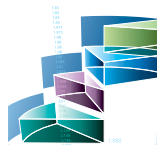




Photo Credit: Los Angeles Tourism & Convention Board



Online Surveys
Salary/Benefits and Bureau Budget

PG 3



Bureau News
Branding, Campaigns and More

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New Members
From CA, CO, NV, OR and WY

PG 12

WACVB

Published by the Western Association of Convention & Visitors Bureaus

For Member Bureaus ~ September 2013

newsnotes

WACVB Annual Conference September 18-20

*Shaping the Future of Destination Marketing
Inform, Innovate, Influence*

Everyday, DMO teams are working diligently to address numerous audiences as they Inform, Innovate and Influence.

There's still time to register and join your industry colleagues September 18-20 at the Sheraton Universal in Universal City for this year's annual conference.

General Sessions

Nan Marchand Beauvois, senior director, National Councils, and general manager, ESTO, at the U.S. Travel Association, will open the program with a state of the industry and trends update.

A team from Santa Monica will present information about sustainable tourism initiatives, including sustain-

able economic development, social responsibility and stewardship of the natural environment. Santa Monica is an award-winning destination in this regard.

Denise Pirrotti Hummel, CEO of Universal Consensus, will address the cultural motivations for why international tourists travel and spend. Learn how to optimize the marketing, sales process and customer service to take advantage of this trend.

At the Friday closing luncheon, hosted by Drozian Webworks, we'll conclude the conference with an enlightening presentation by business speaker Juliet Funt—"So What is WhiteSpace® Anyway?" WhiteSpace is the time

during which strategic thinking occurs, creativity soars and focus returns. Learn how your organization can adopt WhiteSpace to the benefit of your organization and employees.

Workshop Highlights

In keeping with the Inform, Innovate, Influence theme, the conference includes a series of creative and practical workshops.

- Gather tools to build a roadmap to reach, retain and grow visitors in your international markets.
- Learn about the value of online influencers, and the role that content plays, in today's marketing landscape.

Continued on page 7

INNOVATE
inform
influence

Foundation News



2013 Western Road Trip Raffle

Arizona's Grand Canyon Adventure

Funds Support Scholarship and Research Programs

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.

Since 2003, the WACVB Foundation has awarded nearly 90 industry-education scholarships to DMO personnel and issued more than \$30,000 in research project grants.

The WACVB Education & Research Foundation will conduct a raffle drawing for the Grand Canyon Adventure 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

All trip package components are based on space availability; blackout dates apply. Package includes roundtrip airfare to/from Phoenix; all trip package components (lodging, selected meals and admission tickets) are for two (2) adults.

The trip itinerary includes a rental car and a week of adventure in Phoenix, Sedona, Flagstaff, the Grand Canyon, and Tempe. 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 Board and staff will be selling raffle tickets for Arizona's Grand Canyon Adventure at the 2013 WACVB Annual Conference. A raffle ticket downloadable form is available at the WACVB website (www.wacvb.com/foundation).

1 ticket = \$25

5 tickets = \$100

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WACVB

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

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Salary and Budget Online Surveys

Surveys Available Now for Completion

Attn: CEOs

Salary & Benefits Survey – 2013 Edition Refinements

You'll note the most significant changes in the Staff Salaries section of the Salary and Benefits Survey. Rather than continuing to use staff position titles, members will be reporting staff salary information by key function areas at various levels from executive level to support level.

If your DMO does not have a comparable position of any listed, leave the salary information blank for that position(s). For example, if your organization does not have a Vice President/Director of Communications, but has a Communications Manager, you would leave the lead-position salary box blank and report the average salary for your organization's Communications Manager in the appropriate box.

For a staff person with multiple department responsibilities, we are asking members to report the salary information for the staff person's primary responsibility.

The 2013 edition of the WACVB CEO and Staff Salary & Benefits Survey is now available 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.

Bureau Budget Survey

Interested to know how your budget stacks up to others in your competitive set? Curious about changing budget allocations in today's environment? Members use the survey information when creating budgets, researching funding sources and planning bureau expenditures.

The annual Bureau Budget Survey is designed to determine member budget classifications and to provide a focus on those items having an impact on a bureau's budget. Participating CEOs will find the bureau profiles useful for planning purposes.

Last year we added a question tabulation feature to the Bureau Budget Survey—results available via the standard bureau 'profile' or download the tabulation version.

Use the same login and password to access both surveys.

Remember, the more bureaus that participate in the surveys, the more valuable the data.

2014 Western Destinations Guide

WACVB/PCMA Convene Partnership

Let's market THE WEST to meeting professionals!

WACVB will again collaborate with Convene®, the award-winning journal of the Professional Convention Management Association (PCMA), to produce a special section—Western Destinations Guide—in the March 2014 issue of Convene. 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.

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!

Save Money While You Attend Industry Education Programs!

WACVB Foundation Scholarships Available

Information and application forms at www.wacvb.com/foundation.html

The WACVB Education & Research Foundation has scholarships available for several programs. The next application deadline is for the Tech Summit scholarships.

