



**CEO Forum**  
August 8-10 - Park City

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Photo Credit: Desert Botanical Garden/Adam Rodriguez

WACVB

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For Member Bureaus ~ March 2013

# newsnotes

## Technology Strategies for Destination Marketers

### *Tech Summit & Vendor Showcase, April 17-19, Mesa, Arizona*

At the 8th annual Destination Marketing Tech Summit & Vendor Showcase delegates will gather new tactics, technologies and insights to enhance their destination marketing programs. This top-rated program includes content for destination marketing organizations of every size.

You'll want to join your DMO industry peers, April 17-19, at the Phoenix Marriott Mesa Hotel in Mesa, Arizona, for sessions about clarifying complex technology choices and understanding how consumers and clients use technology to gather information and make travel and meeting decisions.

WACVB brings together marketing and technology experts to present strategies and solutions that have direct relevance to our industry. Delegates can attend 12 of the 16 education sessions offered to learn new marketing approaches, advertising solutions and metrics insights.

Learn from popular returning speakers such as Martin Stoll, Marla Johnson Norris and Robert Rose. And, be introduced to a new group of presenters including Tim Hayden, Chris Herring, Rachel May, Ardath Albee and others.

Futurist Watts Wacker is joining the speaker lineup at the Tech Summit. Wacker is one of the most celebrated and influential minds in modern business. He is a lecturer, best-selling author, political commentator and social critic and one of the world's most respected futurists. He has been the futurist at SRI International, the legendary Menlo Park think tank, and spent ten years as the resident futurist at the preeminent social research organization, Yankelovich Partners.

As founder and director of FirstMatter LLC, Wacker has focused his attention on creating a new kind of think tank. His speaking style has created many references to Wacker as being one of the best storytellers alive today. His fourth book, *"What's Your Story? Storytelling to Move Markets, Audiences, People, and Brands,"* was a finalist for advertising/marketing book of the year. He has been labeled a "must quote" by the Associated Press. While at Yankelovich Partners he also managed the preeminent trends prediction service in the United States for ten years.

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# 24th Annual CEO Forum

Park City, August 8-10



Bureau leaders will gather for the 24th Annual CEO Forum, August 8-10, at the Stein Eriksen Lodge Deer Valley near Park City, Utah. Bill Malone (Park City) and Aaron McCreight (Casper) are planning this year's event.

DMO chief executives face unique demands and have distinct professional needs. In addition to the Forum education and budget sessions, bureau leaders attending the Forum have the opportunity to build peer relationships and participate in the Marketing Idea Exchange.

CEO Forum delegates at the 2012 CEO Forum shared these comments about the event.

*"We get motivated by sharing with each other."*

*"I was very pleased with the outstanding presenters. The budget session was most helpful."*

*"The networking component is what makes this conference so valuable!"*



There will be time to get to know your peers at the Thursday evening welcome reception and dinner at the Lodge, hosted by Madden Media. A special offsite Friday evening event is being planned by the Park City Chamber/Bureau.

And, the WACVB Education & Research Foundation Board invites CEOs to play in the annual golf tournament (August 9) to raise funds for Foundation pro-

grams. If you are not a golfer, the Planning Committee is making plans for other group activities.

Nestled mid-mountain at 8,200 feet at Deer Valley Resort's Silver Lake Village, the Stein Eriksen Lodge is just minutes from Historic Main Street in Park City and approximately 45 minutes (38 miles) from the Salt Lake City International Airport.

Plan to attend the 2013 CEO Forum, August 8-10—it's a great opportunity to engage in dialogue about crucial industry issues in an interactive atmosphere.

*Photo Credits: Park City Chamber/Bureau and Stein Eriksen Lodge Deer Valley*



## About Park City

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

Park City, Utah, is one of the most accessible mountain meeting destinations in North America. Park City was incorporated in 1884. In its mining heyday, more than \$400 million in silver was extracted from the mountains surrounding Park City. The town is a unique blend of old and new. Sixty-four of Park City's buildings are listed on the National Register of Historic Places, many of which are on Historic Main Street.

Summers in Park City are filled with an abundance of outdoor concerts, festivals and group activities. The moderate, dry climate make Park City an ideal meeting destination.

## Association Board News

Jim Lutjohann, executive director of the Santa Fe CVB, has been appointed to the WACVB Board of Directors to complete an unexpired Director's term through September 2013. The WACVB Board of Directors appointed Lutjohann at its February 7, 2013, Board meeting. He joined the Santa Fe CVB in mid-2012 after having served as executive director of the Ventura VCB for eight years. Previous to his Ventura Bureau position, he served as director of operations at the Ventura Music Festival Association. Lutjohann replaces former Director Wes Rhea who was appointed Board Secretary/Treasurer in November 2012.

