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**WACVB**

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*For Member Bureaus ~ September 2012*

# newsnotes

## **Adventures in Selling Your Destination**

*Annual Conference • September 19-21 • Eugene • Register at [www.wacvb.com](http://www.wacvb.com)*

Selling your destination can be an exciting adventure or a grueling ordeal! It takes spirit, determination, and skill to sell our destinations, partner with stakeholders and manage our organizations. Like highly skilled athletes, we are torchbearers in promoting our destinations and showcasing the value of DMOs.

This year's Annual Conference theme, "Adventures in Selling Your Destination," highlights 'selling' as the platform for all bureau departments. So, jump any hurdles in your path and race to register for the Annual Conference where we'll celebrate the daily heavy lifting, the targets we must hit, and the stamina needed for those long treks to success.

What is a DMO supposed to be these days? What is your unique selling proposition? What are you selling your

industry partners and members?

In today's ultra competitive selling environment it is more important than ever to focus on our customers and stakeholders. Learn how to maximize selling moments and focus on building and reinforcing relationships, client engagement and showing our value in today's world.

Keynote presenter highlights include Michele Joseph with Master Connection Associates, Karyn Gruenberg with Brand USA, and Marla Johnson Norris with Aristotle, as well as humorist Leigh Ann Jasheway.

The workshops feature presenters such as Corbin Ball with Corbin Ball Associates as well as an outstanding panel of meeting planners. Speakers from several sports commissions will be joining us for a sports marketing workshop. Peer representatives from

several bureaus such as Lane County, Los Angeles, Portland, along with Travel Oregon team members will also serve as presenters.

Discover what types of marketing communications appeal to meeting planners. And, what electronic services planners are requesting from DMOs. Also, learn about the changing dynamics of selling and how to work with your hotels.

Listen to case studies about selling leisure travel directly to the consumer and through the international and domestic travel trade.

Learn how some bureaus are blazing new trails to maintain membership or create new partnership models, increasing revenues by making sponsor connections and continuing to show value to these stakeholders.

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# Bureau News

## Arts/Culture

■ The **Laguna Beach VCB** formed a committee of local major nonprofit arts destinations to showcase Laguna's art past and present as part of John Wayne Airport's exhibition program titled: "Orange County: *Destination Art & Culture*." The exhibit debuted July 15, 2012, and runs through October of this year. The Laguna Beach exhibit entitled "A Legacy of Art" features—*Laguna Beach Yesterday, Laguna Beach Today* and images dating from 1904 to the present. John Wayne Airport Orange County launched the new program in conjunction with the opening of its new Terminal C in November 2011.



## Branding

■ The **Sacramento CVB** has introduced its new brand identity, including a logo and tagline "California Begins Here." The entire logo conveys a simple, yet timeless and sophisticated feel using a classic sans serif font and a stylized star to replace the "a" in Sacramento. The star in and of itself represents Sacramento as the state capital. The logo retains the color gold (from the previous mark) to recognize Sacramento's unique history as the jumping off point for the start of the Gold Rush and continues the theme of discovering the metaphorical gold in Sacramento. The new tag, "California Begins Here," speaks to Sacramento's role in the formation of statehood, its status as the capital of the 8th largest economy in the country, its central location, its position as a regional hub for arts and culture, a new state-of-the-art airport, and a leader in the farm-to-fork movement.

