

2012 Annual Conference

Adventures in Selling Your Destination

PG-4



Bureau News

Branding, Campaigns, Social Media

PG-9



Above and Beyond

Dancing with the Stars

PG-20

WACVB

Published by the Western Association of Convention & Visitors Bureaus

For Member Bureaus ~ June 2012

newsnotes



CEO FORUM

AUGUST 2-4, 2012 • HYATT REGENCY
MONTEREY, CALIFORNIA

organizations—whether you're an experienced bureau leader or a newly minted CEO.

Bureau leaders will assemble for the 23rd annual CEO Forum,

that shape the operation of DMOs, escalating technology, as well as marketing strategies for new and existing programs.

Two Value-added Sessions This Year

Joining us at the CEO Forum to lead the Thursday afternoon session, **"Humble Boldness – Moving Beyond the Comfort Zone,"** will be Jeff Shore. We all want strong partnerships, robust business relationships, remarkable opportunities and astonishing success, but none of these things happen when we limit ourselves to the boundaries brought on by our desire for comfort. The victories—in all areas of life—go to the bold. It is up to each of us to chart the bold path and to take the bold actions, even when our brain tells us that comfort is a beautiful thing.

And, we've added the program, **"It's All About Relevancy"** early Saturday morning, focusing on the ROI chal-

New and Veteran Leaders Welcome

Attention CEOs: Join your fellow bureau leaders to share insights into challenges facing DMOs, explore industry priorities, and determine how to best market your destinations and lead your organizations.

The CEO Forum is designed exclusively for leaders of destination marketing

August 2-4, at Hyatt Regency Monterey, hosted by the Monterey County CVB. [Complete schedule and event details in the registration brochure posted at www.wacvb.com.]

CEOs set the Forum agenda to discuss leadership and change, economic and travel industry issues influencing the convention and visitor industry, political and governmental decisions

Continued on page 8

Foundation News

Save Money While You Attend Industry Education Programs!

WACVB Foundation Scholarships Available

Information and application forms at <http://www.wacvb.com/foundation.html>

The WACVB Education & Research Foundation has these scholarships available:

- 2012 CEO/Senior-level Staff Scholarships (up to \$850 each) for attendance at industry programs/conferences—such as the CEO Forum—or for classes at accredited institutions **(2 scholarships available—application deadline extended to July 6)*****
- 2012 Annual Conference Scholarships (includes registration and lodging/travel) to attend the September 19-21 program in Eugene, Oregon. **(4 scholarships available —application deadline July 27)**
- 2013 Destination Marketing Tech Summit Scholarships (includes registration and lodging/travel) to attend the April 17-19 program in Mesa, Arizona. **(4 scholarships available—application deadline February 15)**



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

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



New York City Trip Raffle Fundraiser

Funds Support Scholarship Programs

The trip package includes:

- A week's stay for two in New York City sponsored by [simpleview, inc.](#)
- Roundtrip airfare (coach) for two to/from New York City sponsored by [Madden Media](#)
- Dinner and a Show for two while in New York City

Since 2003, the WACVB Foundation has awarded more than 80 industry-education scholarships to CVB personnel and issued more than \$14,000 in research project grants.

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

Purchase Your Tickets

1 ticket = \$25 • 5 tickets = \$100

The Foundation will be selling raffle tickets for the New York City Prize Package at the August CEO Forum and September Annual Conference. A downloadable raffle ticket form is available on the WACVB website at <http://www.wacvb.com/foundation.html>.

Business of Bureaus Video Learning Modules

The WACVB Foundation offers the **Business of Bureaus** training video series for DMO professionals. The video modules are designed as internal training tools for those new to the CVB profession or those who wonder how the other bureau departments function. If you want to see the whole bureau picture, you'll want to view these video modules and related library materials. The video modules serve as valuable orientation resources for new staff or refreshers for other staff.

They are available via streaming video at the WACVB website or on individual DVDs available for purchase. In addition, materials in support of each video module have been added to the WACVB Resource Library. The WACVB Resource Library is at http://www.wacvb.com/order_materials.html

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

Business of Bureaus Video Modules

- Module 1: Media Relations & Community Relations
- Module 2: Leadership and Management
- Module 3: Marketing and Advertising
- Module 4: Sales (Conventions, Meetings, Sports & Leisure)
- Module 5: Services (Convention & Leisure)
- Module 6: Social Media



2012 Tech Summit Foundation scholarship recipients in Pasadena (L to R) Jim Reikowsky, Communications/PR Manager & Membership Coordinator, Vallejo CVB; Janet Buckingham, Executive Director, Kodiak Island CVB; Joey Combs, Director of Social Media Marketing/Web Manager, Vacaville CVB; and Alan Humason, Executive Director, Yolo County Visitors Bureau.

Tech Summit Scholarships

The WACVB Education & Research Foundation granted scholarships to four CVB representatives who attended the March 2011 Destination Marketing Tech Summit & Vendor Showcase in Tempe, Arizona. Each Foundation scholarship included Summit registration and travel expenses.

- Janet Buckingham, Executive Director, Kodiak Island CVB
- Joey Combs, Director of Social Media Marketing/Web Manager, Vacaville CVB
- Alan Humason, Executive Director, Yolo County Visitors Bureau
- Jim Reikowsky, Communications/PR Manager & Membership Coordinator, Vallejo CVB

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

Materials for next year's Tech Summit scholarship program are posted to the WACVB website; click on the Foundation button.

Calendar of Events

2012-13

CEO Forum

August 2-4, 2012
Hyatt Regency Monterey
Monterey, California

Annual Conference & Vendor Showcase

September 19-21, 2012
(Yes, September)
Hilton Eugene and Conference Center
Eugene, Oregon

Destination Marketing Tech Summit & Vendor Showcase

April 17-19, 2013
Mesa, Arizona

ANNUAL CONFERENCE

September 19-21 • Eugene, Oregon



panelists, meeting professionals, and industry experts.

- selling leisure travel to your destination
- selling to meeting planners with a focus on technology usage and influencers
- the sales process with partners/members and sponsors

Eugene to Host WACVB Annual Conference

September 19-21

“Adventures in Selling Your Destination” is the theme for this year’s Annual Conference in Eugene, Oregon. The Travel Lane County team, lead by CEO Kari Westlund, is ready to welcome industry colleagues from the West.

The 2012 WACVB Annual Conference & Vendor Showcase is scheduled for September 19-21 at the Hilton Eugene and Conference Center.

“Adventures in Selling Your Destination” focuses on ‘sales’ as the platform for all bureau departments as well as selling the value of one’s DMO.

The Annual Conference Planning Committee is busy confirming sessions and speakers. The changing dynamics of selling and learning to maximize selling opportunities will be the opening keynote session at the conference. Michele Joseph with Master Connection Associates will open the conference addressing today’s ultra competitive selling environment. She will focus her remarks on building and reinforcing relationships, client engage-

ment and showing DMO value in today’s world.

Popular speaker Marla Johnson Norris with Aristotle will present, “Before You Buy that Corvette, Deal With the DMO Midlife Crisis,” to address the questions: What is a DMO supposed to be these days? What are you selling your industry partners?

Todd Davidson, CEO at Travel Oregon, will address new opportunities for destinations at the national level

At one of the luncheon meetings listen to the Best Idea Program presentations and applaud the award winners.

With a ‘sales’ focus top of mind, workshop speakers will present the following topics via case studies and best practices. Learn from DMO

- sales technology tools and usage
- selling to the sports market and evaluating events for your destination
- the changing dynamics of selling and working your hotel partners

The popular CEO and staff specialty roundtables continue as part of the conference offerings.

