and this event only adds to the community's excitement to welcome this new facility in downtown Provo." Attendees were invited to sign a steel beam that was placed in the Convention Center structure during the event. Topping Ceremony sponsors included the Utah Valley CVB, Utah County Commission, Global Spectrum, MHTN Architects, Populous and Okland Construction. For more information about the Utah Valley Convention Center, visit www.meetnutahvalley.com.

■ The Pasadena Convention Center now offers a convenient touch-screen concierge in the lobby of both the Conference Center and Exhibition Hall. The interactive kiosks offer information on Pasadena's restaurants, shops, nightlife and entertainment, local services, and the venue itself. Users can request up-to-the-minute flight schedules for the region's



Joel Racker, President & CEO of the Utah Valley CVB, speaking at the Utah Valley Convention Center Topping Ceremony



Signed steel beam being put into place at the top of the Utah Valley Convention Center

airports. Directions and reference maps are also available.

Convention Housing Services

■ The San Francisco Travel Association has partnered with Convention Management Resources, Inc. (CMR) to offer San Francisco Travel Convention Housing. Powered by CMR's software, CMR.ez®, the service is slated to deliver a "uniquely San Francisco" customized housing experience based on local expertise and enhanced services. The service will be available for events beginning July 1, 2012. "Keeping the business local means more jobs in San Francisco, staff who intimately know San Francisco and its hotels, ability to personally meet and greet clients on site inspections, on-site support, and many other benefits," said Joe D'Alessandro, president & CEO of San Francisco Travel. "By using our housing service, customers will be able to choose from a multitude of 'value-added' services to enhance their convention." The benefits that San Francisco Travel Convention Housing – Powered by CMR® offers include:

- Site visit and pre-planning trip representation and support
- Convention-exclusive Housing Director who is a San Francisco housing expert
- "Housing Always Open" post-cutoff booking engine
- Automated on-site audits to obtain group credit for out-of-block reservations
- International group coordination and support services
- Hotel inventory expertise with proactive room block and inventory management
- Real-time reservation processing
- Dedicated secure website with privacy controls
- Real-time reporting and customized dashboards available 24/7
- Credit card verification and top-level security
- Onsite housing desk and support
- Final program analysis and reporting

In return for using San Francisco Travel Convention Housing— Powered by CMR®, customers will be able to choose from a selection of meeting enhancements including:

- Staffed city information desks, including restaurant reservations
- Free San Francisco guidebooks/maps
- Board/VIP airport transfers
- Hosted Staff welcome reception
- 90, 60, and 30-day email campaign to boost attendance
- VIP welcome hotel amenities
- Transportation vouchers for airport transfers via BART

To qualify for the use of housing services, events must utilize a minimum of two hotels and a minimum of 1,500 rooms peak night. Special meeting enhancements and event marketing services are based upon estimated total room nights.

Culinary Tourism

■ The flavors of New Mexican cuisine are one of the most memorable parts of a visit to Albuquerque, and they keep people coming back time and again. Restaurant meals, wine tasting, beer making, farmers markets, cooking classes, tequila sampling and more come together to create a distinctive New Mexican cuisine. The flavors of the red and green chile permeate all types of dishes from traditional enchiladas and tamales to non-traditional pizza, chocolate and even beer! The Albuquerque CVB and its partners invite individuals to enter online at www.itsatrip.org/summer/2011.aspx for a four-day, three-night getaway. The winner will stay at Los Poblanos Historic Inn & Cultural Center, a quaint inn with an organic farm, six acres of formal gardens, lavender farm, art gallery and cultural center. During their four days in Albuquerque, the winner and a guest will experience a city tour, dinner with tequila tasting and private tour of a salsa factory, a



day in Historic Old Town, and a host of other culinary adventures including hand-crafted ales and lagers and a green chile cheeseburger. The winner will also receive a \$200 Visa card to be used for airfare, gas or shopping while in Albuquerque.