- 2014 Destination Marketing Tech Summit Scholarships (includes registration and lodging/travel) to attend the March 12-14 program in Portland (**application deadline February 7**)

Bureau News

Branding

■ The Santa Barbara Conference & Visitors Bureau and Film Commission recently unveiled a year's worth of collaborative efforts to evolve and modernize its brand. The new name, **Visit Santa Barbara**, communicates the organization's purpose to consumers and hospitality partners.



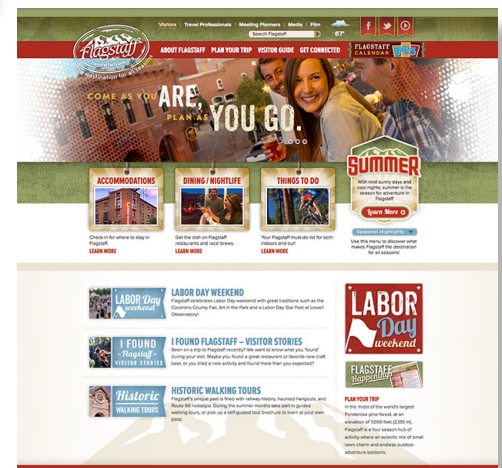
“As the tourism industry evolves, travelers become savvier, and hospitality partners look to a united voice to represent the destination, it was time for us to update our brand image to align with these trends,” says President & CEO Kathy Janega-Dykes. “Visit Santa Barbara concisely conveys what we do and the new mark evokes the romantic and long-standing coastal history of the area.” For the past year, alongside key industry leadership, the Bureau underwent a comprehensive strategic planning process to blueprint organizational growth. This process resulted in the decision to streamline the organization's name with one that more clearly reflects its elemental role in the community. A mainstay of the logo is the signature mark of Saint Barbara, a masthead that has long remained a mystery, until now. As unique as the destination itself, the new brand goes beyond name and logo, incorporating the story of the saint for which the city is named. Exiled to a tower by her father, Saint Barbara stood watch over all who embarked upon Santa Barbara's shores. Known as a protector of ships, a patron saint of masonry, and an overseer of ocean tides, Saint Barbara's lore aptly links to Santa Barbara itself—its protective harbor, recognizable style, and famous coastal community.

■ The **Tacoma Regional CVB** recently revealed its new brand identity for Tacoma + Pierce County at a launch celebration. More than two hundred guests took part in the event, which was hosted at the newly reopened Foss



Waterway Seaport. The event was also shared on Facebook and Twitter at #toughspirits. In addition to a new visitor-centric logo, which now includes the word “travel,” the TRCVB also boasts a new marketing campaign, “Fearless Exploration.” This campaign reflects the brand promise—Pierce County is a place to fearlessly explore a fusion of natural beauty and an accessible arts culture. Through a storytelling approach, the TRCVB will promote travel to Tacoma + Pierce County, focusing on three iconic images—Mount Rainier National Park, glass art and collector vehicles. The main vehicle for the new Tacoma + Pierce County brand is www.traveltacoma.com, redesigned to showcase the new blue, orange and gray color scheme, giving more space to beautiful imagery yet still featuring many of the same functionalities. The TRCVB also presented www.traveltacoma.com/explore, a new section of the website that features stories on the local food, music, beer and blue-collared arts scene to inspire potential visitors. “A myriad of images representing the brand to further entice visitors to choose Tacoma + Pierce County for their next vacation can be found on a new Pinterest page, www.pinterest.com/traveltacoma,” Bridget Baeth said. The brand launch is the culmination of a year plus-long process, led by the Bureau's in-house marketing and communications team, all within its existing budget. It began with hundreds of locals and visitors contributing to TRCVB's research by

way of surveys, focus groups, pulse groups and meetings. Guests attending the brand launch received a bottle of the Fearless Exploration brew and experienced the brand through glass flameworking, sampling mountain-inspired food and viewing collector boats and cars on exhibit.



Campaigns

■ Visitors planning a trip to Flagstaff will see a new look when they research the destination online. In June, the **Flagstaff CVB** launched a new marketing campaign to drive potential visitors to the redesigned www.flagstaffarizona.org website. Based on research and focus group recommendations the Flagstaff CVB designed a new campaign and website to capture the “Flagstaff vibe,” explain the seasonality of the destination and feature a wide variety of activities found in the area. Highlights of the new campaign include an updated logo with a stamp effect, a distinct color palette to represent each season of the year and photo-rich advertisements featuring engaging headlines. In the Phoenix metropolitan market the new Flagstaff ads read, “If you were an egg, you'd fear no sidewalk” or “Out of this world, but not out of the way.” In

Southern California consumers might see a broader-reaching message of, “If you were a dog, you’d wag your tail off.” For certain international markets where Route 66 is a popular attraction, the ad will read, “If you were a kid again, you’d need your mother road.” The redesigned website is more interactive and features increased content including a destination blog, frequently changing homepage highlights and four unique pages that explain the visitor experience in each of the four seasons. The new campaign debuted with advertisement placements in Flagstaff’s target markets of Arizona, Southern California and Las Vegas; and used a variety of mediums including traditional print, online, outdoor and television commercials. On June 5, the campaign literally rolled out around Phoenix in the form of light rail train and city bus wraps.