# 2013

## Calendar of Events

### Destination Marketing Tech Summit & Vendor Showcase

April 17-19, 2013 • Mesa, Arizona  
Phoenix Marriott Mesa Hotel & Mesa Convention Center

### CEO Forum

August 8-10, 2013 • Park City, Utah  
Stein Eriksen Lodge Deer Valley

### Annual Conference & Vendor Showcase

September 18-20, 2013 • Los Angeles/Universal City, California  
Sheraton Universal



### ***The Annual Salute to Travel and Tourism in America***

The first full week of May is annually recognized as National Travel and Tourism Week, a tradition 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.

This year's theme is *Travel Effect*, U.S. Travel's new advocacy and awareness campaign.

### ***Celebrating National Travel and Tourism Week***

The U.S. Travel Association provides a number of free, useful resources to assist in planning and staging effective activities in support of National Travel and Tourism Week, including everything you will need to organize and host a local travel rally for Travel Rally Day on Tuesday, May 7, 2013.

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



# 2013 Annual Conference

## *Sheraton Universal – September 18-20*

The WACVB Annual Conference is the place for industry education; mark your calendar and join your industry peers in September at the Sheraton Universal. Our hosts at the Los Angeles Convention & Tourism Board look forward to welcoming industry colleagues from the West.

Members of the Annual Conference Planning Committee include Kathy Smits (Los Angeles), Tracy Farhad (Solvang) and Jim Kissinger (Anaheim/Orange County). In addition, Past President Smits will be inviting representatives from several other Southern California bureaus to join the Planning Committee.

The Planning Committee will focus the conference content on topics that inspire, motivate and educate DMO personnel. Learn about best practices, the state of our industry and garner knowledge from case studies.

We'll also have more robust CEO and Staff Roundtables and an expanded Best Idea Program, both which continue to be popular and valuable components of the conference.

The Best Idea Program features 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.

Remember to use your conference attendance to expand your network of peers available to you year-round for inspiration.

And, we'll have an opportunity to get to know the host destination through an interactive outing ([www.discoverlosangeles.com](http://www.discoverlosangeles.com)).

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



Photo Credit: Los Angeles Tourism & Convention Board

# Bureau News

## Branding

■ Seattle's Convention and Visitors Bureau has transitioned to a new name and corporate identity. The organization will now be known as **Visit Seattle**. The re-branding includes a new identity mark with various defining statements for use with different audiences and visitor markets. The re-branding process spanned several months and included research and testing among key stakeholders ranging from travel consumers to meeting planners. The destination's marketing role has evolved to cover more consumer and leisure promotions, in addition to a continued focus on meetings and conventions. The new Visit Seattle corporate identity is also expected to assist in ongoing industry advocacy efforts, as both city and statewide tourism leaders work to establish tourism as a critical business sector, and to engage elected officials, economic development partners and stakeholders.



## Bureau Operations

■ The **Yolo County Visitors Bureau** has moved to new offices in downtown Davis, California, in the Mansion Square office complex. The new address is 132 E Street, Suite 200. The new suite has three private offices for staff, a "coffee bar," and new furniture throughout, including displays for maps, brochures, travel guides, and examples of locally-made products representing all of Yolo County. The centerpiece of the new office is a new "Smart TV" that is connected to the Internet as well as the YCVB database system. "The TV lets us show videos and photographs of the region as well as call up information for walk-in visitors in a very lively way," says PR/Communications Manager Tiffany Dozier. The office is also wired for future needs, such as digital touch-screen monitors or kiosks.

## Convention Centers and More

■ February 2013 kicked off Phase I of the **Albuquerque Convention Center** renovation project consisting of behind-the-scenes improvements and an update to the ballrooms. Phase II of the project is slated to begin this fall and be completed by summer 2014. The renovation design includes a new exterior façade, complete remodeling of the ballroom, a new entertainment deck in the ballroom and massive windows with panoramic views. The west building lower-level atrium will be completely remodeled to include a fireplace and food court/café. The project will be phased to allow for ongoing convention and meeting business.

■ The **Las Vegas CVA** has unveiled plans for the Las Vegas Global Business District, a campus around the Las Vegas Convention Center that will serve as an international business destination. At the forefront of the plans is a renovation of the convention center, the first major update to the 54-year-old venue in more than a decade. In addition, the district will focus on leveraging and expanding upon the convention center's 2011-designation as a World Trade Center by creating a dedicated World Trade Center facility that will expand its international business opportunities. And finally, plans call for the creation of a centralized transportation hub that will improve the connectivity within the city's resort corridor. The LVCVA plans to issue up to \$150 million to fund phase one of the plan.



## Culinary Marketing

■ To highlight the evolution of dining in Orange County, the **Anaheim/Orange County VCB** has launched the **OC Chefs Series**, a chef-inspired video Web series, showcasing the diverse range of culinary options and talent that exists throughout this well-known Southern California destination. From favorite neighborhood eateries to extravagant five-star restaurants, the series will give viewers a look at what inspires the chefs to create innovative cuisine. Premiering on the **Anaheim/OC YouTube channel**, each video will feature one chef who will take viewers behind the swinging doors of the kitchen as they describe their favorite days in OC, their preferred last meal on earth and what their favorite comfort food is—all while taking viewers inside their kitchens to whip up their restaurant's most popular dishes. To view the series, visit <http://www.occhefs.org>.