Customer Service

■ The Anaheim Orange County VCB's Certified Tourism Ambassador (CTA) Program is comprised of more than 630 travel and hospitality professionals. They range from front-line to executive staff, and together comprise the number one CTA program in the country based on annual renewal percentages of more than 80 percent. With more than 100 participating companies and more than 150 CTA taxi drivers in the destination, the Anaheim/OC CTA numbers continue to grow and build momentum. The Certified Tourism Ambassador (CTA) program is a nationwide certification program that goes beyond basic customer service training in order to provide visitors with a positive, impactful experience. The program provides in-depth information on the destination as well as best practices for providing exemplary service. Since it launched in February 2009, the Anaheim/OC CTA program has grown to be a major asset to the destination. Due to the success of the program, AOCVCB has launched an advertising campaign promoting the destination's CTAs entitled "Customer-centric." The ad will appear in both print and digital components and in a variety of publications. Anaheim/OC also launched a

continued on page 14

Sales and Marketing Training

Get Your Sales and Marketing Training in Ontario

SIT II and TIMST October 11 and 12

It's time to register for one of the upcoming training programs in Ontario. www.wacvb.com

The Advanced Meetings/Conventions Sales Institute Training Program (SIT II) is slated for October 11 & 12 just prior to the Annual Conference in Ontario, California. The SIT II training program is designed to introduce the advanced and state-of-the-art selling skills to accelerate the sales knowledge of sales personnel with several years of experience in the bureau industry or who serve in a leadership capacity responsible for the management of personnel.

The SIT II track includes the following topics:

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

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

Prerequisite for Attendance:

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

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

The Travel Industry Marketing & Sales Training Program (TIMST) is leisure focused and designed for bureau sales staff responsible for the tour and travel and leisure markets. The TIMST program is scheduled for October 11 & 12, in Ontario.

Topics include the evaluation of the tourism picture in one's respective community and determination of practical programs to increase room night bookings and revenues. Program participants will address integrated, long-range, well-planned sales, marketing and promotions—including visitor information, local services and facilities improvement, hospitality training, off-season campaigns, and community involvement—all important components of a bureau's work plan. In addition, the importance of well-maintained client files and effective databases will be discussed during the program.

Instructor Tere Stamoulis, the founder of The Stamoulis Group (TSG), has more than 30 years of experience in the hospitality industry. Before establishing TSG, she was the executive vice president for the Long Beach Area CVB and also served as the Bureau's vice president of travel industry sales, where she managed a team of eight and oversaw satellite offices in the United Kingdom and Germany. Prior to her work in Long Beach, Stamoulis held positions at Sea World of California, the Santa Monica CVB, and the Pasadena CVB. She has been a guest speaker for a variety of industry organizations and events, including WACVB, UCLA Travel Industry Outlook Conference, TTRA, US Travel Association (formerly TIA), and SITE.

Registration information is online at www.wacvb.com—see the home page for the Annual Conference brochure and online registration. Participants must attend both days of the selected training program. Fees include respective two-day workshop, workbook, a daily group continental breakfast, luncheon and refreshment breaks.



Research

MPI Releases Meetings Value Study

MPI released the Business Value of Meetings study, identifying such benchmarking elements as the percentage of businesses who measure meetings value, barriers to implementation, crucial programming elements for organizational success and key skills needed for personal success.

“This research enables our members and industry colleagues for the first time to assess their own practices against established, global benchmarks,” said Bruce MacMillan, president & CEO of MPI. “We now have the critical data to direct the development of tools and resources our professional community needs to speak the language of business and advance best practices in value measurement.”

The study, conducted by Association Insights, was compiled by interviewing 261 corporations in 27 countries. The executive summary is available at no charge. More information is available at www.mpiweb.org/bvom.

U.S. Travel Study Shows Tourism Marketing Impact

Research conducted by the U.S. Travel Association and Longwoods International purports that reducing state and local tourism marketing programs in the name of saving taxpayer dollars is detrimental to economic growth.

The research was based on an analysis of recent campaigns by the State of Michigan and the Greater Philadelphia Tourism Marketing Corporation, which indicated that marketing programs drive greater visitation, generate new tax dollars and create jobs for states and local communities.

To download the study, click on *The Power of Destination Marketing*.