Contests

■ The **Anaheim/Orange County VCB** recently partnered with tradeshow publication EXPO Magazine, for a “Get To Know Anaheim!” destination contest. The contest, which ran April 22 through July 1, 2013, was hosted on the expoweb.com home page. The prize package included a three-night stay at the Sheraton Park Hotel in Anaheim, \$350 in dining certificates and a 16 GB iPad. To qualify, participants were required to take a quiz with Anaheim/Orange County-related questions. More than 350 entries were received and Cheryl Witt of Orlando, Florida, was selected as the winner of the prize package to Anaheim and Orange County.

■ For its Faces of Oakland 2013 contest, **Visit Oakland** was looking for images that best represent the community and portray Oakland as a desirable destination for visitors. This year’s contest focused solely on people. Images were judged on originality, technical excellence, composition, overall impact and artistic merit. Winners of the Faces of Oakland photo contest were rewarded with top-notch Oakland experiences. Prizes included a \$500 cash prize, an overnight stay and breakfast for two at the Claremont Hotel Club & Spa, a round of golf at Lake Chabot Golf Club, a complimentary tasting for four at Cerruti Cellars, and other additional prizes. Entered images will be featured in Visit Oak-

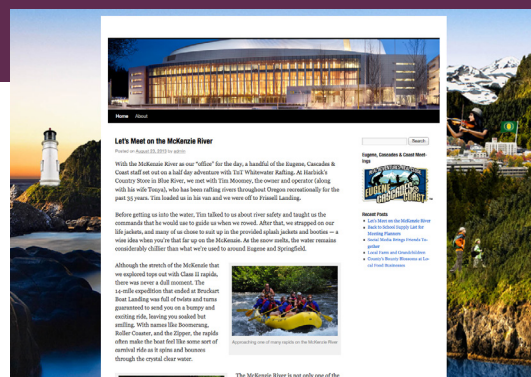
land marketing materials and may also be used by other businesses for the purpose of promoting Oakland. If someone wishes to purchase an image for commercial use, proceeds for the image will be split between Visit Oakland and the photographer on a 50/50 basis. The contest concluded in late August. *[Editor’s note: We’ll feature the winning image in the next issue of NewsNotes.]*

Convention Centers

■ The **Anaheim Convention Center** will take another giant leap forward in its continued sustainable efforts when it begins a solar panel development project in 2014. This \$5.7 million solar panel project is a partnership between Anaheim Convention Center and Anaheim Public Utilities. The solar panels will cover 300,000 square feet



of the Anaheim Convention Center rooftop over Exhibit Halls A, B and C. Construction is anticipated to begin in January 2014 with completion expected during the summer of 2014. “The proposed solar PV system, which is made up of 8,700 solar panels on the roof of the Anaheim Convention Center, will be the largest on a convention center in North America. The system is expected to produce 3,800,000 kilowatt hours in the first year, which is enough electricity to power 550 Anaheim homes annually over the expected 30 year life span,” said Tom Morton, executive director, Anaheim Convention, Sports and Entertainment. Along with a comprehensive Green Zone recycling center at the facility, which includes onsite composting and a rooftop garden, the solar panel project is part of an overall plan to grow more green projects to keep the Anaheim Convention Center in the forefront of sustainability.



Meetings/Conventions

■ The convention staff at **Travel Lane County** has started a **blog**, where they share interesting tidbits, fun facts and a little bit about what they are up to everyday in the Eugene, Cascades & Coast region. The blog includes staff travel trips, an educational blog about the great technology assistance available from a CVB and highlights from staff attendance at recent conferences.

■ As the largest city in the only state with an official question (“Red or green?”), Albuquerque defines New Mexican cuisine. While red and green chiles represent the heart of New Mexican dishes, being in the red is the last place meeting planners want their meeting budgets to end up. That’s why **Albuquerque CVB’s** Albuquerque’s Red & Green Incentive invites planners to stay out of the red and receive plenty of green. Groups booked by December 31, 2013, receive up to \$25 per room night to be credited back to the group’s bottom line.

Regional Marketing

In July, **Visit Oakland**, **Visit Berkeley** and **Sonoma County Tourism** spent a day exploring Sonoma County. The three organizations will rotate visiting each destination to learn how to promote the greater region as a destination for visitors.



Continued on page 7

CEOs Gather in Park City

24th Annual CEO Forum

Forty-three new and veteran CEOs gathered at the Stein Eriksen Lodge in Park City for WACVB's annual CEO Forum, with about a dozen CEOs participating as first-time attendees—several of them newly named CEOs.

Ty Bennett from Leadership Inc. presented the opening session, "The Power of Influence: Increase Your Influence and Your Impact." The message was about using influence and integrity to engage and inspire others. Bennett shared his philosophies and

tools for increasing one's influence and impact as a leader during this interactive presentation. All attendees received complimentary copies of two of Bennett's books: *The Power of Influence* and his new book, *The Power of Storytelling*.

The open forum session discussions included topics such as online marketing and digital content, niche markets, ROI, performance measures and collateral. A sampling of other topics included engaging stakeholders,

research studies and the role of the DMO in product development.

Perennial topics such as board development and effectively communicating with stakeholders and elected officials about the work and value of the DMO were also on the agenda. Delegates 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—social media integration, guest service initiatives, seasonal campaigns, membership suite of services, community engagement ideas, extend-your stay programs, outreach to school students and even a "Breaking Bad" promotion using the buzz of the television show.