## Meetings/Conventions

■ Eugene, Cascades & Coast (**Travel Lane County, Oregon**) has developed a new social media guide specifically designed for meeting planners. The guide, produced in partnership with Sparkloft Media, contains basic and best practices for utilizing Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram and Foursquare in conjunction with meetings and special events. Janis Ross, vice president of convention & sports marketing for the Eugene, Cascades & Coast region, says the growing use of social media makes these platforms an important component for event attendance building, hybrid meetings and back channel discussions. Download **Social Media for Meetings & Events, Tips, Tools & Resources** at [www.eugencascadescoast.org](http://www.eugencascadescoast.org) or follow on Twitter @EugeneMeetings for ongoing social media tips and meeting tools.

## Members/Partners

■ The **Park City Chamber/Bureau** recently announced a new member benefit, the Park City Chamber/Bureau App Store. It is a one-stop-shop for high quality cloud-based business software applications. The 1,300+ web-based applications available with this new member benefit provide software tools that help businesses to better manage their business operations, while eliminating high capital expenses or purchasing and deploying traditional hardware and software. Visit the Park City Chamber/Bureau App Store at <http://appstore.visitparkcity.com/>.

■ The **Park City Chamber/Bureau** now offers its members, their employees and families a new package of health and dental insurance and discount programs. They include a no-cost dental discount plan, a health insurance shopping service, a no-cost prescription drug plan, guaranteed-issue whole life insurance, a discount vision plan, disability insurance, and more. See this member benefit information at [www.nationalaffinity.net/pccb](http://www.nationalaffinity.net/pccb).

## Social Media

■ After four years of dedication and daily posts (as of January 17), the **San Francisco Travel Association** has surpassed 500,000 “likes” or “fans” on the Facebook page, [www.facebook.com/onlyinSF](http://www.facebook.com/onlyinSF), titled “San Francisco–The Official Guide.” “Facebook and social media in general continue to be an amazing tool to promote our destination. In 2012 alone, we attracted 138,000 visitors to our website from Facebook,” said San Francisco Travel President & CEO Joe D’Alessandro. As expected, most of the posts feature things to do and see in San Francisco but with an insider’s perspective and a conversational tone that invites interaction. Responses to a recent post asking about the best places to photograph the city became a mini-guide for shutter-

bugs, <http://bit.ly/SB3vN3>. San Francisco Travel’s Facebook page was created on March 4, 2009. The Facebook timeline allows visitors to go back in time to look at all of the posts made over the years. Highlights from San Francisco–The Official Guide on Facebook can be seen at <http://bit.ly/10C9wN1>. San Francisco Travel also offers “OnlyinSF” on Twitter at <http://twitter.com/onlyinsf> with 98,587 followers.

## Sports Marketing

■ Eugene, Cascades & Coast Sports (**Travel Lane County, Oregon**) has developed a guide to help planners utilize social media when organizing and implementing their sporting events. The guide contains tips and best practices for utilizing Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram and Foursquare. “Social media can help build an online community to help planners connect with everyone from coaches and fans to athletes and organizers,” says Janis Ross, executive director for Eugene, Cascades & Coast Sports. The guide **Social Media for Sporting Events** is available to download free at [www.eugenecascadescoastsports.org](http://www.eugenecascadescoastsports.org) or follow @EugeneSports for ongoing information about sports in the region, as well as social media tips.



## Trade Shows

■ **Visit Seattle** and the Washington State Convention Center (WSCC) have selected EXPO as their partner for 2013 in the creation and distribution of a monthly e-newsletter and comprehensive twice-annual report on the state of the medical show sector. The medical sector is a huge part of the overall tradeshow industry. Michael Hughes, EXPO’s managing director of research and consulting, pegs the sector at about \$11 billion, or about 12 percent of the overall industry—and the largest single segment. MedEXPO Insights, the monthly newsletter, will bring readers original reporting and analysis on the medical tradeshow sector. It will include news, innovative uses of technology, show startups, best practices in attendee marketing and exhibitor sales, event and economic data and more.

## Websites

■ The **Tacoma Regional CVB** launched a redesigned and retooled [www.traveltacoma.com](http://www.traveltacoma.com), with updates to its appearance and functionality. A new home page helps visitors easily navigate the site and inspire visits through compelling imagery and fresh content. A special features section scrolls across the bottom of the site, showcasing some of the region’s top activities. Visitors can also sign-up for travel news. Mega-Menus have been incorporated to improve site navigation; mega-menus provide tooltips to explain visitors’ choices. Social media offerings have been expanded to provide a platform for tech-savvy visitors to directly interact with the destination and spread travel news to their friends and followers. Enhanced

video capabilities help visitors see aspects of Tacoma and Pierce County as locals see it. Integrating YouTube throughout the site allows for more videos on the go that spread the word about the destination and target visitors by interest.