Sonoma County's wine, grape, and tourism industries



unveiled a new brand mark and marketing campaign in mid-August. The presentation by leadership of Sonoma County Vintners, Sonoma County Winegrape Commission, and **Sonoma County Tourism Bureau** included introduction of the new Sonoma County brand mark. The brand mark, which is in the style of a stencil or stamp designed to convey the unique craftsmanship at the heart of grape growing and winemaking in Sonoma County, has been approved by the Boards of all three organizations to adopt as their organization logos. An unusual caveat for the Sonoma County brand mark is that it will be made available for use by other Sonoma County companies and organizations after September 14 when they meet simple usage guidelines. In addition to the brand mark, the "We are Sonoma County" marketing campaign was introduced. The program will include print and online advertising, social media, co-op advertising, website, trade and retail programs, sales promotion tools, and other components. Initial print campaign advertising is slated for late fall placements in national food and wine magazines. This launch of the Sonoma County brand mark and advertising campaign was two years in the making, initiated when market research indicated a strong need for improved awareness and understanding of Sonoma County and its American Viticultural Areas (AVAs) among wine trade and consumers. For more information about the new Sonoma County brand mark and the "We Are Sonoma County" marketing campaign, visit [www.wearesonomacounty.com](http://www.wearesonomacounty.com).

## Convention Centers

■ The **Anaheim Convention Center** was recently awarded the Venue

Excellence Award by the International Association of Venue Managers (IAVM) for excellence in management and operation of a public assembly venue. The center was assessed on four criteria: service to the community, team building/professional development, safety and security, and operational excellence.

## Green Destinations

■ **Tourism Vancouver's** recent appointment of a tourism energy specialist is believed to be a worldwide first among destination marketing and management organizations. The role was made possible through sponsorship from BC Hydro with the mandate to guide member hotels, restaurants and attractions in energy efficiency and conservation initiatives. The new tourism energy specialist role will enable Tourism Vancouver to more actively support the City of Vancouver's Greenest City Action Plan and goal to be the world's "greenest" city by 2020. The services of the tourism energy specialist will build on the BC Hydro partnership and further assist Tourism Vancouver's 1,000-plus member businesses to manage their energy and realize financial savings. A 2011 survey conducted by Capilano University on behalf of Tourism Vancouver found that 81 per cent of Tourism Vancouver member businesses were interested in the services of an energy specialist. After a wide search, Vancouver-based Gwendal Castellan was hired to fill the role of tourism energy specialist. (See People Column for more information.)

## Mobile Apps

■ The **Laguna Beach VCB**, in partnership with the City of Laguna Beach and Phondini Partners, recently launched the Official Laguna Beach Travel Info mobile app. The app introduces a 'Come to Life' augmented reality feature powered by Aurasma and a local "Trolley Tracker" utilizing GPS information. Visitors and residents alike can download the app to navigate their way through Laguna Beach. The current weather, tide tables, maps, and real-time local transit information can be found via GPS while in town. "For the first time ever, riders will have the ability to stand at a trolley stop and see where the next trolley is in proximity to their location," said Laguna Beach Mayor



Jane Egly. App users will also have the ability to search hotel, restaurant, shopping and activities in addition to viewing a local events calendar. Getaway offers and app-only specials will be available to subscribers in the fall.

■ **Tourism Vancouver** has released a new destination iPad app designed to be an inspirational trip planning tool and travel companion for visitors from around the world. The Visit Vancouver app, available for free download from Apple's iTunes store, includes information on dining, accommodations, activities, transportation, events and weather. It also allows users to take photo tours of the city, book hotels, peruse online videos, read travel articles, bookmark and share "Favourites," and search a continually updated calendar of Vancouver events and festivals. Users who don't have a wireless Internet connection, or who are concerned about data roaming costs while traveling, will find that the majority of content is available offline. Tourism Vancouver already has a strong online marketing program that includes the award-winning Inside Vancouver blog, an active social media presence and the Vancouver Specialist Program (an online travel agent training tool). In addition, the organization will soon launch a mobile website.