The conference also includes the Best Idea Program featuring the “best new idea you’ve implemented during the past year” via an electronic entry form (no fee). The entry form is online at http://www.wacvb.com/event_forms/bestidea.html. Enter your idea(s) by August 17.

Continued on page 5

Annual Conference

Continued from page 4

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

We'll get to know the destination a bit more during the Wednesday evening offsite reception at the Eugene, Cascades & Coast Adventure Center in Springfield; it is the region's most comprehensive visitor resource and tourist information center. You'll want to see this innovative center, which may inspire you to stay and explore the area after the Annual Conference.

On Thursday evening, delegates will savor a farm-to-table dinner in Creswell, featuring seasonal and local ingredients. Our dinner hosts will be Travel Lane County and its partners.

The Planning Committee—Sara Toliver, Kari Westlund, Janis Ross, Tracy Farhad, Bob Brown, Wes Rhea—invite you to attend the 2012 Annual Conference.

Mark your calendar and join DMO peers for industry education at the Annual Conference.

About Lane County Oregon

www.eugenecascadescoast.org

You will want to extend your stay after the Annual Conference to see and enjoy Lane County.

At the center of Lane County, in the southern portion of the Willamette Valley, is Eugene-Springfield—an inviting metropolitan area with a friendly character, strong academic influence, acclaimed arts community, sustainable consciousness, and passion for sports and outdoors.

One of America's most livable communities, the metro area is a lively blend of arts and culture, numerous parks and gardens, culinary offerings and miles of running and bike trails. The area's bike bridges that span the Willamette River are more numerous than those for vehicular traffic, making Eugene consistently ranked among the top running and bicycling destination in the country.

Continued on page 20



Inspire...and Be Inspired! Give Us Your Best Idea!

WACVB Best Idea Program

Industry and peer recognition, bragging rights and a gleaming award could all be yours! Is this your year to win a coveted Best Idea Program award?

Let's get the momentum going for WACVB's **Best Idea Awards Program** at this year's Annual Conference in Eugene, Oregon—September 19-21, 2012.

Do you have a new marketing campaign or membership project to brag about? If so, we invite you to submit any new projects your bureau has undertaken in the Best Idea Program (no entry fees).

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

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

Best Idea submissions are due by **August 17, 2012**. A Board-appointed Task Force reviews the Best Idea submissions and invites panelists from selected bureaus to present their best ideas at the Annual Conference in Eugene. Best Idea presentations will be at the Thursday conference luncheon.

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

Congratulations to last year's award recipients:

- **Albuquerque CVB**
My Story is Written in Albuquerque (Local Campaign)
- **Visit Oakland**
Revamping Our Brand with 99Designs
- **Visit Salt Lake**
SLC Summer Crew Campaign
- **San Francisco Travel Association**
49 Hours of SF: Arts & Culture

Tech Summit Popularity Continues

New Lab Sessions This Year

The Destination Marketing Tech Summit & Vendor Showcase in Pasadena had it all—new lab sessions, dynamic speakers, friendly peers and vendors and pleasant spring weather. (As a bonus—it was Restaurant Week while we were there!)

More than 100 destination marketers representing nearly 70 western DMOs learned technology strategies and solutions for their organizations at the Summit.

The Tech Summit featured technology, marketing and research experts. Delegates and exhibitors listened to dynamic keynote presentations,

or excellent. (This was WACVB's first-ever conference in Pasadena.)

This year's Tech Summit included two new offerings on Wednesday afternoon—a Facebook Lab presented by the Sparkloft Media team and a Google Analytics Lab presented by Ryan Grimes with SEO Marketing.



Attentive delegates at one of the well-attended Tech Summit workshops in Pasadena.



Members of the Sparkloft Media team (l to r) Martin Stoll, Stefanie Kanter, Jamie Kerr and Florian Herrmann relax after presenting an information-packed Facebook Lab.

gathered strategies at informative workshops, and collected information about technology products and services.

Ninety-eight percent of the CVB delegates completing the event evaluation survey ranked the Summit general sessions as good or excellent. And, 95 percent of survey respondents ranked the workshops as good or excellent. Congratulations to our Pasadena hosts, nearly 98 percent of survey respondents ranked the destination as good

In the opening keynote session, Robert Rose, co-author of the book *Managing Content Marketing* and lead strategist with the Content Marketing Institute, discussed how to get beyond the buzz and use content to drive real marketing results.

Erin Francis-Cummings from Destination Analysts discussed resources travelers use to plan and execute their leisure trips and which of these resources has the greatest propensity to generate ROI for destinations. She shared the latest results of *The State of the American Traveler* survey and other recent related research.

Perennial favorite speaker Martin Stoll from Sparkloft Media received the highest ranking of all the Summit sessions for his general session, "It Is Facebook's World: You Are Only Sharing It." Stoll noted that almost half the world's online population is



on Facebook and, whether you LIKE IT or not, as a marketer you have to be there as well.

William Bakker from Think! Social Media presented an inspirational look at social media marketing as it relates to

travel and related how technology continues to alter the consumers travel decision-making process and the implications for tourism marketing. He also highlighted the Dallas CVB's Super Bowl Campaign for idea generation for destinations.

Delegates had a variety of content-rich workshops to choose from at the Summit, beginning with the witty and informative "101 Workshop: How the Internet Works," presented by Bobby Taylor from the Anaheim/Orange County VCB.

Social media opportunities for the meetings and events industry included key selling and closing tools to benefiting the destination itself by fostering increased attendance and attendee activity. In another workshop, the presenters shared case studies (and lessons learned) regarding DMO website development, whether working with an outside developer or using only in-house staff and open-source technology.



The outdoor reception on the Civic Plaza, courtesy of our Pasadena CVB hosts, includes savory food and springtime weather.

Brian Matson, marketing director at the Fargo-Moorhead CVB, taught delegates how to “think like a videographer” with storyboarding and visual storytelling tips, and how video can rock your SEO when done right.

The “State of SEO in 2012 and Beyond” workshop with Arnie Kuen from Vertical Measures had some terrific takeaways for attendees, noting that a well-organized organic search optimization effort is a core component of any online marketing initiative.

A case study-based workshop about “More Effective Email Marketing” provided information about growing your opt-in email list, improving open rates, optimizing your email creative to better engage readers and garner higher click-through rates and doing more effective A/B split tests to improve bottom-line performance.

During the “Tracking ROI from Your Online Efforts” workshop, presenters Brett Gordon and Steven Paganelli from Madden Media addressed the question: Should social media be measured the same as other efforts? From awareness to conversion, this session looked at the often intersecting ROI of web and mobile marketing, eCommunications and the relevancy of sweepstakes and contests.

Mobile as a critical part of a DMO’s online marketing strategy was addressed by Elena Prostova from Miles Media. The workshop provided the building blocks of a leading mobile marketing strategy for DMOs. The latest mobile travel research was also shared.

In the session, “How to Make Google Work for You,” the presenter shared best practices for choosing keywords, creating ads and developing landing pages that will grab visitors and keep them engaged and result in a robust account with many campaigns that bring traffic to the website from a variety of audience segment searches, technology platforms and geographies.

A special thank you to all of the speakers—they

presented new and complex ideas. Many of the Tech Summit presentations are online at <http://www.wacvb.com/presenters.html>.

As a special courtesy to WACVB, mobiManage again sponsored and created a Tech Summit mobile site for attendees. In addition to session, speaker and destination information, the conference site included a handy text alert notifying attendees 10 minutes before the start of each session.

At the closing luncheon on Friday, two lucky delegates took home WACVB conference registration certificates—complimentary registration for the 2012 Annual Conference in Eugene and a complimentary registration to the 2013 Tech Summit.

Thanks to the team at the Pasadena CVB and Pasadena Operating Company for serving as the Summit hosts. Special thanks to Christine Carchia, Janet Zaldua, Erin van Ark, and Mike Ross.