CIC Debuts APEX Tool for RFPs

The Convention Industry Council introduced the APEX RFP Workbook, a tool to assist planners with creating and managing RFPs.

The Workbook, which is available free of charge and downloadable at <http://www.conventionindustry.org/StandardsPractices/APEX/RFPWorkbook.aspx>, includes templates for single-facility events, citywide events, event technology, DMC and transportation services and general services contractors.

Most Social Media-Savvy Cities

NetProspex, a leading B2B sales and marketing contact database, recently announced the launch of the Summer 2011 **NetProspex Social Business Report**, a snapshot of the social media activity and trends of business people in the U.S. across major social networks.

The NetProspex Summer Social Media Report noted that San Francisco remains the #1 most social media-savvy city in the U.S.

According to the report, West Coast cities are far ahead of East Coast cities when it comes to social media usage. San Francisco, San Jose, Ventura, Seattle, and Denver all cracked the Top 10 list, while New York City, Stamford (CT), and Boston were the only East Coast cities that made the Top 10 list.

New Materials in the Resource Library

Looking for industry materials, reports and samples? Check out the materials in WACVB's online Resource Library. Go to www.wacvb.com and click on the **Resource Library** button. This popular member service has a collection of member-contributed materials ranging from marketing plans to job descriptions. The materials are available to Association members (password protected) 24-hours a day.

Recent contributions to the Resource Library include (search by categories and subcategories):

RESEARCH & SURVEYS

CEO Surveys

CEO Survey Summary 2011

ANNUAL REPORTS

Tempe Annual Report 2010-11

MARKETING & SALES

Marketing & Strategic Plans

Tempe Marketing Plan 2011-12

RFP TEMPLATES

Advertising Agency

Tempe Marketing/Ad Agency RFP

Call for Materials

WACVB members are invited to submit materials—at anytime—for inclusion in the electronic/online Resource Library. Please send documents (PDF or Word) to info@wacvb.com. Please show ‘WACVB Library’ in the subject line of your message.

Sample material suggestions include:

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

People on the Go

Emily Boone is the new communications coordinator at the Tacoma Regional CVB. Boone is responsible for coordinating external communications for the Bureau's marketing and communications department. This involves updating and maintaining all of TRCVB's online content, including the tracoma.com website and social media sites. She will also generate press releases, pitch stories to trade media and produce the monthly Tourism Talks newsletter. She comes to the TRCVB from VOXUS, Inc., a Tacoma-based public relations firm, and is a writer for thurstontalk.com in Olympia.

The Tri-Valley CVB, which markets a five-city region in San Francisco's East Bay, has named **Teipo Brown, Jr.** as director of sales. Bringing more than 20 years of San Francisco Bay Area hotel and CVB sales management experience to the position, Brown is charged with developing and implementing strategic sales plans and managing all aspects of the organization's sales efforts. He joins the Bureau following stints as director of group sales at Oakland Marriott City Center and director of group sales at San Mateo County Silicon Valley CVB.



The Yakima Valley VCB has hired **Miles Eaton** as its convention services & housing coordinator. Eaton will work with meeting planners to determine servicing requirements and support needed plus will coordinate a central lodging reservation system for conventions and groups. A native of Bonney Lake, Washington, Eaton is a recent graduate of the Johnson & Wales University of North Miami with a degree in hospitality



management. While in Florida, Eaton worked at the Westin Diplomat Resort & Spa as a convention services coordinator and front desk agent. He also has management experience in the food service industry.

The Tacoma Regional CVB has named **Len Ganduglia** as sales manager. Ganduglia previously worked in membership sales at the Tacoma-Pierce County Chamber of Commerce.

Trish Hendrickson, who has worked at the Greater Phoenix CVB since June 2008, accepted a promotion to the position of communications coordinator. She had previously fulfilled the role of communications assistant. In her new position, Hendrickson will handle media relations as well as promotional efforts to encourage business and leisure travel to Greater Phoenix.