### Social Media

■ The **Santa Monica CVB** recently launched a "My Santa Monica Pin-Spirations" contest. Santa Monica fans can now get a sense of the destination's lifestyle on Pinterest. Santa Monica's Pinterest page features pin-worthy boards that highlight dining, arts and culture as well as summer essentials. To kick off Santa Monica's Pinterest page and celebrate the release of the 2012-2013 Santa Monica Official Visitors Guide, fans of the destination are invited to pin their "Santa Monica PIN-spirations" for a chance to win a three-night stay at the beachfront Hotel Casa del Mar along with a beach tote bag filled with gift certificates for attractions, shopping and dining. Fans enter by doing the following:

- Follow the **Official Santa Monica Pinterest** page.
- Create a new Pinterest board titled "My Santa Monica PIN-

spirations" under the category "Travel & Places" with 10 pins that showcase the Santa Monica lifestyle.

- The board **MUST** contain three pins from any of the Official Santa Monica Pinterest boards OR the Santa Monica destination website, [santamonica.com](http://santamonica.com). Photos pinned to a contest entry board must contain the hashtag #SMPinspiration.

One winner will be selected by the Bureau from one of the top five Santa Monica PIN-spiration Pinterest boards with the most repins. For more information on the contest and to view the entry form, visit [www.santamonica.com/contest](http://www.santamonica.com/contest).

### Visitor Centers

■ This spring the **Reno-Sparks CVA** opened a new visitor center at the Reno eNVy retail store in downtown Reno. The Reno Tahoe Visitor Center is collaboration with the RSCVA, the City of Reno and Reno eNVy, whose owner, Scott Dunseath, saw an opportunity to get more tourists excited about Reno Tahoe USA. "After the City of Reno allowed us to move Reno eNVy's location to Sierra Street, I immediately noticed an increase in foot traffic and the influx of visitors, especially families coming in from out of town," said Dunseath. "Many visitors were looking for more information on the area, and it became apparent that a visitor center could be a great benefit to the community and to those unfamiliar with Reno Tahoe." The 1,800-square-foot visitor center contains promotional information provided by the RSCVA, as well as other Reno Tahoe businesses and attractions. The



RSCVA will promote the new location, but the center also provides an opportunity to reach out to visitors who are already in the area. "This center, near popular downtown businesses and the Truckee River, is a great way for tourists to start their visit with all of the necessary information," said RSCVA President and CEO Christopher Baum. The University of Nevada, Reno, will also be represented, as the locally-owned Silver and Blue Outfitters launches a satellite retail location within the center.

### Websites – Mobile

■ The **Tacoma Regional CVB** recently launched new features to its mobile website to make finding regional information even easier. The upgraded mobile site has two additional visitor-friendly features. The first allows users to view special deals for restaurants, attractions, hotels and more. These deals act as coupons, providing the visitor with anything from discounted admission costs to complimentary food. The second feature is the mobile-friendly version of TravelTacoma.com's event calendar. Users can search for events by date, location and activity type.

## 2012-13 Calendar of Events

### Annual Conference & Vendor Showcase

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

### Destination Marketing Tech Summit & Vendor Showcase

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

### CEO Forum

August 8-10, 2013  
Park City, Utah

# CEO Forum Highlights

## 23rd Annual Forum • Monterey

Forty new and veteran CEOs gathered in Monterey for WACVB's 23rd annual CEO Forum, with about a dozen CEOs participating as first-time attendees—several of them newly named CEOs. The representation of bureau budgets was quite equal, with half the group with budgets of less than a \$1 million and the other half having budgets of more than \$1 million.

This year's Forum included two workshops in addition to the discussion sessions and Marketing Idea Exchange.

Jeff Shore, international speaker, author and sales strategist, kicked off the CEO Forum with a thought-provoking discussion on why *boldness* is the organization executive's secret weapon, and how to train oneself to overcome the tendency to yield to one's "comfort addiction" in times of stressful situations.

The workshop provided step-by-step instructions on how to: understand why and how your customers make decisions to choose you, anticipate and prepare for common discomforts, overcome addictions to comfort that will destroy your success, pre-program your boldness paradigm and gain the confidence by designing one's bold approach in advance.