Also, hats off to the Tech Summit Planning Committee for recommending programs topics, securing speakers, introducing sessions at the Summit, and posting Tweets about the sessions.

Mark your calendar for the 2013 Tech Summit—April 17-19 in Mesa, Arizona.

Post-event Tech Summit Buzz

The delegates, speakers and vendors tell the story of the 2012 Tech Summit.

“The Tech Summit was great! I just wish I had two weeks to do nothing except implement all of the new ideas I learned while there.”

—Ashley Johnson, Marketing Director, Laguna Beach VCB (delegate)

“I know I’m late in communicating this, but this year’s Tech Summit was absolutely fantastic! Huge value!”

—Wayne G. Griffin, ACE, President & CEO, Catalina Island Chamber of Commerce (delegate)

“I just wanted to thank you so much for inviting me to speak at the Tech Summit. What a great group.”

—Robert Rose, Chief Troublemaker, Big Blue Moose (speaker)

“I had to catch flight so I didn’t get a chance to say it was so nice being a part of the WACVB conference. We made some great connections and look forward to being involved in future events.”

—Nicki Holtzmann, National Advertising, Chicago Sun-Times (vendor)

“What a great Tech Summit, definitely the best one I have attended so far! Thanks! And keep up the great work!”

—Brenda K. Ball, Operations/Digital Media Specialist, Solvang CVB (delegate)

“You did another fabulous Summit job. The speakers and topics again were just what I needed for further information or for that little shove to get going on some things I haven’t had the confidence to jump right into! And, Pasadena was such a great surprise! I’d like to go back for another visit. With a brain full of new info to make my job better.”

—Mary Brelsford, Communications Manager, Olympic Peninsula Visitor Bureau (delegate)

“I was really glad that we learned about your Tech Summit in time to attend it. Very productive and educational for me. Please do let us know once next year’s event is announced.”

—Jenn Seva, Business Development Program Manager, Groundspeak - The Language of Location (vendor)

“As newcomers, we really appreciated the support leading up to the show and the help when we arrived. Great conference; you lined up terrific speakers and everything went smoothly.”

—Allen Matsumoto, WonderGuides (delegate)

“You put on another excellent conference.”

—Erin Francis-Cummings, Managing Partner, Destination Analysts, Inc. (speaker)

“I enjoyed the conference and found it very informative...but the information outpaced my note-taking skills.”

—David Attaway, CEO, Placer Valley Tourism (delegate)

Salary and Budget Online Surveys

ATTENTION: CEOs

Participate beginning in late July...your colleagues will thank you!

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

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? If so, complete the 2012 edition of the Bureau Budget Survey and encourage your fellow CEOs to do the same. 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. The Bureau Budget Survey is a "members-only" program, with results accessible only to survey participants.

New this year: We've added a question tabulation feature to the Bureau Budget Survey. Now get results via the standard bureau 'profile' or download the tabulation version.

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

Remember, more participation means more relevant data. Your industry colleagues will appreciate your participation!

Salary & Benefits Survey

Everyone is interested in salaries and benefits for DMO CEOs and staff!

The 2012 edition of the WACVB CEO and Staff Salary & Benefits Survey will be online later this summer for completion. As with all WACVB surveys, the salary and benefit survey is a participatory survey, with access to results only available to those member bureaus completing the online survey.

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

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

CEO Forum

Continued from page 1

challenge, the reality of funding sources, and the DMO industry model...what are the alternatives? Mitch Nichols will present this session.

For those who have attended past CEO Forums, we'll still have time for our traditional roundtable discussions, budget sessions, and Marketing Idea Exchange...in addition to these value-added workshops. There will be plenty of time to interact with the presenters and your CEO colleagues.

Special thanks to our event sponsors. Madden Media will host the Thursday evening group reception and dinner at the Hyatt Regency. The Monterey County CVB will host the Friday evening offsite reception and dinner at the Monterey Museum of Art-La Mirada.

The CEO Forum also features several group activities, including the WACVB Education and Research Foundation golf tournament, a fundraising event for the Foundation. [See schedule of events in the registration brochure posted at www.wacvb.com.]

The CEO Forum Planning Committee members – Tammy Blount (Monterey County), Bill Malone (Park City) and Jennifer Wesselhoff (Sedona) – look forward to welcoming you to this year's event.

For more information about Monterey County, visit www.seemonterey.com.

Plan to attend the 2012 CEO Forum—it's a great opportunity to find ideas to keep your organization nimble.



Bureau News

more convention, meeting, and leisure tourism business, said Mark Liberman, president & CEO.

■ Greater Palm Springs, California,

launched an all-new brand for the destination and its destination marketing organization in early May.

Repositioning the entire area as the Greater Palm Springs Oasis with the maxim: *A Brand New Day*, and the announcement that **Greater Palm**

Advertising

■ **Visit Oakland** has announced the launch of its first advertising campaign for tourism to Oakland. The campaign highlights the city's attributes and attractions through the eyes of local celebrities, giving visitors and potential travelers to the city a first-hand look at the many offerings of Oakland. The intention of the campaign is to provide an overarching identity for outgoing tour and travel communications, which will be implemented across a variety of media including print, online, video, radio and direct marketing initiatives. The slogan, "**Oakland. To Know it is to Love it,**" captures the pride that locals have for the city and the importance of getting to know Oakland beyond its misconceptions. The campaign is focused on four initiatives: Arts & Culture, Music & Entertainment, Food & Nightlife, and Meetings & Groups, four significant audiences



for travel to the city. The individuals included in the campaign are local contributors to the arts, entertainment, and food scene and are prominently featured throughout the ad campaign. The micro site, oaklandloveit.org, contains insider guides to the city's diverse neighborhoods as well as discounted hotel and meeting promotions. Visitors to the site can also utilize the social media aspects, including Facebook, Twitter, Instagram and YouTube feeds and shareable



Instagram

links. Followers are encouraged to participate in the campaign by using the hashtag #oaklandloveit on Twitter and Instagram.



Branding

■ In March, **Travel Medford**, formerly known as Medford Visitors & Convention Bureau, announced a new destination brand for Medford & The Rogue Valley. The new brand is built around the tagline, *Great Performances Daily*. Describing it further, Travel Medford Senior Vice President Anne Jenkins says, "It encompasses the many passionate and creative artists across all industries and the innovative work they produce every day." An additional component of the rebranding was the creation of brand personality and the identification of four key experiences most representative of Medford & The Rogue Valley: Arts & Culture, Artisan Foods, Wineries and Events. Complementing these four are five companion experiences: Outdoor Recreation, Crater Lake, Fresh Produce, Sports and Our Small Towns & Downtowns.



■ The destination-marketing organization, LA INC. will now be known as the **Los Angeles Tourism & Convention Board**, the group announced on April 2. The change is more consistent with the strategic goal of capturing



Springs Convention and Visitors Bureau will be the new name for the former Palm Springs Desert Resort Communities Convention and Visitors Authority. The brand is designed to reflect how the destination has evolved and progressed over the past decade, and to unify the nine-city resort community into one destination. The brand launch included the presentation of a new identifying oasis infinity logo for the destination, consisting of nine loops symbolizing not only Greater Palm Springs' nine cities but its nine Brand Pillars – the physical and emotional principles on which the brand is built and are part of every city experience. "The pillars represent our brand promise—what our visitors can expect to experience and how the brand will deliver," said Scott White, Bureau president & CEO. The pillars are:

Sanctuary – Spacious places of escape, from historic to quaint to modern and resort

Continued on page 10

- Seductive – Enticing the senses and passions
- Sensory – Not just a place, but a collection of experiences that engage all the senses
- Serene – An oasis of calm and quality relaxation
- Spectrum – Alive with color, light, discovery, from sunrise to sunset
- Spirit – Enriching, nourishing, rewarding and connects
- Sport – A Mecca for outdoor adventure and activity
- Style – Timeless, chic, unique lifestyle, architecture, art, fashion and music
- Sunny – Our 360 days of clear blue skies changes your outlook and warms your heart

■ The Tuolumne County Visitors Bureau has launched its new interactive website at www.yosemitegoldcountry.com, which has video, blog, translation capabilities and more. The destination has branded itself as: Yosemite North/Gold Country! making it more recognizable for marketing.