# People On the Move

**Natalie Alvanez** has joined Visit Oakland as director of marketing & operations. Alvanez previously served as senior marketing officer at Amtrak and as director of marketing & partnership at the Tri-Valley CVB. In her previous positions, she developed and managed the execution of a three-year strategic marketing plan, exceeded annual marketing and public relations goals, and managed co-op marketing programs with tourism businesses.



Visit Oakland has named **Kim Bardakian** as director of public relations & partnerships. Bardakian previously worked as director of public relations and marketing at The Cathedral of Christ the Light. In this role, she developed marketing and public relations campaigns, including community and strategic partnerships. Bardakian has also worked for a variety of clients and organizations, including Pandora and the City of Oakland's Cultural Arts and Marketing Department.



The Anaheim/Orange County VCB Board of Directors has selected **Jay Burress** as the new president & CEO. Burress will lead the organization and oversee the day-to-day management of all convention, tourism and destination marketing programs. He will play a key role in Anaheim and Orange County visitor industry business development and future expansion plans for the Anaheim Convention Center. Burress comes to the Anaheim/Orange County VCB from Experience Arlington (CVB), where he has served as president &



CEO since 2008. Prior to that, he spent 20 years at the Dallas CVB where he held executive-level positions in both convention sales and tourism sales. His experience also includes international marketing, management of six international representation offices and management of five regional sales offices. Burress replaced Charles Ahlers, who announced his retirement in February 2012, after 20 years with the AOCVCB. Ahlers will stay on the executive team in a transitional role until June 2013.

**Brandon Darnell** has joined the Sacramento CVB as its content marketing manager. This new position is responsible for creating, managing and measuring the SCVB's content across multiple platforms to drive leads, engagement, sales, retention and positive customer behavior for the promotion of Sacramento as a convention, meeting and leisure travel destination. Darnell's past experience is as a print and online journalist, including reporting and editing positions with local media outlets, where he also managed social media accounts.



With more than eight years of experience in sales and marketing, **Jaimie du Bois** has joined the Visit West Hollywood team from the Los Angeles County Economic Development Corporation. While at the LAEDC, du Bois managed their marketing and digital efforts. Prior to the LAEDC, she worked as part of the opening team for the Andaz West Hollywood, providing both marketing and communications support for all aspects of the hotel. In her new role as director of sales of Visit West Hollywood, du Bois will actively solicit group, leisure, incentive, event and meeting business to West Hollywood



through direct sales. She will also work as a facilitator among the area's hotels and other facilities to attract business to West Hollywood.

**John Ehlenfeldt, CMP**, has been appointed vice president of sales and marketing for the Huntington Beach Marketing and Visitors Bureau.



Ehlenfeldt will spearhead the sales program for the Southern California destination known as "Surf City USA." With nearly 15 years of combined sales and destination marketing organization experience, Ehlenfeldt has represented the sales departments at the Grove of Anaheim, Long Beach Convention Center, Canadian Tourism Commission and Monterey County CVB. While working within the Canadian market, he developed meeting and incentive programs for the western United States, including Southern California, Colorado, Utah, Idaho and Nevada. Most recently, Ehlenfeldt developed the group sales program for the Monterey County CVB for the southwest and southeast United States markets, as well as the incentive and international meetings market. He currently serves as President of the Southern California Chapter of Society of Incentive Travel Executives (SITE).

The Sacramento CVB has promoted **Linda Eldred** to tourism sales manager. Eldred will primarily be working with tour operators to introduce them to the Sacramento product and service the needs of returning groups. On the student side, she will be working to bring groups to Sacramento for historic, educational and performance tours. Eldred joined the SCVB in 2007 and was promoted to tourism coordinator in 2008.



Visit Mendocino County has appointed **Jennifer Filice**, formerly the director marketing for the Monterey County CVB, to the team as manager of marketing and communications.



Filice will oversee County marketing efforts, direct the media plan, manage communications, and work to ensure all advertising, public relations and branding, support the board-approved marketing plan. While with the Monterey CVB, Filice cultivated more than five million dollars in integrated consumer marketing programs and directed the Monterey brand, leading the advertising and marketing programs. Her work has been recognized by Visit California and she has won awards for her website work.

Travel Lane County has welcomed **Mike Gaffaney** as the new convention and sports sales manager. Gaffaney has more than 25 years of experience in sports-related management, serving in positions ranging from athletic director to general manager at facilities throughout the Northwest. He has also been a consultant for a number of sports and recreation venues on the West Coast focusing on strategic planning, facility expansion and program development. In his new position with Travel Lane County and the Eugene, Cascades & Coast Sports Commission, Gaffaney will work primarily with sports planners as he promotes and markets Lane County as a destination for sporting events. Most recently, he served as the general manager of the Eugene Swim & Tennis Club for the past seven years. He continues to serve as the head volleyball coach at Northwest Christian University where he has led teams for the past five years. Gaffaney is also the director of the Oregon Volleyball Club, which is a member of USA Volleyball.