Thanks to our CEO Forum Planning Committee members and peer facilitators for guiding discussion and capturing

session comments—Bill Malone, Aaron McCreight, Anne Jenkins, Dale Lockett, Stephanie Nowack, Anand Patel, Joel Racker, Barbara Riddle, Wes Rhea, Julie Saupe and Jennifer Wesselhoff.

CEO Forum Signature Sponsors

Park City Chamber/Bureau CEO Bill Malone and Utah partners—Davis Area CVB, Ogden/Weber CVB, Visit Salt Lake, St. George Area CVB and Utah Valley CVB—hosted their peers at a reception at the new Park City Visitors Center and the group enjoyed a fun and informative evening at the Utah Olympic Park.

Madden Media—and representatives Kevin Madden, Brett Gordon and Jon Trumbull—sponsored a group reception and dinner at the Stein Eriksen Lodge for the delegates. TripAdvisor—and representative Steven Paganelli—sponsored a luncheon during the Forum.

Some of the comments shared by CEO Forum delegates about this year's event in Park City included:

"Fantastic conference...great connections, good content and perfect-sized event; really enjoyed having the opportunity to dialogue with so many people."

"Add a working luncheon session."

"My first one—very productive."

"More time."

"It is an amazing group of people who have ideas that help all of us grow professionally."

"Too many topics...need to combine/rank topics."

"The discussions, idea exchange and networking with fellow CVB CEOs have been invaluable."

"Would like to see more encouragement of sharing marketing collateral."

CEOs are searching for ways to stay fresh and keep their organizations nimble. The CEO Forum provides insight into the evolving challenges facing DMOs and those who lead them.

CEOs—plan to attend the 2014 CEO Forum, July 31 to August 2, in Solvang, California. Share your knowledge and expertise with your industry peers.



Delegates at the CEO Forum in Park City discuss a variety of hot topics facing destination marketing organizations and had a brief time out for some exercise.

WACVB Annual Conference

Continued from page 1

- Discover the steps, techniques and resources you need to manage negative attention in a way to protect and even elevate the brand of your destination.
- Garner visitor-profile research methods and strategies to strengthen your marketing efforts.
- Attend a forward-thinking workshop about transmedia storytelling.
- Learn about the Arena Benchmarking and Performance Reporting project.

Best Idea Program

A favorite component of the conference is Best Idea Program luncheon where members share innovative presentations about creative and imaginative approaches to marketing destinations and managing our organizations. Thanks to host PCMA/Convene for sponsoring the luncheon.

Roundtables

It's a new twist this year for the popular roundtables! We are bringing CEOs *and* staff members *together* in an open-discussion format with the conversations guided by peer facilitators. Plan to share ideas, challenges and solutions at these roundtables (by budget category).

Time with Peers

Spend time with peers at the Wednesday evening welcome reception at the Sheraton Universal—thanks to the hotel for hosting this event. On Thursday evening, the Los Angeles Tourism & Convention Board and its partners have planned an outing for delegates at the Hard Rock Café at CityWalk.

Bureau News

Continued from page 5

Visitor Services

■ With partnership support from the Port of Bellingham, **Bellingham Whatcom County Tourism's** ambassador program at the Bellingham Airport has now expanded to include the Bellingham Cruise Terminal. Moving through the terminal on Alaska Ferry days, currently Friday and Saturday, helpful ambassadors are easily identifiable by their "info vests," smiling faces and the information resources they dispense to passengers embarking or disembarking the Ferry. Talks are underway to develop a similar ambassador program at other high visitor-traffic locations—including downtown Bellingham and Bellis Fair Mall.

■ In late June, **Bellingham Whatcom County Tourism's** Visitor Services Ambassadors and Volunteers participated in a fam tour of Bellingham hotels that offer Park and Fly packages. They toured eight local properties, many of which offer either

shuttle or transport to Bellingham International Airport and, in some cases, to the Bellingham Cruise Terminal. The ambassadors and volunteers learned that Park and Fly packages continue to be very popular with Canadian visitors as BLI expands flights and carriers.

Websites

■ The **Yakima Valley VCB** has launched the Spirits and Hops Trail website (www.spiritsandhopstrail.com) to assist visitors and residents easily navigate the growing number of local craft breweries, cideries and distilleries throughout the region. In the last five years, the region has welcomed three new breweries, three distilleries and the largest producer of hard artisan cider in the state. The new site provides information and online mapping capabilities for these new businesses, and other tasting destinations throughout the Yakima Valley, including restaurants that feature locally crafted adult

Annual Conference Vendor Showcase

Special thanks to the companies that support WACVB through participation at the Annual Conference Vendor Showcase—many of them also serve as conference sponsors. During the conference, DMO representatives meet with suppliers to discuss advertising and publishing opportunities, research and marketing strategies, as well as multimedia and technology solutions.