Campaigns

■ This is West Hollywood, and this is the Summer of Music. Launched June 11 by the West Hollywood MVB, the Summer of Music campaign celebrates West Hollywood's legendary music heritage and this summer's epic roster of music experiences at famed venues, clubs and hotel concert series. Fans can stay updated at the relaunched website, www.visitwesthollywood.com, which features extensive calendar listings and expanded music content. The site is also the official home of the Summer of Music Sweepstakes and Original Song Contest. Music fans can enter to win one of eight weekly prize packages with hotel stays and music-themed gifts. Or, those wishing to channel their inner rockstar can enter the Original Song Contest (open to amateurs and pros) with a \$5,000 grand prize that includes an Ultimate Rockstar Getaway to West Hollywood during the Sunset Strip Music Festival and \$1,000 cash. The original song must include West Hollywood in the lyrics and/or theme. "Music is in West Hollywood's DNA. The Summer of Music campaign recognizes the city's legendary music heritage and promotes the vibrant music scene in West Hollywood today," said Brad Burlingame, president & CEO of the West



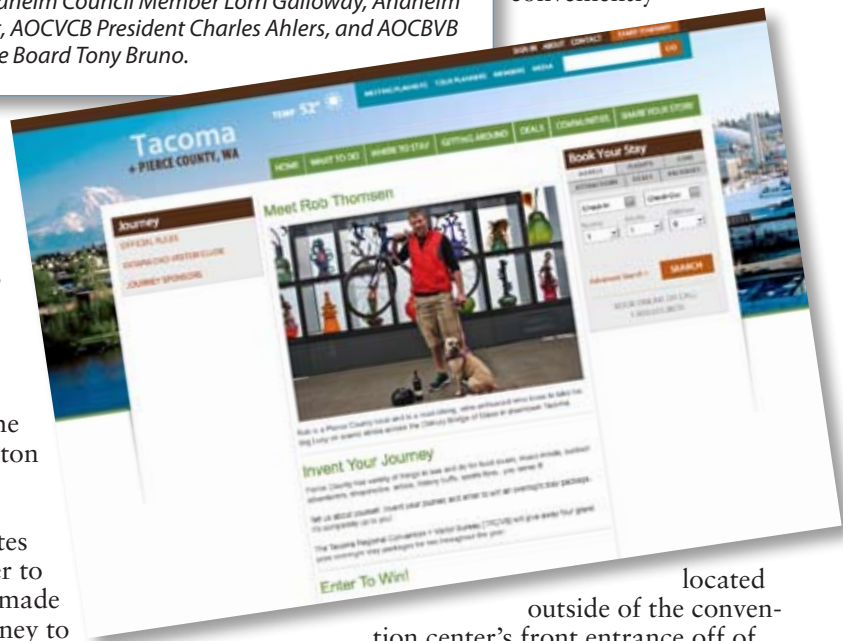
The Anaheim Convention Center's Grand Plaza groundbreaking (left to right) included Convention Center, Sports and Entertainment Executive Director Tom Morton, Anaheim Council Member Kris Murray, Anaheim Council Member Lorri Galloway, Anaheim Mayor Tom Tait, AOCVCB President Charles Ahlers, and AOCBVB Chairman of the Board Tony Bruno.

Convention Centers/Unique Venues

■ On May 15 the Anaheim/Orange County VCB and the City of Anaheim hosted a ceremony to celebrate the ground-breaking of the Anaheim Convention Center's Grand Plaza. The Grand Plaza will be a 100,000-square-foot outdoor and special event space conveniently

Hollywood MVB.

■ In March the Tacoma Regional CVB launched "Invent Your Journey," a marketing campaign in the 2012 Washington State Visitors Guide. The campaign invites visitors to enter to win a custom-made overnight journey to Tacoma + Pierce County at www.traveltacoma.com/journey. Visitors are encouraged to discover and share their travel style by inventing their own journey. Journey options range from museum passes to railroad excursions to hotel accommodations and free meals. Four winners will be chosen throughout 2012; the first winner was selected in April. Members of the TRCVB, including restaurants, hoteliers and attractions, partnered with the TRCVB in this co-op campaign. The 2012 Washington State Visitors Guide boasts a print circulation of 375,000 and is distributed in visitor centers and outlets in Arizona, California, Colorado, Idaho, Nevada, Oregon, Texas, Washington and Vancouver BC, as well as to Seattle Met and Portland Monthly Magazine readers.



located outside of the convention center's front entrance off of Convention Way. The Grand Plaza will create a pedestrian esplanade that will span from the entrance to the Anaheim Convention Center and flow between the Hilton Anaheim and the Anaheim Marriott hotels. This new, multi-use space will create an outdoor environment that can be utilized year-round for a variety of events. The development of the Grand Plaza is slated to be complete by the end of the 2012. To provide event planners with an inside look at the expansion, the Bureau recently debuted a new [micro site showcasing the Grand Plaza](#) and all the possibilities this space offers. "Orange County's excellent year-round sunny weather is the perfect backdrop for this space. Here groups can dine al fresco, listen to concerts, or attend receptions and exhibitions. The Grand Plaza will enhance our open, campus-like space

Bureau News

Continued from page 10

surrounding the Anaheim Convention Center and the walkability to the adjacent hotels,” noted Charles Ahlers, president of the Bureau. In addition, the space will provide visitors with a stronger focal point, grand entrance, landscaping and water features designed to reflect and pay homage to Anaheim’s history and its Southern California environment. The area will also feature a special Transit Plaza for group travel flow.

- In late May Utah’s largest rooftop solar powered electric system became operational. The 1.65MW system atop the **Calvin L. Rampton-Salt Palace Convention Center** is one of the largest roof-top solar panel installations in the United States. The 600,000 square-foot system was assembled at the Convention Center and will provide 17% of the center’s annual power needs. The solar installation is also designed to lure convention and business meetings to Salt Lake. “This project reflects Salt Lake County’s commitment to the natural environment that makes Salt Lake such a spectacular destination and shows its strong commitment to the convention industry in Utah,” said Scott Beck, president & CEO of Visit Salt Lake.

- The **Utah Valley Convention Center**, managed by Global Spectrum, hosted its public grand opening on May 12. Owned by Utah County and located in Provo, the building has been under construction since June 2010. Festivities at the Utah Valley Convention Center included musical performances by local rising stars, a business expo, an Oh My Scrap-sponsored kids craft fair and art exhibits. The west convention parking lot had exhibits by Provo City Fire and Rescue, Utah County Bomb Squad, Utah County K-9 Unit, radKIDS Safety Booth and KJMY Live Radio. The Convention Center provided free hamburgers, hot dogs, and cold beverages during the event. In addition to the activities, drawings were held throughout the day for prizes.



Event Websites

- The Utah Valley CVB has introduced its newest event website, www.uvtogether.com. It houses event details and registration information about four of the region’s most popular events: the **Tulip Festival**, the **Utah Valley Marathon**, the **Princess Festival** and the **Timpanogos Storytelling Festival**.