Mitch Nichols, from the Nichols Tourism Group, presented the workshop, "It's All About Relevancy," which focused on

DMOs telling their stories more effectively and rethinking prospective DMO models. He noted that central to relevancy are performance, effectiveness and role in the community, which translates to ROI—return on investment and return on involvement.

Nichols recommended telling a holistic story to be relevant and addressing the various pieces of the puzzle.

- Group/conference—understanding the economic impacts
- Leisure—getting visitors to your destination and maximizing the experience (advertising, electronic mediums)
- Community Development—emphasizing how tourism builds community, enhancing community pride, reinvigorating heritage
- Partnerships—finding connections that fit (local companies, major corporations, etc.)

Nichols addressed utilizing benchmarking, noting that the DMO industry has made important strides in performance measures. He emphasized the need to benchmark your own metrics to decide the value/impact of your metric. Those benchmarked metrics when placed in performance

context are powerful in clarifying effectiveness and performance.

He discussed the importance of knowing your destination's attributes: visitor infrastructure, accessibility, and size/demographics, as well as knowing your performance metrics in terms of activity, performance, and productivity.

The open forum session discussions included topics such as the shifting of marketing dollars to electronic media as well as managing new technology trends/demands. To be a membership or partnership organization is a continuing question. A sampling of other topics included incentives to secure group meeting business, visitor center activity, the sports market, and setting Board direction. Bureau interaction with Brand USA marketing efforts was also discussed.

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

The Marketing Idea Exchange is a valuable fixture at the CEO Forum. The exchange offers a quick way for CEOs to take home numerous ideas. Participants shared one marketing idea that has worked for them. The ideas were varied—mobile apps, radio advertising, social media and marketing campaigns, extend-your stay programs, visitor center partnerships and much more.

Thanks to our CEO Forum Planning Committee members and peer facilitators for guiding discussion and capturing session comments—Scott Beck, Tammy Blount, Brad Burlingame, Tracy Farhad, Anne Jenkins, Bill Malone, Stephanie Nowack, Lorene Palmer, Wes Rhea and Jennifer Wesselhoff.

## CEO Forum Signature Sponsors

Monterey County CVB CEO Tammy Blount warmly welcomed and hosted her peers at a reception and dinner at the Monterey Museum of Art-La Mirada. Located in one of Monterey's oldest neighborhoods, La Mirada began as a modest stone adobe in the



Workshop presenter Jeff Shore kicks off the CEO Forum with his presentation, "Humble Boldness – Moving Beyond the Comfort Zone."



Bureau leaders discuss industry issues at the 23rd annual CEO Forum in Monterey.

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WACVB President-Elect Lorene Palmer thanks Madden Media representatives Steven Paganelli (right) and Jon Trumbull for hosting the Thursday evening CEO Forum reception and dinner at the Hyatt Regency Monterey.

### CEO Forum Highlights

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Mexican period. It was later remodeled to become an elegant home where the great stars of silent film were entertained. In 1994, the gallery wing was added to accommodate outstanding exhibitions that change several times a year.

Madden Media—and representatives Steven Paganelli and Jon Trumbull—generously hosted a group reception and dinner at the Hyatt Regency Monterey. The cooler temperatures of Monterey provided a welcome respite for many of the delegates from warmer climes.

CEO Forum delegates shared these comments about this year's event in Monterey.

*"Very pleased with the outside presenters; budget session most helpful."*

*"So worth the time to get energized."*

*"We need more time for the budget session."*

*"Great help for those CEOs new to the field."*

*"Thanks for all your efforts in providing all of us such an informative/useful conference and always a great experience too!"*

If you didn't attend this year, plan to attend the 2013 CEO Forum, August 8-10 in Park City, Utah—it's a wonderful opportunity to engage in dialogue about crucial industry issues in an interactive atmosphere.

## Salary and Budget Online Surveys

### Attn: CEOs

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 tabulated 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 shortly 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.