Tom Kiely has been promoted to executive vice president, tourism, at the San Francisco Travel Association (SF Travel). Kiely joined SF Travel in September 2010 as vice president, tourism. He will oversee travel producer business development in international and domestic markets. This includes developing new business from travel producers (such as wholesale tour operators, receptive tour operators, and major travel agencies), growing business from the current business to business (B2B) customer base, and working in partnership with San Francisco International Airport (SFO), U.S. Travel Association and the California Travel & Tourism Commission (CTTC). Kiely was previously with the California Academy of Sciences, where he was director of business development and a key member of the pre- and post-opening team. He has more than 20 years of experience in tourism and hospitality sales and marketing, including executive management roles with Universal Studios Hollywood as vice president of



sales, Disneyland Resort as director of travel industry sales and marketing, Monte Carlo Resort in Las Vegas as director of sales and Atlantis The Palm theme parks in Dubai as director of business development and operations.

Brynn Kloster has been promoted to director of convention and group sales for the Yakima Valley VCB. Kloster has been with the bureau since 2006 as their senior sales manager. As director of sales, she will be responsible for planning and executing convention and group sales for the organization. Kloster has served as a board member for Washington Chapter of Society of Government Meeting Professionals and the Washington Society of Association Executives (WSAE). In recognition of her service, WSAE named her Associate Member of the Year in 2009.



The Santa Rosa CVB has named **Charlene Lennon** as director of sales. Lennon has more than 20 years of hotel sales experience, including working with multiple brands such as Hyatt, DoubleTree, Wyndham and Outrigger. In addition to her sales knowledge, she also has experience working in premier locations such as San Francisco, Honolulu and Lake Buena Vista, Florida. Most recently, Lennon worked with the Redwood Wine Country Chapter of the Leukemia & Lymphoma Society along with being an independent contractor specializing in hospitality meetings and sales.



Julie Nicolazzi, CMP, has joined the Greater Phoenix CVB's staff as a national sales manager with a focus on hotel and resort sales in the Midwest market. Nicolazzi has extensive knowledge of the hotel and resort product in Greater Phoenix thanks to stints in national sales at both the Scottsdale CVB and Tempe CVB. Most recently, Nicolazzi worked as a global account executive for Conference

Direct, a third-party facilitator of meeting planning and site selection. In addition to her sales experience, Nicolazzi spent time as a meeting planner for an international trade association.

Seattle's CVB has named **Kelly Peiffer** as national account director for its Midwest office. Peiffer was most recently national account executive for Visit Milwaukee (Wisconsin). She has also managed that organization's Washington, D.C., satellite office.

The San Francisco Travel Association (SF Travel) has named **John Reyes, CMP**, as executive vice president and chief customer officer. In his new position, Reyes will



oversee all convention division activities including citywide group business optimization, long-range sales and marketing of the City and County of San Francisco's major convention facilities including Moscone Center. Reyes brings nearly 30 years of executive travel industry experience to the position, most recently as president & CEO of the Monterey County CVB. He was also president & CEO at Florida's Visit Jacksonville. Reyes worked with the San Diego CVB for 18 years, progressing from national sales manager to director of travel industry sales to vice president of sales. His hotel experience includes the U.S. Grant Hotel and Atlas Hotels in San Diego and the Dunfey Hotel in San Mateo.

The Greater Phoenix CVB has named **Regina Rink** as the new director of national accounts. Rink will spearhead the Bureau's resort sales efforts in the Washington D.C. market. She previously worked as a director of sales for Associated Luxury Hotels International, where she represented 130 hotels across the United States, including several in Greater Phoenix. She also has experience with destination marketing organizations, having previously spent two years at the Baltimore CVB.

LA INC., The Los Angeles Convention and Visitors Bureau has named **Don Skeoch** as chief marketing officer. Skeoch comes to LA INC. from the California Academy of Sciences, where he served as chief marketing & exhibit development officer. While at the Academy, he established a long-term strategic planning process for the organization and restructured the marketing and exhibits functions to refocus the organization's efforts. This new position is part of LA INC.'s reorganization as the result of the implementation of the Tourism Marketing District (TMD), a new funding source that will provide approximately an additional \$10 million to sell and market Los Angeles. Skeoch led all aspects of brand marketing and retail concept development for more than 3,000 Baskin-Robbins, Dunkin Donuts and Togos outlets in more than 60 countries. He was senior vice president of marketing & sales at Universal Studios Hollywood and at Pepsi-Cola he directed all western region advertising and marketing plans in Pepsi's largest U.S. division.