[List as of August 28, 2013]

Continental Interpreting Services
Dowdle Folk Art
Drozian Webworks
iDSS – Internet Destination Sales System, Inc.
JackRabbit Systems, Inc.
Meetings Focus West
Madden Media
mobiManage
National Association of Sports Commissions
PCMA/Convene
Regatta Travel Solutions
Smart Meetings
Schneider Publishing
simpleview, inc.
Sparkloft Media
STR
Strategic Marketing Group
Tempest Interactive Media
TripAdvisor



beverages. The Yakima Valley is the top agricultural region in Washington state. In addition to growing 40 varieties of crops, the Valley produces 78 percent of the nation's hops. John Cooper, president & CEO of the Bureau, stated the visitors bureau will be marketing the site through a number of media channels, publicity and outreach to special interest groups. The website also contains a history of the hops industry, a blog with guest authors and a calendar of events of interest to beer, cider and spirits enthusiasts.

People On the Move

Jackie Alvarez has joined the Santa Monica CVB team as the new public relations coordinator, where she will support the year-round national and international public relations efforts by actively promoting Santa Monica story concepts and themes to media representatives. Joining SMCVB from Murphy O'Brien Public Relations, Alvarez brings experience in managing public relations efforts across a portfolio of travel, hospitality and lifestyle clients.

Visit Oakland has welcomed **Corinne Avganim** as its new marketing manager. Avganim has more than seven years of experience working with industry-leading brands in a diverse range of fields. In her experience, Avganim has developed fully functional websites for micro campaigns, managed social media activity and global content channels, developed marketing and branding strategies, established business relationships and managed cross-functional marketing campaigns. As Visit Oakland embarks on several large marketing and rebranding projects, Avganim's skills will be instrumental for the organization. Avganim will focus largely on strategic marketing, social media, advertising, promotions and design. She will oversee the online presence for Visit Oakland, increase engagement with and traffic to site and pages, and work closely with the Visit Oakland marketing department to manage the brand. Avganim has worked in many different facets as a marketer—from high-profile organizations such as Facebook and Mattel, to smaller up-and-comers like Chrome Industries and Roaming Hunger.



The Santa Monica CVB has promoted **Hannah Avol** to director of international business development. Six-year SMCVB veteran Avol will be primarily responsible for promoting Santa Monica internationally as a desirable travel and incentive destination, with a special emphasis on the European, Australian and New Zealand markets. In addition to selling the Santa Monica destination to tour operators, receptives and travel agencies, Avol will also be responsible for overseeing trade representation contracts in international markets and tracking and communicating results to SMCVB upper management and stakeholders. Avol received California Travel Association's "Emerging Leaders Award," presented to 30 individuals, 30 years of age or younger, who reflect California's exciting new leaders of tourism.

In July, the Anaheim Orange County VCB promoted **Colleen Cornett** to director of meeting solutions. Cornett was previously the Bureau's director of convention housing and now oversees both departments, including all convention-related events, as well as convention housing services. She will continue to interface with the convention sales department, meeting and event clients, and be more involved in destination promotion and convention service management.



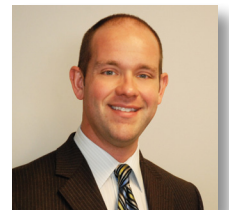
The Santa Monica CVB has welcomed Visitor and Operational Services Manager **Ben Gutierrez** to the Bureau. Gutierrez will oversee the retail, operations and personnel at all four SMCVB visitor services locations. He previously held the assistant marketing manager position at the Beverly Hills CVB where he oversaw the concierge and intern programs while simultaneously managing the daily operations of the visitor center. Gutierrez has previous experience consulting for community outreach firms, where he managed projects with private develop-

ers and various Los Angeles Metro transportation projects, including California High-Speed Rail.

Nika Jalali has been promoted to executive relations at the Santa Monica CVB. Jalali will leverage two years of experience with SMCVB to continue her efforts to streamline the execution of bureau-wide service initiatives. In addition to managing visitor services tourism programs such as "I am Santa Monica" and the Mobile Visitors Center, Jalali will also be responsible for coordinating conference services with the sales and marketing team, and for representing the SMCVB at various community events and functions. Jalali was recognized by the California Travel Association as an Emerging Leader Award recipient, identifying her as part of the next generation of leaders in the travel and tourism industry.

The Board of Directors of the Richmond CVB has selected **Beth Javens** as the organization's new executive director. Javens has an extensive tourism marketing and management background, including stints as the executive director of the Fairfield Tourism Association, director of sales for the Oxnard CVB and as director of sports/tourism promotion with the Greater Bakersfield CVB. In addition to her experience in the tourism industry, Javens served as the coordinator of Service Learning, Center for the Study of the Black Belt and Alabama Black Belt Heritage Area, University of West Alabama, and held management positions in an advertising agency and a downtown development authority. The Richmond CVB was created by a Tourism Business Improvement District (TBID) to market and promote tourism to the area, including overnight stays.

Todd O'Leary has joined the San Francisco Travel Association in the position of vice president, partnership. As part of San Francisco Travel's senior management team, O'Leary will provide proactive and overall vision, leadership, and strategic direction for the Partnership division, which recently launched an innovative



new structure to deliver greater value and opportunities to its partner businesses. The association currently has more than 1,500 partners, making it one of the largest membership-based destination marketing organizations in the nation. Beyond navigating the organization through the restructure of partnership, O'Leary will also oversee the development of high-level strategic partnerships, collaborate with San Francisco's neighborhood associations and partner businesses to maintain San Francisco's visible presence in communities throughout the city, and lead the Neighborhood Partners Program to introduce developing neighborhood businesses into the organization. O'Leary brings 12 years of experience with VISIT Milwaukee. Most recently, he was director of marketing and he has also held positions with the organization as director of membership, group tour manager, convention services manager, tourism assistant and he began his career there as public relations intern. O'Leary also worked at Midwest Airlines as senior sales manager for three years.