## 2013 Western Destinations Guide

### WACVB/PCMA Convene Partnership • Advertising Opportunity

Let's invite meeting professionals to bring their events to the West! WACVB will again partner with *Convene*®, the award-winning journal of the Professional Convention Management Association (PCMA), to produce a special section—*Western Destinations Guide*—in the March 2013 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](mailto:apereira@pcma.org) or Wendy Krizmanic at (312) 423-7248 • [wkrizmanic@pcma.org](mailto:wkrizmanic@pcma.org).

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

# Foundation News

## WACVB Foundation Scholarships Awarded

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

### 2012 Rosalind Williams Memorial Scholarship for CEO/Executive Staff

The Foundation granted a scholarship to a CVB representative who attended the August 2012 CEO Forum in Monterey. Juliene Flanders, CEO of the Manteca (CA) CVB, was awarded the 2012 Rosalind Williams Memorial Scholarship for CEO/Executive Staff. The scholarship included Forum registration and travel and lodging expenses. A CEO/Executive Staff scholarship may be used for executive training programs (e.g., industry conferences, human resources seminar on employee law, university classes). The executive training programs must be presented by professional organizations or accredited institutions.

### Annual Conference Scholarships

The Foundation has selected applicants to receive scholarships to attend the 2012 Annual Conference, September 19-21, in Eugene. Each Foundation scholarship included conference registration and travel and lodging expenses.

Rich Austin, Director of Sports, Yakima Valley (WA) VCB  
Lorraine Pino, Manager, Glendale (AZ) CVB  
Tammy Piper, Visitor Information Coordinator, Haines (AK) CVB  
Courtney Winters, Administrative Assistant, Pismo Beach (CA) CVB

## Save Money While You Attend Industry Education Programs!

The WACVB Education & Research Foundation currently has these scholarships available:

- **2013 Destination Marketing Tech Summit Scholarships** (includes registration and lodging/travel) to attend the April 17-19 Summit in Mesa, Arizona (4 scholarships available—application deadline February 15)

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

**WACVB**  
Western Association of  
Convention & Visitors Bureaus  
Education & Research Foundation



## New York City Trip Raffle Fundraiser

### Get Your Tickets - Funds Support Scholarship Programs

The trip package includes:

- A four-night stay for two in New York City sponsored by [simpleview, inc.](http://simpleview.com)
- Roundtrip airfare (coach) for two to/from New York City sponsored by [Madden Media](http://maddenmedia.com)
- Dinner and a show for two while in New York City

Since 2003, the WACVB Foundation has awarded more than 90 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](http://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 September Annual Conference. A downloadable raffle ticket form is available on the WACVB website at <http://www.wacvb.com/foundation.html>.

**simpleview**

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connecting people to places

# Research

## Tourism is San Francisco's Most Important Industry According to Resident Survey

Residents of San Francisco named tourism the City's most important industry in a survey released in mid-August by the San Francisco Travel Association.

The study found that San Franciscans were almost unanimous in understanding the economic importance of tourism, with 98% responding that tourism is "very important" or "important" to the vitality of the City's economy. Additionally, when directly asked if they believe tourism is "the city's most important industry," almost 70% "agreed" or "strongly agreed."

The survey also found residents consider tourism important to the financial health of San Francisco's city government with nearly all of the respondents (94%) agreeing that

tourism has a strongly positive or positive impact on the San Francisco city budget. When asked about paying for City services like police, schools, road repairs and firefighters, 91% "strongly agreed" or "agreed" that tourism plays an important role. Only 3% felt tourism has a negative impact on city finances.

The survey also found that 78% of respondents agree that "tourism makes San Francisco a better place to live." The study also found 80% of residents agree there is a "healthy balance of tourism and resident activity" in the City. This may explain why most respondents believe their elected officials should support public policies that promote tourism with 76% saying they would be more likely to vote for a

Mayor whose policies support tourism and 81% agreeing that "it is important for their district supervisor to support tourism."