Family Travel

- The Anaheim/Orange County VCB has launched a new web series entitled, **OC Up Close With Emily Kaufman** featuring well-known travel journalist, Emily Kaufman, The Travel Mom. The 10-episode series aired on the **AOCVCB YouTube channel** on select Tuesdays through May. Kaufman, a frequent contributor on CNN, Good Morning America and KTLA, takes



viewers on a journey to discover the unique experiences that make OC unforgettable with webisodes such as: Dance Moves, Sunset Flying, Cool Community, Out with the Gals, Sports



and Sporty, Not Your Average Date, and more. One can follow @ **Anaheim_OC** on Twitter and join the #OCUp-Close conversation for a chance to win OC adventures.

Meetings/Conventions

■ San Francisco Travel

has announced one more way to ensure meeting attendees make the most of their San Francisco visit: through social media. Planners are invited to give their website, Facebook page, Twitter page and hashtag (#) to SF Travel, and SF Travel will customize a social media experience for one’s meeting. Whether a planner wants restaurant recommendations for attendees, a list of local events and activities, or tips for getting around the city on public transportation—SF Travel will assist.

Social Media

- In March **Visit Salt Lake** (VSL) acquired its 100,000th Facebook Fan, after having just 3,500 fans 15 months ago. This rapid audience growth for the tourism marketing efforts were the result of ground-breaking programs designed to build the buzz about Salt Lake as a vibrant destination. VSL utilized both new and existing programs, combining them with social media campaigns designed to build its Facebook fan base as well as its Twitter followers, at 10,460 in March. One of the existing programs used was the Ski Salt Lake Shootout, whereas a “Facebook Fan Favorite” category was added to the annual photo competition, garnering more

Continued on page 18

Awards and Kudos

Santa Clara Chamber and CVB President Honored



Steve Van Dorn, president & CEO of the Santa Clara Chamber of Commerce and CVB, was honored with the 2012 Hospitality Achievement Award by the Silicon Valley

Concierge Association (SVCA). The award was given in appreciation of his commitment to excellence by providing exceptional hospitality service. Since 2002, Van Dorn has managed the Santa Clara Chamber of Commerce and Convention-Visitors Bureau and the Santa Clara Convention Center.

DMAI Emerging Leaders



Destination Marketing Association International (DMAI) named Business Development Manager Andrea Mensink of the Tacoma Regional CVB one of 30 emerging leaders of the destination marketing industry and TRCVB's Vice President of Sales & Marketing Shauna Lunde-Stewart an ambassador of DMAI's 30 Under 30 program. Thirty industry rising stars



from across the nation were selected to participate in the 30 Under 30 program, developed to identify and foster the talent of destination marketing organization professionals through increased access to top-level networking and professional development. Mensink has worked at the TRCVB for four years selling memberships, organizing major events and developing community partnerships across tourism sectors. Lunde-Stewart has worked at the TRCVB for more than four years leading the team, selling meeting space, developing tour products, driving business to Pierce County and most recently serving as interim executive director.

Continued on page 15



Emerging Leaders Awards Presented

In celebration of CalTravel's "30th Summit Anniversary," the event presented the Emerging Leaders Award to 30 individuals, 30 years of age or younger. These "rising stars" were nominated by tourism businesses throughout California for their individual efforts, contributions and "spirit" and reflect California's exciting "new leaders" of tourism.

Emerging young leaders from destination marketing organizations included:



Ashley Johnson, Marketing Director, Laguna Beach CVB

Johnson was nominated based on her past accomplishments and future professional potential within the travel and tourism industry.



Krista Rupp, Sales and Marketing Manager, Santa Cruz County CVC

Rupp is responsible for coordinating sales and marketing programs to help generate Northern California group leads and business for local hotels.



Robert (Bobby) Taylor, Web Manager, Anaheim/Orange County VCB

Taylor was instrumental in developing the award-winning "Bring Comic-Con to Anaheim" Facebook campaign, which resulted in national media coverage. He also led efforts in the successful redevelopment of the Bureau's website from the ground up, using the popular open-source technology, Drupal.

National Travel and Tourism Week Activities

May 5-13, 2012

Central Oregon

The Central Oregon Visitors Association (COVA) saluted National Tourism Week with an Open House kick-off at the Central Oregon Welcome Center on May 4. COVA released its 2012 Annual Report on the Visitor Industry during the Open House. Members of the Central Oregon Visitors Association attended to showcase their products with demonstrations and promotional items to the membership and general public attending COVA's Open House. COVA staff shared information about Central Oregon's visitor industry, its member businesses and visitor attractions in the region.

Santa Monica

The Santa Monica CVB kicked-off the 29th Annual National Travel and Tourism Week by participating in U.S. Travel Rally Day, a national effort to create awareness of the importance of tourism to local communities. Santa Monica Mayor Richard Bloom greeted visitors and residents at SMCVB's Visitor Information Center on Ocean Avenue and distributed community pamphlets highlighting the economic impact made by tourism to Santa Monica.

"Tourism supports more than 11,000 sustainable jobs in Santa Monica," said Mayor Bloom. He acknowledged that the Rally Day celebrates "the benefits of travel to our community and the many livelihoods it supports."

On Wednesday afternoon, May 9, the SMCVB joined six Los Angeles-area destination marketing organizations in a one-hour virtual Twitter rally that provided industry facts and travel tips. The state of California's tourism board, Visit California, moderated the chat, which reached at least 52,000 worldwide via Twitter. On Wednesday, May 16, in partnership with neighboring destinations Beverly Hills, Los Angeles, Marina del Rey and West Hollywood, SMCVB hosted its third Annual Travel & Tourism Summit at the newly renovated Sheraton Delfina. The event highlighted Visit California and Brand USA's latest efforts to drive international visitation, the economic impact of tourism and the future outlook for the city's travel landscape.

"This year marks the 30th Anniversary of the Santa Monica Convention and Visitors Bureau and the Travel and Tourism Summit is a great opportunity for us to show how far our industry has come," said Misti Kerns, president and CEO of SMCVB. "Tourism activity supports 14.4 million jobs across the nation and generates more than 1.3 billion dollars to our city." During the summit, the results of the 2011 Santa Monica Tourism Economic Impact Study, conducted on a regular basis since 1983, were unveiled.



Check the Resource Library

And Contribute Your Materials

You may not need to reinvent the wheel; just tweak to fit your organization! Looking for industry materials, reports and samples? Check out the newest materials in WACVB's online Resource Library. Go to www.wacvb.com and click on the **Resource Library** button. This popular member service has a collection of member-contributed materials ranging from marketing plans to job descriptions. The materials are available to Association members (password protected) 24-hours a day.

Thanks to Portland and Sonoma County for contributing recent materials.

Travel Portland

- e-Marketing Manager Job Description

Sonoma County Tourism Bureau

- Annual Performance Review
- Sales Lead Form
- Media Protocol
- Job Descriptions
- Organizational Chart

Remember, past editions of the Best Idea Program Booklet are in the Resource Library. You may find project inspiration when you review these submissions.

Call for Materials: WACVB members are invited to submit materials for inclusion in the electronic/online Resource Library. Please send documents (PDF or Word) to www.wacvb.com – please show 'WACVB Library' in the subject line of your message.

Sample material suggestions include:

- annual reports
- board policy manuals
- bureau contracts with city/county
- job descriptions
- employee evaluation forms
- cooperative marketing opportunities
- marketing plans
- sales and marketing reports
- tracking reports
- RFP templates (website redesign, ad agencies)

People on the Go



Charles Ahlers, president of the Anaheim/Orange County VCB has announced that he will be leaving the organization at the end of this year.