The Huntington Beach Marketing and Visitors Bureau has named industry veteran **Kelly Miller** as its new president & CEO, following the retirement of Steve Bone. Miller has 30 years of experience in all aspects of destination leadership, branding, sales and marketing. Miller most recently served as president & CEO of Tampa Bay & Company where he successfully initiated a comprehensive branding process and worked closely with the sales and marketing departments to attract more visitors. Prior to this, Miller spent 12 years as executive director of the Asheville CVB of the Asheville Area Chamber of Commerce, where he earned 'CVB of the Year' from the Southeast Tourism Society in 2002 and 2006. He also worked for the Atlanta CVB for six years, first as its 1996 Summer Olympic Games marketing manager, and then as the organization's first director of international marketing.



The Santa Monica CVB has promoted **Kelly Nagle** to communications manager. Nagle will spearhead SMCVB's strategic public relations program and be responsible for developing public relations campaigns that bolster Santa Monica's visibility domestically and internationally. In addition to consistently generating positive media coverage for Santa Monica as a premier travel destination, Nagle will also serve as the SMCVB liaison with regional tourism, non-profit and community partners. Nagle was recently recognized as a standout leader in the destination marketing field by DMAI when she was named to the organization's "30 Under 30" program.

Travis Pham has been promoted to manager of domestic services at the Santa Monica CVB. Pham will leverage two years of experience as SMCVB's sales manager to continue promoting leisure and corporate travel in targeted domestic and international markets. As SMCVB's representative to the travel trade market, Pham will generate group bookings from incentive, corporate, meetings, retail travel agent and tourism markets.

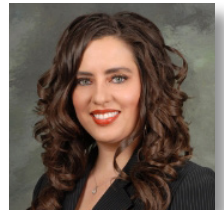
Lauren Rogers, CDME, has been promoted to director of global business development at the Santa Monica CVB. Five-year SMCVB veteran Rogers will build and oversee business development in the rapidly emerging Brazilian market by managing the in-market public relations and trade representation. Domestically, Chicago-based Rogers will partner with key associations in order to establish a growing awareness of Santa Monica as a meetings and incentives destination within Chicago and the Midwest. She is actively involved with MPI and the Chicago Chapter of the Global Business Travel Association.

Kodiak's tourism bureau has a new executive director. In mid-August, Discover Kodiak's Board of Directors selected **Chastity Starrett** for the top position. Starrett was previously Discover Kodiak's member services specialist.

As the Santa Monica CVB's accounting coordinator, newly appointed **Janie Thomas, CPA**, will be responsible for coordinating all areas of the organization's financial reporting. Thomas will develop and maintain SMCVB's accounting practices and procedures in addition to managing general ledger preparation and year-end budget preparation.

At the Santa Monica CVB, Global Sales and Services Assistant **Natalie Warren** will provide administrative support to the sales and services team by assisting with leads, trade show coordination, event planning and client follow-up. Warren comes to SMCVB with an extensive sales and event marketing background, having previously worked as an event marketing coordinator at Mad Dogg Athletics, where she was responsible for coordinating 20 worldwide events to promote the Madd Dogg brand.

The Marina del Rey CVB, which promotes Los Angeles' waterfront community as a destination for leisure and business travel, has named **Janet Zaldua** as its new executive director. Most recently, Zaldua was the director of marketing and communications for the Pasadena Center Operating Company (PCOC), which manages the Pasadena CVB, Pasadena Convention Center and Pasadena Civic Auditorium. During her tenure, she directed the marketing and communications efforts to build and enhance Pasadena's image as a desirable meeting and visitor destination. Zaldua serves on the board of directors for the Travel and Tourism Marketing Association and is a member of several tourism-related organizations. She joined the Marina del Rey CVB in mid-July.



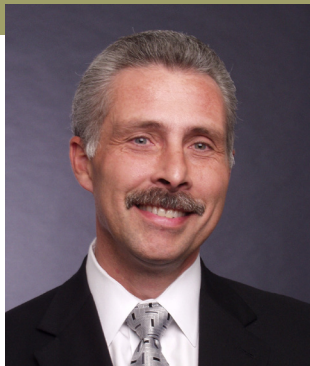
Awards and Kudos

Jonathan Walker Named WACVB's First Honorary Member

At its August Board meeting, the WACVB Board of Directors took action to name Jonathan Walker as the Association's first Honorary Member. According to the bylaws, the criteria for an honorary member is any person, who, in the opinion of the WACVB Board of Directors, has performed some distinguished service in or related to the field of convention and visitors bureau management and who is not currently a WACVB Active member. The Board selected Walker for honorary membership based on his record of service to WACVB and the Foundation. He served two terms (at different times) as WACVB Board President and one term as Foundation Board President, championed Foundation fundraising efforts for many years and is a past recipient of the Association's Spirit of Leadership award. Walker also served on the DMAI Board and the Foundation Board for DMAI. He was also active with state and local tourism and travel groups during his tenure at the Tucson Bureau.