The survey was conducted by San Francisco-based Destination Analysts in early July 2012. A total of 400 adult San Francisco residents were interviewed by telephone. The survey included open-ended and close-ended questions gathering resident opinions on tourism-related topics and was commissioned by the San Francisco Travel Association.



## Las Vegas Survey Reveals More Than Half of Americans Believe Doctors Should be Allowed to Prescribe Vacations

A landmark summer research study has unveiled a vital component of wellness and happiness...vacations. The survey, "The Takeaways from Getaways," commissioned by the Las Vegas CVA, draws attention to the serious physical and emotional implications of stress and feeling over worked, and the inextricable link between vacation and personal wellness and happiness.

The research revealed surprisingly that more than nine out of 10 Americans reported feeling happier after taking a vacation. And 77% believed that their overall health improves after a getaway. Even so, more than half of Americans admitted that doctors should be able to prescribe vacations as a curative and therapeutic option for stress related maladies. But despite the overwhelming consensus of the holistic

and therapeutic benefits of getaways, Americans are slow to take them and the amount of unused vacation time-off is approaching epidemic levels.

Startling, the survey exposed more than half of employed Americans have either lost, or know someone who has lost unused vacation time-off from work. Why are American workers stockpiling their vacation days? Surprisingly, the economic times are not a reason time off is being put off. Eighty-two percent (82%) of survey participants report vacations are equally, if not more, important in tough economic times.

More interesting takeaways from getaways include...

*Americans are more connected to memories than mementos:* For eighty-two percent (82%) of participants,

their happiest life moments came from vacation experiences.

*Sabbaticals are radical for your well-being:* Almost six out of ten (59%) employed Americans believe that losing paid vacation time decreases a person's well-being.

The research, conducted by the Washington, D.C., area firm, Heart+Mind Strategies, surveyed 1,000 U.S. residents by phone between the ages of 21-74 who have taken at least one overnight trip for vacation or pleasure in the last 12 months. The margin of error is +/-3.1 at the 95% confidence level.

To view the complete summer research, and discover more interesting vacation findings, visit the "Takeaways from Getaways" colorful interactive landing page at <http://www.visitlasvegas.com/vacationstudy/>.



# People Column

The Seattle CVB has appointed **Marco Bloemendaal** as its senior vice-president of convention sales and services. Since 2007, Bloemendaal has served as director of convention sales at Experience Columbus in Columbus, Ohio.

The Calaveras Visitors Bureau Board of Directors recently hired former Board member **Lisa Boulton** as the new executive director of the Bureau. For the past 13 years, Boulton has been the director of marketing for Cave and Mine Adventures, based in Vallecito. She brings a wealth of tourism marketing experience to the CVB along with many well-established professional relationships in the Gold Country Region and statewide. Boulton currently serves on the board for the Amador Council of Tourism, the Gold Country Visitors Association and Destination Angels Camp.



Tourism Vancouver's recent appointment of a tourism energy specialist is believed to be a worldwide first among destination marketing and management organizations. The role was made possible through sponsorship from BC Hydro with the mandate to guide member hotels, restaurants and attractions in energy efficiency and conservation initiatives. The new tourism energy specialist role will enable Tourism Vancouver to more actively support the City of Vancouver's Greenest City Action Plan and goal to be the world's "greenest" city by 2020. After a wide search, Vancouver-based **Gwendal Castellan** was hired to fill the role of tourism energy specialist. Prior to joining Tourism Vancouver, Castellan worked as a certified energy advisor and thermographer for CityGreen. His role at Tourism Vancouver will include working with member businesses to identify conservation opportunities, striving to make Tourism Vancouver an energy conservation champion and

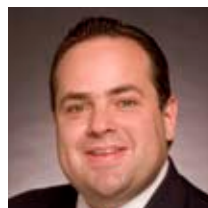
supporting Vancouver's "Spectacular, by nature" brand promise.