Ahlers, a visitor and convention industry veteran, has served as president of the AOCVCB since 1992. Early in his career, he was a convention sales manager at the AOCVCB from 1972-1979. Combining both positions together he has a total of 28 years of service with the organization. "I have been fortunate to be able to realize many accomplishments during my four-decade career in this industry. I have worked for five distinct destination marketing organizations and it seems fitting at this time to finish my visitor industry career on a high note. This Anaheim Resort community and all of Orange County have evolved into a leading leisure and business destination, and I'm very pleased to have played an active role in shaping what it is today." The AOCVCB will conduct an executive search for a replacement of this top position. Ahlers will stay involved in



the organization as an advisor and also continue to be instrumental in the current development of the Anaheim Convention Center and the Grand Plaza.

The Redding CVB/Shasta Cascade Wonderland Association has named **Laurie Baker** as its new CEO; she was previously the organization's director of industry relations and sales. Baker is a Redding native who worked in Southern California for many years before returning the Redding. She takes over for Bob Warren, who will retire at the end of June.

After a nationwide search, the Tacoma Regional CVB has selected **Bennish Brown** as the organization's new president & CEO. Brown has a strong



background in the destination marketing industry and served the last 12 years as the executive director of Rock Hill/York County CVB in South Carolina.

While at Rock Hill/York County CVB, Brown grew the organization's budget from \$200,000 to \$1.1million in seven years, lead the organization to become the first DMAI-accredited CVB in the state, managed a merger between the CVB and Sports Commission, hosted a Ladies Professional Golf Association event and more.

The Pasadena CVB has named **Betsy Bush** as national sales manager. Bush has worked for Positively Cleveland as national sales manager for the Washington, D.C., area since 2007, an area she will continue to represent.

The Albuquerque CVB has named **Tom Caradonio** as senior director of sales. Caradonio was previously president & CEO of the Northern Kentucky Convention & Visitors Bureau.

Sharon Covey, CMP, knows the Santa Clara Convention Center, having been a client for more than 20 years. Now, she's working on the other side having accepted the business development manager position with the Santa Clara CVB in late February. Covey comes to Santa Clara with more than 30 years experience in the meetings industry. She was founder and president of Covey and Associates, a one-stop services provider that offered conference management, event production, and incentive travel services. She also served as a consultant to multi-national corporations and travel agencies developing and managing conferences and training events worldwide.

The Metropolitan Tucson CVB Board of Directors selected **Brent DeRaad** as the organization's new president & CEO, replacing long-time chief Jonathan Walker, who retired in March after 18 years with the bureau. DeRaad



will be responsible for the overall operation of the MTCVB and its \$6.2 million budget. DeRaad comes to Tucson with more than 20 years of experience in

management, marketing, community affairs and public relations, 14 of those in the tourism industry. He was most recently the executive vice president of the Scottsdale CVB, where his previous roles include vice president of marketing and vice president of corporate communications. He also served as director of communications with the Greater Phoenix CVB. During his tenure in Scottsdale, he led the campaign for Proposition 200, in which voters approved a two percent increase in the local bed tax and successfully worked with the city council to allocate half of the total collected to the CVB. He also implemented a new branding initiative that included the development of a print, television and online advertising campaign.

The Greater Phoenix CVB has named **Lorne Edwards** as director of sales. Edwards spent the past 16 years with the Hyatt Hotels Corporation, most recently as director of sales and marketing for two Boston-area hotels. His background also includes working as associate director of sales at the Hyatt Regency/Denver at Colorado Convention Center.



The Mesa CVB has named **Marc Garcia** president & CEO. The announcement comes after a six-month absence in the position following the passing of Robert

Brinton last October. Garcia comes to Mesa after serving 15 years at the Greater Phoenix CVB. Garcia most recently held the position of vice president of visitor marketing and community development where he oversaw the travel industry sales, convention services & housing, government affairs and sports sales departments. During Garcia's tenure he helped lead the Phoenix bureau's sales and service efforts for high-profile national events

Continued on page 15

People on the Go

Continued from page 15

including Super Bowl XLII, NBA All-Star Weekend 2009, WrestleMania XXVI and 2011 MLB All Star Summer. Garcia also served as the former executive director of the Greater Phoenix Multi-Cultural and Arts Foundation within the bureau. He was a key leader in the advocacy effort that led to the expansion of the Phoenix Civic Plaza Convention Center and most recently he booked more than 67,000 room nights for youth/amateur sports events in the last fiscal year.



The Anaheim/Orange County VCB has selected **Debbie Jordan** as the new Eastern sales director for the AOCVCB Meetings and Conventions Sales Division.

Jordan joins the organization with more than 20 years of experience in the hospitality industry, a large part spent working with Marriott Hotels and Resorts. Her most recent position was with the Monterey County CVB as regional director of sales.

Linda Jordan has been appointed executive director of the Yuma Visitors Bureau. Jordan has worked with several community organizations in both Yuma and Flagstaff, Arizona, in the course of her career and was most recently a business services officer for the Yuma Private Industry Council.

Mark Liberman has announced that he will be leaving the Los Angeles Tourism & Convention Board. He will retire from the destination marketing organization at the end of this year. He has been president & CEO of the group, previously known as LA INC., since June 2003.



In late February, the Board of Directors for the Washington County Visitors Association (WCVA) selected **Carolyn McCormick** to lead the

29-year-old organization as its new president & CEO. McCormick previously served as CEO of the Outer Banks (North Carolina) CVB, a position she held for 12 years. Under her leadership, the Outer Banks grew from a little-known regional

destination to a top-tier leisure travel destination with an annual visitation of more than five million visitors from 50 countries. McCormick has long championed environmental issues, and led efforts to protect the Eastern Seaboard, as well as created sustainable tourism initiatives to preserve land and create multi-use, pedestrian-friendly pathways. Previously in her career, McCormick served as executive director of the Lake County, Indiana CVB; deputy director of tourism, film and sports for the State of Indiana; and managing director of culture, leisure and recreation services for the city of Lubbock, Texas. McCormick started with WCVA in mid-March.

The Tri-Valley (CA) CVB has named **Jamila Qayum** as tourism relations manager. Qayum was most recently an account executive for the Marriott Hotel in Pleasanton, California.



Tourism industry professional **Philip San Filippo** was recently hired by the City of Las Cruces to be the new executive director of the Las Cruces CVB. San Filippo

has more than 20 years of experience in the hospitality and tourism industry including efforts to revitalize tourism in the Cayman Islands and the Aladdin Resort and Casino Las Vegas. He has an extensive background in tourism marketing; San Filippo got his start in the industry with Certified Vacations where he served as director of advertising, consumer marketing and international product development. He then went on to become the vice president of sales and marketing for Places to Go, which was named top wholesaler three years in a row by the Cayman Islands and the Jamaica Tourism Board for increasing sales by 400 percent. In 1997, San Filippo was recruited to serve as director of sales and marketing for the U.S. and Latin America with the Cayman Island Department of Tourism. During that time, he oversaw six regional offices in the United States and Latin America and was instrumental in turning around a flat tourism industry and greatly increasing off-season business. He later worked as the director of promotions and media events for the Aladdin Resort and Casino where he implemented a

marketing strategy that helped bolster sales after 9/11.



Geoffrey Sarabia-Mason has been named vice president of tourism sales and development at the Tri-Valley (CA) CVB. Sarabia-Mason will promote regional partner-

ships and work to develop the regional brand. Most recently, he served as regional director of sales & marketing for PYRAMID Hotel Group.

Charles Snyder has been appointed as the sales manager responsible for the corporate and SMERF markets at the Pasadena CVB. He was previously director of convention center sales for the Los Angeles Convention Center. Prior to that, Snyder was senior account executive and show manager for George Little Management, DMG World Media and Nielsen Expositions.

Serena Sullivan has been promoted to national sales manager for the South-eastern U.S. and SMERF markets at the Albuquerque CVB. Sullivan was previously the Albuquerque bureau's sales support manager.