The Sacramento CVB has promoted **Alyssa Green** to market intelligence coordinator. The position is tasked with gathering and analyzing information on customers, competitors and the Sacramento product for the purpose of identifying “good fit” convention sales leads and building buyer personas for our content marketing strategy. Green joined the SCVB in 2011. Prior to joining the SCVB, Green was an independent business owner.



**Dan Ketelsen** has been named convention sales director for the Anaheim/Orange County VCB. Ketelsen has more than 17 years of experience and was most recently the director of sales and marketing at the Hyatt Regency/Orange County in Garden Grove, California.

The Sacramento CVB has appointed **Angelina Nunez** as a convention sales manager with a full-time emphasis on the faith-based market in an effort to leverage the Religious Conference Management Association’s (RCMA) Sacramento debut in 2014. Nunez will concentrate on the retention and future growth of this important market segment for both city-wide and single hotel pieces of business. She brings 12 years of hotel experience in sales, convention services and meetings to her position, most recently as group sales manager with the DoubleTree by Hilton in Sacramento. Prior to relocating to Sacramento, Nunez spent seven years at the Holiday Inn and Crowne Plaza hotels in San Jose. Nunez received a number of awards during her career including Employee of the Month, Manager of the Quarter and the 2010 DoubleTree by Hilton Million Dollar Booking Club.



**Erin Pedraja** is the new director of digital marketing at Visit West Hollywood. Pedraja previously worked at CX Interactive as a project manager and as a senior SEO specialist from Overseer.net. In these roles, she gained valuable skills in overseeing campaigns to raise brand awareness, rankings, traffic and revenue.

**Chris Robertson** has joined the Greater Phoenix CVB national sales for the small meetings market. Robertson joins the CVB from the Sheraton Phoenix Airport Hotel Tempe, where he served as sales manager. Prior to that, he worked in the front office at The Phoenician and was part of the pre-opening sales team at the Sheraton Phoenix Downtown.

The Anaheim/Orange County VCB recently hired **Janine Troy** as an account sales manager for its Bureau Partnership sales team. As one of the Bureau’s two account sales managers, she will be responsible for recruiting new business partners, as well as managing existing Bureau partner accounts and handling future advertising opportunities. Troy joins the AOCVCB team with more than 20 years of sales and hospitality industry experience. Most recently, she has been sales manager at the Embassy Suites Santa Ana. Though Troy has previously worked at both Hotel Menage and Red Lion Hotel, the majority of her sales career has been within the wholesale, national and regional food industry.



**Tim Vimmerstedt** has joined the Metropolitan Tucson CVB as director of marketing. His responsibilities include managing day-to-day operations of the marketing department and in-house advertising efforts, overseeing seasonal promotional campaigns for various audiences in Tucson’s target markets and assisting in the development and execution of the MTCVB’s marketing and media plans. Vimmerstedt most recently served as the director of operations and community affairs for Pima Air & Space Museum. His extensive experience in tourism spans more than 20 years and includes roles within the Arizona-Sonora Desert Museum, Old Tucson, Biosphere 2, Rawhide and the Agro Land and Cattle Company.



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# Foundation News

## DMO Visitor Guide User and Conversion Study

### Foundation Provides Study Grants

The WACVB Foundation has partnered with Destination Analysts, Inc. to assist DMOs in developing a profile of travelers who use DMO-published official Visitor Guides and estimate the Return on Investment these official Visitor Guides bring to their respective communities.

*"This is fabulous! Normally, we cannot afford this type of research and are thrilled we are able to participate. Please pass on our gratitude and excitement for the grant and the project!"*

Scott Schneider, President & CEO,  
Visit Mendocino County

*"Thank you for facilitating this awesome project."*

Natalie Inouye, Vice President  
of Tourism Marketing,  
Travel Lane County  
Oregon

The WACVB Education and Research Foundation Board of Directors earmarked specific funds to support this industry research project in conjunction with discounted fees to be paid by DMOs selected for the core study group.

Destination Analysts, on behalf of the WACVB Education & Research Foundation and participating DMO partners, is slated to conduct a DMO Visitor Guide User and Conversion Study during 2013. This research will use an online survey methodology to develop a profile of travelers who use DMO-sponsored official Visitor Guides and estimate the ROI these guides bring to their respective communities.

Destination Analysts, Inc. will provide DMO participants with the following at the conclusion of the year-long study:

- Comprehensive Report of Findings (specific to the DMO's visitor guide, including custom questions)
- Conversion Analysis and ROI Estimates

Study participants include Albuquerque, Anchorage, Fairbanks, Lane County, Los Angeles, Mendocino, San Francisco, Sedona, Visalia, St. George and Vancouver (BC).