In June, **Nina Simmons** joined the Greater Phoenix CVB as online marketing manager. Simmons has a well-rounded background in marketing, public relations, communications and digital strategy. Most recently, she worked on the Pickens Plan campaign, which has been recognized for its groundbreaking use of social-media tools to organize and activate more than 1.5 million supporters. Simmons co-founded cenpho.com and takes time to help local businesses harness the power of social media through speaking engagements with Local First Arizona.

The Beverly Hills CVB has appointed **Julie Wagner** as the new executive director. Wagner will lead the strategy, development and implementation of all efforts for the Bureau. She brings



more than 25 years of luxury and hospitality marketing experience to the position. Most recently, Wagner spent 18 years at Hilton Worldwide in a variety of marketing capacities, including director of international marketing and most recently as senior director of brand marketing for Hilton's luxury and lifestyle brands. In this role, Wagner oversaw the development and execution of marketing strategies for Hilton's three luxury brands and was charged with growing awareness and premium positioning. Prior to that, she worked at Princess Cruises developing the company's direct marketing program for its past passenger organization. Wagner joined BHCVB as marketing director in June 2010.

The Utah Valley CVB in Provo has named **Dan Williams** as its new director of sales. Williams will be responsible for managing group and convention sales efforts for the UVCVB, effectively drawing upon his decade of strategic convention planning and hospitality management experience. He has worked for Marriott, Hilton and Carlson hotels, holding similar sales and management positions. Williams will also oversee event booking for the Utah Valley Convention Center, scheduled to open in spring 2012.



digital video on the CTA program and ad, which can be viewed on [AOCVCB's YouTube channel](#). To learn more about the Anaheim/OC CTA program, visit <http://anaheimoc.org/CTA>.

Destination Videos

■ The **Tacoma Regional CVB** has partnered with Hand Crank Films [HCF] and JayRay to produce a new destination video for Tacoma + Pierce County. The video will show visitors why they should make Pierce County a travel destination. It will highlight the range of activities available in the region from the vast outdoors to cultural attractions. The majority of filming took place in late July. Members were invited to following the filming on Travel Tacoma's Facebook page to see real-time updates. A few of the many notable locations included Museum of Glass, University of Puget Sound, Lakewold Gardens, Crystal Mountain and Mount Rainier. The new destination video was revealed on August 31. The video will be available on www.traveltacoma.com, used on social media, in presentations to clients, for media purposes and shared with global audiences.

Meetings/Conventions Marketing

■ One offer doesn't fit all and times are tough—so the **Albuquerque CVB** and its partners are customizing each individual incentive to fit the planner's needs and positively impact the bottom line of the planner's convention. The incentive offers range from complimentary convention center space and financial offers to authentic cultural activities and local activities. Examples include locally inspired VIP welcome gifts, hotel meal vouchers, complimentary welcome receptions, and local experiences such as expert presentations on how to purchase turquoise, a one-hour cultural presentation by a Native American flutist or gift certificates for hot air balloon rides. Package offers vary based on the size of a group beginning at 50 peak room nights; the meeting must actualize before December 31, 2014. Complete details of the incentive options are available at www.itsatrip.org/meeting-planners.



■ **Visit Newport Beach Inc.** invites meeting planners to submit a qualified RFP requiring 50 rooms or more and Visit Newport Beach will send the planner a \$100 Nordstrom gift card. An event booked with Visit Newport Beach earns a \$250 American Express® gift card, plus the planner will automatically be entered in the "Live The Dream" Sweepstakes for a chance to win a luxury Newport Beach getaway—airfare for two and a 7-day beach house rental, plus free spa, golf, dining, yacht cruise and shopping experiences.