Tim Toonen is the newly appointed director of marketing & branding at the Tri-Valley (CA) CVB. Toonen will work to develop the regional brand, manage graphic

design and website design, and oversee marketing and promotions. He has more than 18 years of industry experience and previously worked for Nashville-based Freedom Press Publishing.

Awards and Kudos

Continued from page 12

DMAI Nominates Western Representatives for Board Service

Destination Marketing Association International (DMAI) has nominated Scott Beck (Visit Salt Lake) for Board Secretary/Treasurer. Cheryl Kilday (Spokane Regional) has been nominated as a DMAI Director position. The Board slate will be ratified in July at DMAI's Annual Convention.

Programs and Services

The Value of Your Membership
www.wacvb.com



In its nearly 30 years of service to its members, the Western Association of Convention & Visitors Bureaus has enhanced and added new education programs and member services and established an education and research foundation.

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

Education Programs

Destination Marketing Tech Summit and Vendor Showcase

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

CEO Forum

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

Annual Conference and Vendor Showcase and Best Idea Program

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

Publications

Membership Directory (online)

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

Peer Resource Guide (online)

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

Newsletter (online)

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

Western Destinations Guide (print)

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

Surveys

Bureau Budget Survey (online)

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

CEO and Staff Salary and Benefits Survey (online)

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

Website www.wacvb.com

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

Position Announcements

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

Resource Library

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

Online Event Registration

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

E-mail Communications

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



WACVB Education & Research Foundation

"Business of Bureaus" Video Modules

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

Scholarship Programs

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

WACVB Tech Summit Scholarship

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

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

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

WACVB Annual Conference Scholarship

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



Western Association of Convention & Visitors Bureaus

950 Glenn Drive, Suite 150
Folsom, CA 95630

(916) 443-9012
(916) 932-2209 Fax
info@wacvb.com
www.wacvb.com
www.wacvb.travel
www.thewest.travel
www.westerndestinations.travel

Follow us



than 5,500 new fans for VSL. A program implemented specifically for VSL's social media efforts was the SLC Summer Crew, a summer-long competition among 20 Salt Lake-based "ambassadors" featuring various challenges in and around Salt Lake, all of which required social media elements such as posting pictures to their own Facebook or Twitter pages, checking in on Four-square, posting a video and the like. Another new program was the "Dream Vacation" contest, where VSL Facebook fans were asked to design their ideal Salt Lake winter vacation on a specially-designed Facebook tab. Following the submission period, the "Dream Vacation" selected by popular vote (the one receiving the most "Likes") won a trip to Salt Lake for four, including airfare, lodging, Ski Salt Lake Super Passes good at Salt Lake's four world-class resorts, and rental equipment.

Travel/Tourism Marketing

■ The **Tri-Valley CVB**, which promotes the cities of Danville, Dublin, Livermore, Pleasanton and San Ramon, recently announced several initiatives aimed at increasing weekend visitation—Thursday-Sunday—throughout the region. The bureau has formed promotional and advertising partnerships with Comcast Spotlight, San Francisco Examiner, San Francisco Chronicle, Touring & Tasting Magazine, NBC Bay Area and Clear Channel Airports for Oakland International Airport signage. The campaigns will spread across print, broadcast and web. "The goal of these partnerships is to create awareness of the attractions, seasonal events and accommodations in Tri-Valley," said Executive Director Grant Raeside. "Each one of the five cities has a distinct character, and together the region offers visitors endless possibilities."



Volunteers

■ In April, the **Tacoma Regional CVB** recognized its team of more than 30 volunteers from



annual in-kind value of more than \$60,000. Each year, the TRCVB recognizes the volunteers' commitment to the organization and the community at the annual Volunteer Appreciation Event. The VIC and TRCVB also honor the volunteers by recognizing a Visitor Specialist through the Volunteer of the Month and Volunteer of the Year programs.

the Tacoma Visitor Information Center for their contributions in 2011 and early 2012. (April is National Volunteer Month.) The team of Visitor Specialists provides resources to enhance visitor experiences in Tacoma + Pierce County. The VIC is often the first stop visitors make on their trip to the area, and the work done by the Visitor Specialists helps to increase a visitor's length of stay, create return visits and increase spending in the county. The TRCVB volunteers contribute an average of 2,800 hours every year, resulting in an average

Websites

■ In addition to more robust music content and expanded calendar listings, the **West Hollywood MVB's** relaunched website, www.visitwesthollywood.com, showcases a sleek, streamlined modern design and enables visitors to browse real-time hotel rates, make restaurant reservations via OpenTable and access business information via Yelp.

Above and Beyond

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

Tempe Tourism CEO Raises Funds for National Kidney Foundation of Arizona while Honoring Industry Colleague

Stephanie Nowack, president & CEO of the Tempe Tourism Office and a current WACVB Board member, as well as a Past President of both WACVB and the WACVB Foundation, went 'above and beyond' to raise funds for the National Kidney Foundation of

to each other, and am proud to do what I can to help them and the National Kidney Foundation."

Nowack participated in the National Kidney Foundation of Arizona's "Dancing with the Stars" competition featuring community superstars partnered with professional dance instructors for dazzling performances. The competition was February 24, 2012.



Stephanie Nowack (center) participated in the "Dancing with the Stars" fundraiser for the National Kidney Foundation of Arizona to honor Jonathan and Diana Walker and raise funds for the Foundation.

Arizona in honor of Jonathan and Diana Walker. Walker recently retired as president & CEO of the Metropolitan Tucson CVB. He is a two-time Past President of WACVB and a Past President of the WACVB Foundation.

Nowack decided to support the Kidney Foundation by dancing her "heart out for a dear friend, mentor, and colleague—Jonathan Walker and his wife, Diana. Miracle of miracles...after receiving very sobering news about Diana's health and failing kidneys that were functioning at less than 20 percent, Jonathan was tested and found to be a match! He gave his kidney to Diana in February 2010. We are so thankful to say that they are both doing well and feel blessed every day! I am blessed to know them, have deep respect for their love and commitment

Santa Monica Hospitality Industry Recognized for Large-scale Efforts in Bowl-A-Thon

Earlier this year, Santa Monica hospitality leaders, businesses, social service and government agencies gathered for breakfast award-ceremony to celebrate the success of SuperBowl-A-Thon XVI. The annual fundraising event, which took place on February 3 at the AMF Bay Shore Lanes, raised more than \$25,000 for the Westside Shelter & Hunger Coalition (WSHC), an alliance of more than 40 organizations on the Westside working together to end hunger and homelessness through education advocacy and service coordination. This year marked the most successful SuperBowl-A-Thon to date and relied heavily on volunteers,

in-kind donations and participation from the hospitality industry, which raised more than \$10,000 for the Coalition. A "Strike Sponsor" for the past five years, the Santa Monica CVB was one of 45 teams that participated from the local hospitality community representing hotels, restaurants, retailers and attractions. The generosity continued throughout the day of the event with local hotels and restaurants providing food and beverages for bowlers while hotels and retailers donated gift certificates for the raffle.

The SuperBowl-a-Thon is a true Santa Monica success story. When the event first began in 1995, it consisted of just a few teams from Santa Monica's business community. Fast forward to today; the event is now a citywide effort consisting of five bowling sessions, 24 lanes, 118 teams and 590 bowlers.

Visit Spokane Named Volunteer Organization of the Year

Visit Spokane was awarded Volunteer Organization of the Year at the Washington Tourism Alliance (WTA) Summit on April 5, in front of more than 400 industry stakeholders from around the state. WTA Executive Director Suzanne Fletcher noted Visit Spokane's dedication and support with state-wide tourism marketing efforts over the last year. "Beyond being a founding member of WTA, Visit Spokane has dedicated many hours to the ongoing efforts to keep Washington in the game of tourism promotion. The team is always willing to shoulder vital statewide marketing initiatives on top of their daily workload."