*"Thank you for passing this wonderful news along to us! We are grateful for the opportunity to participate and look forward to working on this project."*

Kasey Gillam, Advertising  
& Marketing Associate,  
Fairbanks CVB

One of the Foundation's long-time corporate sponsors, Madden Media, has pledged a generous contribution to the Foundation to assist in providing research grants for the DMO Visitor Guide User and Conversion Study.

Destination Analysts will prepare an executive summary of the study that the Foundation will make available to the DMO industry.

*"Madden Media is proud to help support the effort."*

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

## "Business of Bureaus" Learning Modules

### Training Videos and Resource Materials Available

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

### 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

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

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.

## Foundation Board Trustee Appointed

In November 2012, Dale Lockett, president & CEO of the Albuquerque CVB, was appointed to a three-year term as a Board Trustee of the WACVB Education and Research Foundation (through September 2015). Lockett is a past officer of both the Association and Foundation.

## Scholarships to be Awarded

### **Destination Marketing Tech Summit**

The WACVB Education & Research Foundation plans to grant scholarships to several applicants to attend the 2013 Tech Summit in Mesa, Arizona. Each Foundation scholarship includes conference registration and travel and lodging expenses.

The 2013 Tech Summit Scholarship recipients will be introduced at the April 17-19 Tech Summit in Mesa, Arizona.

The Foundation began awarding scholarships to attend the Tech Summit in 2007. Since 2007 the Foundation has awarded 26 Tech Summit scholarships to DMO personnel.

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

## Scholarships Available

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

### **Executive Training Scholarships (CEOs and Senior-level Executives)**

#### *Rosalind Williams Memorial Scholarship Program*

The WACVB Foundation offers an exciting opportunity for convention and visitor bureau CEOs and senior staff executives to earn scholarships to attend executive training programs (e.g., human resources seminar on employee law, university programs, industry conferences, etc.). The executive training programs must be presented by professional organizations or accredited institutions.

### **WACVB Annual Conference Scholarships**

The WACVB Foundation grants scholarships for bureau CEOs and staff members to attend WACVB's Annual Conference. Scholarship grants include complimentary conference registration, travel, and lodging at the conference. The 2013 Annual Conference is September 18-20 at the Sheraton Universal in Universal City (Los Angeles area).

*Save money while you attend industry education programs!*



## 2013 Western Road Trip Raffle

### **Arizona's Grand Canyon Adventure**

Arizona, named the Grand Canyon State, is known as home to one of the Seven Wonders of the World, in addition to many wonderful lesser-known canyons that are also quite grand. Visit the one and only Grand Canyon, as well as the beautiful Walnut Canyon of Flagstaff, the striking sandstone Antelope Canyon in Page, the ravishing red rock Boynton and Oak Creek Canyons of Sedona, as well as the inspiring landscapes along the way.

The WACVB Education & Research Foundation will conduct a raffle drawing for the Grand Canyon Trip on September 20, 2013. You need not be present to win. Proceeds benefit the Foundation. Donations are tax deductible.

#### **Valid trip dates: January 1 to September 30, 2014**

The trip itinerary includes a week of adventure in Phoenix, Sedona, Flagstaff, the Grand Canyon and Tempe. The package includes roundtrip airfare to/from Phoenix and a rental car. All trip package components (airfare, lodging, selected meals and admission tickets) are for two (2) adults. All trip package components are based on space availability; blackout dates apply.

A sampling of activities, plus lodging and some meals, includes the Sedona Trolley and Sedona Heritage Museum and a round of golf at Sedona Golf Resort, plus tickets to Meteor Crater, Lowell Observatory and the Museum of Northern Arizona. At the Grand Canyon enjoy a first-class Grand Canyon Railway Tour. Relax in Tempe and have dinner at the Marriott Buttes restaurant Top of the Rock. Then back to the Phoenix Airport for your trip home.

The WACVB Foundation will be selling raffle tickets for Arizona's Grand Canyon Adventure at these 2013 WACVB events: Tech Summit, CEO Forum and Annual Conference. A raffle ticket downloadable form will also be available at the WACVB website in a week or so ([www.wacvb.com/foundation](http://www.wacvb.com/foundation)).

1 ticket = \$25  
5 tickets = \$100

From 2003 through 2012, the WACVB Foundation has awarded more than 85 industry-education scholarships to CVB personnel and issued more than \$14,000 in research project grants.