When notified of his election to WACVB honorary membership, Walker graciously accepted. Okay, what he actually wrote in his email acceptance was, "How cool is that...and I graciously accept!"

Walker retired in March 2012 as president & CEO of the Metropolitan Tucson CVB (now Visit Tucson) after nearly 20 years with the organization. He began his destination-marketing career in Columbus, Ohio, at the Greater Columbus CVB and held positions with bureaus in Salt Lake City and Phoenix. During his career, he also earned the professional designation of Certified Destination Management Executive (CDME). Prior to his DMO career, Walker was in banking and held positions as a branch manager and loan officer.



Executive Director Teresa Stephenson and Staff Team Honored

In a surprise presentation at the August 9 CEO Forum dinner in Park City, the Boards of the Association and Foundation honored Executive Director Teresa Stephenson with a recognition gift. WACVB Board Chair Jennifer Wesselhoff noted the collective appreciation of the work that the Association Resource Center (ARC) staff team performs on behalf of the Association and Foundation. Stephenson commented that she been fortunate to work for and with many talented and committed Board members during her tenure with both organizations. She serves as executive director of both the Association (since 1990) and the Foundation (since 2001). In post-event correspondence to Board leaders, Stephenson noted that "It continues to be gratifying to work in the best interests of the members to ensure that staff is working to elevate the industry and provide valuable programs, services and resources for local DMO leaders and their teams."



New CDMEs from WACVB-member Bureaus

Several representatives from WACVB-member organizations have earned their Certified Destination Management Executive (CDME) designations. The integrated executive program is specifically designed for the destination marketing industry. The CDME program is designed to better prepare senior DMO executives and managers for increasing change and competition and to become more effective organizational and community leaders. The program focuses on vision, leadership, productivity and strengthening business acumen.

The following individuals—from WACVB-member bureaus—were recognized at the DMAI Annual Convention in Orlando in July.

- Keith Backsen, Vice President, Visit Spokane
- Kim Baker, Director of Marketing, Santa Monica CVB
- Jennifer Johnson, Director of Finance, Monterey County CVB
- Todd O'Leary, Vice President of Partnership, San Francisco Travel Association
- Wes Rhea, CEO, Stockton CVB
- Lauren Rogers, Director, Sales & Services, Santa Monica CVB

SGMP Award

Brynn Kloster, director of convention & group sales with the Yakima Valley VCB, has been recognized as Associate of the Year by the Pacific Northwest Chapter of the Society of Government Meeting Professionals (SGMP). Kloster was recognized for service as a chapter board member and for her assistance in improving the chapter's website and educational programs. She has been with the Yakima Valley Visitors & Convention Bureau for seven years.



Park City Named Outside Magazine's "Best Active Town"

Outside magazine has selected Park City as the winner in its search to determine the best active town in America after a selection process that included an online voting competition via Facebook. As the "Best Active Town," Park City is featured in the September issue of Outside magazine.

"The high level of community participation in this competition is reflective of the passion that Parkites have for their community. With nearly 10,000 acres of skiable terrain, 7,000 acres of open space and more than 400 miles of trails including some of the sweetest single track in the country, we are an outdoor enthusiast's dream," said Park City Mayor Dana Williams.

After several rounds of vetting, the top ten finalists were chosen and put up for a three-week vote on Facebook. No place was as passionate as Park City, which received two-thirds as many votes (5,179) as it has residents.

"It truly is an honor to be recognized as a place that has a population that is so passionate about the outdoors," says Bill Malone, president & CEO of the Park City Chamber/Bureau. "In addition to the natural environment, we are blessed to have a community that has such a plethora of great shops, restaurants, accommodations, events and activities which cater to our lifestyle. It's a great community for people with a zest for life."

To select the town deemed the best place to live healthy, Outside started with the American College of Sports Medicine's annual list of 50 healthiest cities, and added a few small and midsize active towns that the metro-centric pool overlooked. Local runners, cyclists, climbers, and surfers were consulted to narrow the finalists to the top ten places that had easy access to healthy food, work, great trails, beaches and mountains.

Park City, Utah, was awarded the top slot among a list of cities that included Bozeman, MT; San Diego, CA; Boston, MA; Oklahoma City, OK; Spokane, WA; Greenville, SC; Honolulu, HI; Carbondale, CO and Waitsfield, VT.

In Memoriam – Andrella Cross

In August, the Utah Valley CVB lost long-time valued employee Andrella Cross. In her memory, the Bureau established a Hospitality Scholarship Fund through the Utah Valley University Foundation to benefit students studying hospitality and tourism.

"Visitors could count on a big smile and friendly greetings from Andrella," said Joel Racker, president & CEO of the Bureau. "She always welcomed the locals and tourists alike. Her hospitable personality will be missed by tourists and Utah Valley's hospitality community."

Andrella worked for the Utah Valley Convention and Visitors Bureau for more than 10 years and gained friends throughout Utah Valley's hospitality community and visitors who would annually stop in the Visitors Center to see her. Staff and friends will miss her contagious smile and willingness to put others first.

"People were instantly aware of Andrella's genuine helpfulness upon meeting her. Whether booking a hotel room, calling an attraction for additional information or referring families to a local favorite restaurant, Andrella was always willing to help visitors," said Charlene Christensen, director of services and marketing. "She had a knack welcoming visitors with sincere friendliness. She touched the lives of many in the tourism industry."