Visit Spokane President & CEO Cheryl Kilday serves as Vice-Chair and Northeast Representative on the WTA Board of Directors and as the Website Committee Chair. Visit Spokane Director of Operations and Information Technology Valeta Sweet has led the operational transition of the experiencewa.com website from the state of Washington to WTA's management. Several other Visit Spokane team members have dedicated time to make sure WTA succeeds in its mission. "If the world doesn't know about Washington State first, it makes it far more challenging to effectively promote the Spokane region," said Kilday.

Continued on page 20

U.S. Travel Hails National Travel and Tourism Strategy

Industry Applauds Goal of Welcoming 100 Million International Visitors Annually by 2021

Statement from Roger Dow, president and CEO of the Washington, DC-based U.S. Travel Association, on the May 10 announcement of a National Travel and Tourism Strategy.

"Today [May 10], the Obama Administration announced its National Travel and Tourism Strategy. This important step officially elevates the travel industry to what it should be: a national priority. It also recognizes the industry for its fundamental contribution to our economy, national security and public diplomacy.

"The National Strategy sets a goal of increasing U.S. jobs by attracting and welcoming 100 million international visitors annually by the end of 2021. This is no small effort, but the opportunity for economic growth and new jobs is too great. The travel industry stands ready to work with the Administration in achieving this goal.

"America has always been a nation of travelers, and there's nothing we love more than showing off our beautiful country to people from around the globe. As we move out of the recession, the wheels of the travel industry have not stopped turning. Since the job recovery began, our industry has created more than 250,000 new jobs—nearly 50,000 this year alone—which far outpaces gains in the rest of the economy or by other industries. In total, travel supports more than 14.4 million American jobs and contributes \$1.9 trillion to our economy. As our nation works to close our trade deficit, travel exports have been booming. Travel exports totaled a record \$152 billion in 2011, and the travel industry is now the number one contributor to our balance of trade."

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

Annual Conference

Continued from page 5

Performing arts centers, galleries, music and cultural festivals, museums, as well as the dynamics of the University of Oregon's intellectual and athletic inspiration keep the area thriving with vitality. Many area restaurants specialize in serving up seasonal menus to capitalize on the harvest from the abundance of local organic farms, complimented by local award-winning wines.



vehicular traffic, making Eugene consistently ranked among the top running and bicycling destination in the country.

With the most covered bridges in the West, the surrounding countryside provides a passage into the past. Farms, ranches, vineyards and artists' studios dot the landscape. Many are open to the public through two innovative tour routes known as Oregon Crafted and Oregon Country Trails. Visit our [micro site](#).

Above and Beyond

Continued from page 19

Washington is the only state in the country without a tourism office after state law makers cut the budget last year. WTA was created to take over statewide tourism promotion efforts. The organization can count many successes including the distribution of a new statewide visitors guide, published with three scenic covers. Building membership and developing a long-term funding model are ongoing projects for WTA.

USA's First-ever Comprehensive Marketing Campaign

Brand USA, the new tourism marketing entity responsible for promoting the United States to world visitors, unveiled the USA's first-ever comprehensive marketing campaign in late April.



The campaign showcases the diversity of experiences available in the United States in a fresh and unexpected light, inviting visitors to "Discover this land, like never before."

Brand USA was established by the Travel Promotion Act in 2010 to spearhead the nation's first global marketing effort to promote the United States as a premier travel destination and communicate U.S. entry/exit policies and procedures. Formed as the Corporation for Travel Promotion, the public-private entity began operations in May 2011 and does business as Brand USA.

BrandUSA works in close partnership with the travel industry to maximize the economic and social benefits of travel. Through its call-to-action—DiscoverAmerica.com—Brand USA inspires travelers to explore the United States of America's boundless possibilities.

In Memory of Two Former WACVB Volunteer Leaders



Manette Belliveau

Manette Belliveau, president & CEO of Visit Oakland, passed away March 25, 2012. Belliveau was a former long-time WACVB Board Director and Officer of the both WACVB and the WACVB Education and Research Foundation. During Belliveau's tenure, the Oakland Bureau hosted a number of WACVB education programs. WACVB will honor Belliveau by granting an attendance scholarship for a member of the Visit Oakland staff to attend the 2012 Annual Conference.

Belliveau's career took her from hotel front office to general manager of the Cal Neva Lodge to president & CEO of Visit Oakland. During

her destination marketing career, she worked for the Monterey Peninsula Chamber of Commerce and Visitors & Convention Bureau—six years as the marketing/communications director and later was appointed as the executive director and was responsible for incorporating and opening the new Monterey Peninsula VCB, independent from the Chamber. In 1999 she was hired to lead the Oakland Convention & Visitors Bureau. Belliveau became a tireless advocate for Oakland and helped the OCVB thrive and grow into what it has become today—"Visit Oakland." Never one to run from a challenge, when her breast cancer returned in 2010 she fought with the graceful strength that only she could. Over the next two years she fought fearlessly while managing to enjoy and embrace each new day.

Sima Patel, Chair of the Visit Oakland Board of Directors described Belliveau as "an inspiring leader and tireless advocate of the Oakland Convention & Visitors Bureau. She took the OCVB to great heights by working to secure a dedicated funding source, building relationships with industry partners and stakeholders and promoting Oakland as a world-class destination. The OCVB has lost a great leader and a wonderful friend. She leaves an amazing legacy of top notch work, recognized by her industry peers for her leadership and honored with many hospitality awards throughout her career. Oakland and the greater travel, tourism and hospitality communities will miss her dearly."



Chris Davis

D. Christopher Davis, a past President of the WACVB Board of Directors, passed away February 22, 2012. Davis served as WACVB Board President in 1985.

Davis had more than 30 years of executive level experience in association management, community promotion and destination marketing, including management of convention/trade show sales, promotion agencies, facilities and programs. He served as president and chief executive officer of the convention and visitors bureaus of Long Beach, CA (1988-93), Corpus Christi, TX (1987-88) and Oakland, CA (1981-87). Before working his way up through increasingly

responsible positions in the Oakland bureau, he served as communications director for the Oakland Chamber of Commerce (1973-78), was an independent commercial photographer (1970-78) and worked for ABC News (1970).

At the time of his death, Davis was serving as president & CEO of the World Floor Covering Association. He became CEO of the Western Floor Covering Association in August 1994. He implemented the merger of that organization with the American Floorcovering Association (AFA) in January 1995 that led to the creation of the World Floor Covering Association (WFCA).

WACVB Board of Directors

PRESIDENT

Kathy Smits

Vice President, International Tourism
Los Angeles Tourism & Convention Board

PRESIDENT-ELECT

Lorene Palmer

President & CEO
Juneau Convention & Visitors Bureau

SECRETARY-TREASURER

Jennifer Wesselhoff, CDME

President & CEO
Sedona Chamber of Commerce
Tourism Bureau

PAST PRESIDENT

Joel Racker

President & CEO
Utah Valley Convention & Visitors Bureau

DIRECTORS

Bob Brown

President & CEO
Ontario Convention & Visitors Bureau

Tracy Farhad

Executive Director
Solvang Conference & Visitors Bureau

Bill Malone

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

Stephanie Nowack

President & CEO
Tempe Tourism Office

John Reyes, CMP

Executive Vice President
& Chief Customer Officer
San Francisco Travel Association

Wes Rhea

Executive Director
Stockton Convention & Visitors Bureau

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

www.wacvb.com

www.wacvb.travel

www.thewest.travel

www.westerndestinations.travel