*Photo Credits: Grand Canyon Chamber & Visitors Bureau/  
Bill Brookins, Desert Botanical Garden/Adam Rodriguez and  
Tempe Tourism Office*

# Welcome New Members

## *In Arizona...*

### **GRAND CANYON CHAMBER & VISITORS BUREAU**

P.O. Box 3007  
Grand Canyon, AZ 86023  
(928) 638-2901  
www.grandcanyoncvb.org  
jbustillos@grandcanyonchamber.com  
*Josie Bustillos, Executive Director*

### **KINGMAN VISITOR CENTER**

120 West Andy Devine Avenue  
Kingman, AZ 86401  
(928) 753-6106  
www.gokingman.com  
josh@gokingman.com  
*Joshua Noble, Executive Director  
of Tourism*

## *In California...*

### **FRESNO/CLOVIS CONVENTION & VISITORS BUREAU**

1550 East Shaw Avenue, Suite 101  
Fresno, CA 93720  
(559) 981-5500  
www.playfresno.org  
layla.forstedt@fresnocvb.org  
*Layla Forstedt, CEO*

### **RICHMOND CONVENTION & VISITORS BUREAU**

201 West Richmond Avenue, Suite B  
Richmond, CA 94801  
(510) 237-1403  
www.visitrichmondca.com  
michelle@visitrichmondca.com  
*Michelle Itagaki, Executive Director*

## *In Washington...*

### **LONG BEACH PENINSULA VISITORS BUREAU**

P.O. Box 562  
Seaview, WA 98644  
(360) 642-2400  
www.funbeach.com  
andi@funbeach.com  
*Andi Day, Executive Director*

### **OLYMPIC PENINSULA VISITORS BUREAU**

338 West First Street  
Port Angeles, WA 98362  
(360) 452-8552  
www.olympicpeninsula.org  
communications@olympicpeninsula.org  
*Diane Schostak, Executive Director  
Mary Brelford, Communications  
Manager*

## **People on the Move**

*Continued from page 7*

The Board of Directors of the Juneau CVB has named **Nancy Woizeschke** as the organization's new president & CEO. Woizeschke has been a member of the Bureau Board for five years, representing Alaskan Brewing Company, and says she is "honored and excited to be given this incredible opportunity. We have a robust membership, strong leadership on the Board, dedicated volunteers and a talented staff—I'm very fortunate!" Former JCVB President & CEO Lorene Palmer left in November after 10 years in the post to work for the State of Alaska. Woizeschke, a Minnesota native, has lived in Juneau for 15 years, working for the State of Alaska and Smith Barney/Citigroup before joining the brewery almost eight years ago, where her focus included hospitality and marketing. She has served as both Secretary and Treasurer on the Juneau CVB Board. Woizeschke began her duties March 4, 2013.



**Ernest (Ernie) Wooden, Jr.**, a long-time senior hospitality industry executive has been named president & CEO of the Los Angeles Tourism & Convention Board (LA Tourism). He succeeds Mark Liberman who served in the role since 2003. Wooden has spent his entire career in the hospitality industry, including more than a decade in senior leadership positions in both global brand management and operations with Hilton Hotels Corporation. As executive vice president, global brand management for Hilton, he led all worldwide branding initiatives for the well-known hotel corporation, working with 3,000 properties in 80 countries. His operations roles at Hilton included overseeing territories in Mexico, the Caribbean and across the U.S. In addition, Wooden has also worked with such top hospitality brands as Sheraton Hotels and Resorts, Omni Hotels & Resorts, Doubletree by Hilton and Promus Hotel Corporation.



He was previously CEO of Creative Consulting, a hotel consulting practice providing hotel operation, valuation and brand selection and analysis services. Prior to forming the consulting practice, he was executive vice president and senior managing director at Alagem Capital Group, a privately owned, diversified investment group which owns the Beverly Hilton Hotel, amongst other high-profile properties, where he was responsible for identifying and exploring potential international hospitality investments.

### Wednesday Afternoon Labs

- SEO: A Core Component
- Advanced Facebook/Instagram/Pinterest

Lab participants are reminded to bring their laptops and inquisitive natures to these two hands-on labs.

### Thursday and Friday Sessions (general sessions and workshops)

- Social Media 102: Travel Trends and Tactics to Keep Your DMO Thriving (previous 101 session!)
- Mobile: What You Should Know
- Adapting to a Mobile World: Best Practices in Adaptive Design and Mobile Web Solutions
- Integrating Content Marketing into Your Existing Marketing Efforts
- Once Upon the 21st Century
- Industry Case Studies: Success in Relevant Digital Marketing Vehicles
- If You Build It, They Will Click: Creating Effective Pay-Per-Click Campaigns
- Traffic Flat? Pump Up the Volume
- Follow the Leader: How DMOs Can Lead Tourism Partners to Social Media Success
- Metrics that Matter—Measuring Your Website and Social Media Channels' ROI in an Integrated Approach
- Social Media for Meetings and Meeting Planner-related Case Studies
- Clever Tools
- The Consumer's Perception of Your DMO's e-Mail Marketing Program
- Tailoring the Visitor Experience on DMO Websites

Get up-to-date practical content about market segments and learn how to leverage marketing technologies and dollars to drive business to your destination. Meet with our business and travel technology vendors face to face for innovative product and service updates.