The Greater Phoenix CVB has hired **Lorne Edwards** as its new director of sales. Edwards joins the CVB after a 16-year sales career at Hyatt Hotels Corporation, where he most recently served as director of sales and marketing at two Boston-area hotels. Edwards also spent three years as associate director of sales at the Hyatt Regency Denver at Colorado Convention Center. Edwards began his career with Hyatt in Orlando before being elevated to a senior sales position at one of Hyatt's iconic flagship convention hotels in Atlanta. Edwards will oversee the Greater Phoenix CVB's 11-member sales team and report to James Jessie, senior vice president of sales.

The Scottsdale CVB has hired **Sarah Escobedo** to its tourism sales manager position for the United States and Canada markets. Escobedo will work with receptive operators, tour operators, travel agents and other travel trade professionals. Escobedo comes to the Scottsdale CVB with more than nine years of experience with Royal Palms Resort and Spa where she worked in the sales and guest relations departments. While at the resort, she earned two Guest Relations Awards from the Arizona Hotel & Lodging Association for implementing a guest-recognition and loyalty program as well as the resort's Romantication™ program.



**J. Felipe Garcia** has been promoted to executive vice president of the Metropolitan Tucson CVB. As part of his new role, Garcia will take a lead in planning the MTCVB's annual budget and developing a program of work. He will continue his duties from his previous position as vice president



of strategic partnerships & Mexico marketing. Garcia has been with MTCVB since 2004. He has an extensive background in international trade and tourism, investments and business transactions and holds a law degree. Prior to his work at MTCVB, Garcia worked for the Tucson-Mexico Trade Office as an economic development specialist and for the National Law Center for Inter-American Free Trade. Garcia is currently on the board of the U.S. Department of Commerce District Export Council and the Arizona-Mexico Commission.

**Tobin Huebner** has been appointed director of sports market sales at Visit Salt Lake. Huebner, who brings 12 years experience to his position, spent the last three months as the sales manager for the Salt Palace Convention Center and the South Towne Exposition Center, both in Salt Lake City.

The Anaheim/Orange County VCB has appointed **Debbie Jordan** as its new Eastern region sales director. Jordan has more than 20 years of experience in the hospitality industry and most recently worked for the Monterey County CVB as its regional director of sales.

Visit Salt Lake has appointed **Kimberly Leary** as director of convention sales. Leary has 15 years of hotel sales experience and most recently served as director of group sales for the Radisson/Salt Lake City.

After successfully heading the Ventura VCB for eight years, **Jim Luttjohann** has joined the Santa Fe CVB as executive director. Luttjohann led the Ventura Bureau through a comprehensive rebranding process, two strategic planning processes, as well as expanded operations that included the development of two visitor centers and a film office. Previous to his Ventura Bureau position, he served as director of operations at the Ventura Music Festival Association.



**Lisa Mayo**, former executive director of the Calaveras Visitors Bureau, has joined the Tuolumne County Visitors Bureau as director of sales and marketing. An 11-year veteran of the tourism

*Continued on page 9*



## People Column

Continued from page 8

industry, Mayo has extensive contacts with regional marketing organizations. She replaces Sandy Gordon who served six years with the Tuolumne Bureau and retired at the end of July.

**Mo McElroy** stepped down from the Healdsburg Chamber/Visitors Bureau in July. McElroy took the helm of the Chamber in January 2011 after serving for a decade at the Santa Rosa Chamber of Commerce. She has opened her own business. McElroy's her first client will be the Sonoma County Tourism Bureau where she will be launching and managing the Certified Tourism Ambassador Program.

**Donn Oswald** has been promoted to director of Midwest sales and West Coast resort sales at the Greater Phoenix CVB.

The Yosemite-Mariposa Tourism Bureau has named **Terry Selk**, a 24-year veteran of the destination marketing industry, as its new executive director. Most recently, Selk served as director of tourism at the Sacramento CVB.