The Andrella Cross memorial hospitality scholarship has been established to help students studying hospitality and tourism at the Utah Valley University Woodbury School of Business.



Tourism Vancouver's Rick Antonson to Retire

After 20 years heading one of the world's most dynamic DMOs, Tourism Vancouver's President & CEO Rick Antonson will leave to become a full-time book author in June 2014. Under Antonson's leadership, Tourism Vancouver has played a significant role in shaping Vancouver and British Columbia's future. Tourism Vancouver launched the bid for the Vancouver 2010 Olympic & Paralympic Winter Games where Antonson served as a Games Ambassador. Tourism Vancouver also initiated the Vancouver Convention Centre Expansion Task-force, which led to the new centre that is partially funded by Tourism Vancouver's \$90-million investment. A wide range of programs began during Antonson's watch, including the organization's partnership with the City of Vancouver on *Keep Vancouver Spectacular* (an annual clean-up initiative now in its 19th year), Canada's largest restaurant promotion, *Dine Out Vancouver Festival* (now in its 12th year) and creating *Tickets Tonight*, which sells more than \$3.5 million in performing arts and event tickets each year. Antonson chaired DMAI, served as deputy chair of the Pacific Asia Travel Association, was a founding board member of the Canadian Tourism Commission and is currently president of Pacific Coast Public Broadcasting. He also chaired development of the TaxiHost driver-training program, which has seen thousands of drivers graduate from the Justice Institute's program in the past 17 years.

Antonson is author of the widely acclaimed book *To Timbuktu for a Haircut: A Journey Through West Africa*. He also authored *Route 66 Still Kicks: Driving America's Main Street*, which the New York Times called "one of the best books of the bunch" in their year-end travel book roundup (2012). He is co-author of the British Columbia bestseller *Slumach's Gold: In Search of a Legend*. His forthcoming book is *Full Moon Over Noah's Ark: An Odyssey to Mount Ararat*. Antonson said, "I've long wished for a few years to concentrate on book topics I'm interested in researching, and I'll now pursue a writing career full-time."

Antonson will remain as CEO until June 2014 or until his successor has been hired.

Welcome New Members

IN CALIFORNIA...

AMADOR COUNCIL OF TOURISM

P.O. Box 40
Sutter Creek, CA 95685
(209) 267-9249
www.touramador.com
info@touramador.com
Maureen Funk, Executive Director

HUMBOLDT COUNTY CONVENTION & VISITORS BUREAU

1034 2nd Street
Eureka, CA 95501-0541
(707) 444-6635
www.redwoods.info
tony@redwoods.info
Tony Smithers, Executive Director

DISCOVER TORRANCE VISITORS BUREAU

3400 Torrance Boulevard, Suite 100
Torrance, CA 90503
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www.discovertorrance.com
ralph@discovertorrance.com
Ralph Witsell, Executive Director

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www.visitubasutter.com
kristy@yubasutterchamber.com
Kristy Santucci, CEO

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www.visitaaurora.com
garywheat@visitaaurora.com
brileypeters@visitaaurora.com
Gary Wheat, President & CEO
Briley Peters, Director Marketing

IN NEVADA...

PAHRUMP TOURISM & CONVENTION COUNCIL

400 North Highway 160
Pahrump, NV 89060
(775) 727-5107 ext. 310
www.visitpahrump.com
aledbetter@pahrumnpnv.org
Arlette Ledbetter, Tourism Director

IN OREGON...

CITY OF SEASIDE VISITORS BUREAU

989 Broadway
Seaside, OR 97138
(503) 738-3097
www.seasideor.com
jrahl@cityofseaside.us
Jon Rahl, Director of Tourism

IN WYOMING...

SWEETWATER COUNTY JOINT TRAVEL & TOURISM BOARD

404 N Street, Suite 304
Rock Springs, WY 82901
(307) 382-2538
www.tourwyoming.com
admin@tourwyoming.com
Jenissa Bartlett, Director

Resource Library

Member Submissions Add Value

You may not need to reinvent the wheel! The Resource Library has annual reports, job descriptions, policy manuals, evaluation forms, marketing program ideas, and more.

The library is at www.wacvb.com – click on Resource Library. This member service is available to WACVB-member bureaus and their staff members—a username and password is required—instructions are online regarding library access.

We invite members to submit materials for the library, please send your pdf documents to WACVB staff at info@wacvb.com.

Recently Added Materials

BIDs (Business Improvement Districts)
Fairfield TID_MDP 2013

BOARDS and BYLAWS
Bylaws
Fairfield Bylaws 2012

BUREAU CONTRACTS
Fairfield_Agreement2013

HUMAN RESOURCES
Job Descriptions
Communications/Public Relations
Fairfield Communications Manager

RFP TEMPLATES
Web Design
Fairfield Website RFP

2013-14 Calendar of Events

Annual Conference & Vendor Showcase

September 18-20, 2013 • Universal City, California (LA area)
Sheraton Universal Hotel

Destination Marketing Tech Summit & Vendor Showcase

March 12-14, 2014 • Portland, Oregon
Portland Marriott Downtown Waterfront

CEO Forum

July 31-August 2, 2014 • Solvang, California
Hotel Corque