As always, we invite delegates to take advantage of significant opportunities for peer-to-peer idea exchanges to build a network of industry colleagues. Thanks to Drozian Webworks for hosting the Wednesday evening reception at the hotel. Our hosts at Visit Mesa will be hosting the Thursday evening reception at the Mesa Arts Center, featuring savory food truck selections.

Creative and energizing, the Tech Summit offers a comfortable, casual and friendly environment—you will be engaged on all levels.

If you haven't already, sign up today for the Destination Marketing Tech Summit at [www.wacvb.com](http://www.wacvb.com)—see Tech Summit on the home page.

Attending the Tech Summit will increase your value to your organization.

### Tech Summit Mobile and Tablet Site

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



## TRAVEL EFFECT

### Advocacy and Awareness Campaign

In mid-January, U.S. Travel Association President & CEO Roger Dow announced the U.S. Travel Association's multiyear advocacy and awareness campaign called "Travel Effect." According to Dow, "We have long known anecdotally that travel creates a positive effect on people's lives. Now we'll conclusively prove it."

Travel Effect is grounded in authoritative and original research that speaks first and foremost to travelers, but also addresses business leaders and policymakers. The U.S. Travel Association will foster studies that earn frequent media coverage on the benefits of travel to wellness, relationships, personal growth and education. It will also further establish travel's impact on the U.S. economy and to businesses' bottom line.

As U.S. Travel has done successfully in the past, Travel Effect will take a campaign-style approach that blends research, media, marketing, partnerships and other elements. Additionally, as the campaign develops, Travel Effect will focus on industry engagement to deliver its message.

Visit [www.traveleffect.com](http://www.traveleffect.com) to learn more about this initiative.

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

### Vendor Showcase – April 18 and 19

List as of March 13

Meet Our Exhibitors—Our Tech Summit refreshment breaks and group meal functions are strategically located so delegates may spend time with our vendors/exhibitors, learning about technology products and services specifically for destination marketing organizations.

AccuWeather, Inc.

Adara

Aristotle, Inc.

Collinson Media & Events

Drozian Webworks

iDSS Internet Destination Sales System

JackRabbit Systems

Madden Media

Micros eCommerce

mobiManage

Passkey International

Regatta Travel Solutions

simpleview, inc.

Software Management, Inc.

Sparkloft Media

TripAdvisor

# Awards and Kudos

## 2013 Chairman's Award for Excellence in Business in Sonoma County

Each year, the Santa Rosa Chamber of Commerce recognizes member companies, organizations and individuals who have made a significant, positive impact on the well-being of the community and economy. Ken Fischang, CHME, CMP, CTA, president & CEO of Sonoma County Tourism, was honored with the 2013 Chairman's Award for Excellence in Business in Sonoma County. Fischang and other category award winners were honored at the Chamber's 2013 Annual Gala in late January.

## WACVB Members Win NATJA Awards

The North American Travel Journalists Association (NATJA) has announced the winners of its 2012 NATJA Awards Competition. Awards were given to publications, travel writers, and photographers whose work was represented in print and electronic media from October 2011 through September 2012. Additionally, awards were given to the top convention and visitors bureaus, PR agencies and destination marketing organizations. The competition, now in its 21st year, honors the "best of the best" of travel writing, photography and promotion that cover all aspects of the travel industry worldwide.

Four overall Grand Prize winners are selected in recognition of outstanding excellence in the categories of travel journalism, photography, publications and DMO/CVB submissions. One of the Grand Prize winners in this year's competition was the **Monterey County CVB** for their comprehensive and well-communicated information on their destination.

Additionally, one first place (Gold) winner is chosen in each of the 58 categories along with 2nd (Silver) and 3rd place (Bronze) runners-up.

Other WACVB members that won NATJA recognition include:

*Category 200A: Visitors' Guide – Marketing Budget Less than \$400,000*

*Silver: Official 2012/2013 Mendocino County Visitors Guide, **Visit Mendocino County, Inc.***

*Bronze: Tacoma + Pierce County, WA Visitor Guide, **Tacoma Regional CVB***

*Category 201: Destination Video*

*Bronze: Pasadena, **Pasadena CVB***

*Category 202: Destination Website*

*Gold: SeeMonterey.com, **Monterey County CVB***

*Silver: VisitWestHollywood.com, **Visit West Hollywood***

*Category 203A: Social Media or Marketing Campaign – Marketing Budget Less than \$400,000*

*Gold: Savor the San Juans, **San Juan Islands Visitors Bureau***

## WACVB Board of Directors

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President & CEO

Sedona Chamber of Commerce Tourism Bureau

### PRESIDENT-ELECT

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Park City Chamber of Commerce and  
Convention & Visitors Bureau

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Stockton Convention & Visitors Bureau

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Los Angeles Tourism & Convention Board

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Casper Area Convention & Visitors Bureau

**John Reyes, CMP**

Executive Vice President & Chief Customer Officer

San Francisco Travel Association

**Sara Toliver**

President & CEO

Ogden/Weber Convention & Visitors 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](mailto:info@wacvb.com)

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

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

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

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