Websites

■ The **Anaheim/Orange County VCB** celebrated its 50th Anniversary in August. In recognition of this milestone, the AOCVCB launched a new website. Built by a comprehensive in-house team of technical and design professionals, the website is powered by Drupal, a popular open-source content management framework. Charles Ahlers, AOCVCB president said, "Our team has been working diligently for months to revamp, redesign and rewrite our web presence." Earlier in the year, the AOCVCB launched an aggressive Facebook campaign, also in celebration of its 50th Anniversary. The campaign—entitled "**Share Our Sunshine**"—included a comprehensive sweepstakes and content that included 50 destination prize packages worth more than \$70,000. Social media is a key component of the Bureau's current marketing initiatives and their upcoming plans include a number of innovative programs, including the **OC Blogger Bash** in September 2011.

Alliance procures and administers funds for state destination tourism marketing activities and creates and implements a strategic statewide destination marketing plan. www.watourismalliance.com

Santa Monica Bureau Attains Accreditation

The Santa Monica CVB has been recognized for its commitment to achieving a higher standard in destination marketing with an official accreditation from the Destination Marketing Association International (DMAI), the world's largest advocate and definitive resource for official destination marketing organizations and professionals worldwide. "SMCVB prides itself on upholding the highest standards in our approach, strategies and procedures of marketing Santa Monica as not only the quintessential California beach city, but also as a world-class travel destination," said Misti Kerns, CDME, president & CEO of Santa Monica CVB. Destination Marketing Accreditation Program (DMAP) is an international accreditation program developed by DMAI that awards the Accreditation following a thorough application process that included documentation of the Bureau's compliance of both mandatory and voluntary standards. Areas measured include governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, and research/market intelligence, innovation and stakeholder relationships.



2011 Calendar of Events

Register at www.wacvb.com



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

950 Glenn Drive, Suite 150

Folsom, CA 95630

916-443-9012

916-932-2209 Fax

info@wacvb.com

www.wacvb.com

www.wacvb.travel

www.thewest.travel

www.westerndestinations.travel

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

October 11 & 12, 2011

Ontario Convention Center & DoubleTree Hotel • Ontario, California

Registration includes two-day workshop, workbook, and group meal functions.

\$425 for each registrant from a WACVB-member bureau

\$525 for each registrant from a nonmember CVB/DMO

Group room rate: \$109 plus tax s/d occupancy

Travel Industry Marketing & Sales Training (TIMST) Program

October 11 & 12, 2011

Ontario Convention Center & DoubleTree Hotel • Ontario, California

Registration includes two-day workshop, workbook, and group meal functions.

\$425 for each registrant from a WACVB-member bureau

\$525 for each registrant from a nonmember CVB/DMO

Group room rate: \$109 plus tax s/d occupancy

Annual Conference & Vendor Showcase

October 12-14, 2011

Ontario Convention Center & DoubleTree Hotel • Ontario, California

Registration includes conference/vendor showcase and group meal functions.

\$275 for the first (1st) member registrant from a WACVB-member bureau

\$210 for each additional member registrant from the same WACVB-member bureau

\$400 for each registrant from a nonmember CVB/DMO

Group room rate: \$109 plus tax s/d occupancy

New Members

In Alaska...

KODIAK ISLAND CVB

100 Marine Way, Suite 200 • Kodiak, AK 99615

907-486-4782 • (907) 486-6545 Fax

visit@kodiak.org

www.kodiak.org

Janet Buckingham, Executive Director

In California...

NORTH LAKE TAHOE RESORT ASSOCIATION/ NORTH LAKE TAHOE CHAMBER OF COMMERCE

P.O. Box 5459 • Tahoe City, CA 96145

530-581-8700 • 530-581-1656 Fax

sandy@puretahoenorth.com

www.gotahoenorth.com • www.northlaketahoechamber.com

Sandy Evans Hall, CEO/Executive Director

PLACER VALLEY TOURISM

2004 Plaza Drive, Suite 110 • Rocklin, CA 95765

916-773-5400

dattaway@placertourism.com

www.placertourism.com

David Attaway, CEO