The Greater Phoenix CVB has added **Lynn Whitehead** to the sales staff. Whitehead is the new director of national accounts. Based in Baltimore, Whitehead will spearhead the Greater Phoenix CVB's citywide accounts with 1,001+ rooms on peak night originating in the Washington, D.C., Virginia, and Maryland region. She previously served as the director of national accounts with the San Diego Convention Center, where she was responsible for the sales of more than 11,000 downtown hotel rooms and 2.6 million square feet of convention space for primary association accounts. Her professional career includes her SDCC tenure of 17 years as well as experience with Carlson, a global hospitality and travel company. Whitehead also directed the national sales effort for Radisson Hotels and Resorts Worldwide in the Washington, D.C., area. She began her career in hotel sales in Atlanta. Whitehead currently serves as Co-chair for the Capital Chapter of PCMA's Emerging Professionals Committee and on PCMA's Faculty Task Force at a national level.

# Awards and Kudos

## Steve Moore Accepts Industry Leadership Roles

Steve Moore, the president & CEO of the Greater Phoenix CVB, has been selected to serve on the executive committee of the U.S. Travel Association. Moore also accepted an appointment to serve on the board of the Center for Exhibition Industry Research (CEIR), a nonprofit association responsible for research and promotion of the national exhibition industry. Moore will represent CVBs from the U.S. Moore, who previously served as a board member of the U.S. Travel Association, has worked in the travel industry for 37 years. He came to the Greater Phoenix CVB in early 2002 and was a key player in the effort to secure state funding for the expansion of the Phoenix Convention Center.

## Clean Beaches

The Natural Resource Defense Council's annual assessment of cleanest and dirtiest beaches and lakes in the United States was in late June. The **Huntington Beach MVB** is proud that two of Surf City's three beaches were included in the top three cleanest beaches in California and claimed two of the twelve spaces for cleanest beaches in the nation. "We're thrilled to have this recognition for Huntington Beach. We all knew our beaches were some of the cleanest in California, and to have that validation on a nationwide level is very satisfying. Our five-star state beaches surround Huntington City Beach, which boasts a four-star NRDC rating," said Steve Bone, president & CEO at the Huntington Beach MVB "We have to thank the City of Huntington Beach, as well as all of the nonprofit organizations that organize various beach cleanups throughout the year, like Surfrider, for all they do to keep our beaches beautiful."



## North America's Top City for International Meetings

Vancouver has once again been named North America's top destination for international meetings by the International Congress and Convention Association (ICCA). The city has been previously awarded the prestigious title in 2006, 2008 and 2010. The Amsterdam-based ICCA releases an annual report ranking cities according to the number of international meetings hosted in the previous year. Vancouver hosted 55 international meetings in 2011, placing first in North America and 35th overall. The distinction reflects Vancouver's attractiveness to planners and delegates both in North America and internationally, with the city outranking major meetings destinations like Washington, Tokyo and Mexico City. ICCA's report is distributed to more than 6,000 meeting planners and suppliers worldwide, assisting them in identifying premier destinations for future events.

## New Member

### In Alaska...

#### KENAI PENINSULA TOURISM MARKETING COUNCIL

35571 Kenai Spur Highway

Soldotna, AK 99669

(907) 262-5229

[www.kenaipeninsula.org](http://www.kenaipeninsula.org)

[shanon@kenaipeninsula.org](mailto:shanon@kenaipeninsula.org)

Shanon Hamrick, Executive 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](http://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.

Thanks to a number of member bureaus that recently contributed new materials to assist in managing CVB operations and implementing marketing strategies.

We invite you to submit materials for the library, please send your documents to WACVB staff at [info@wacvb.com](mailto:info@wacvb.com).

## Recently Added Materials

### ANNUAL REPORTS

*Tuolumne County Annual Report 2010-11*

### BOARDS and BYLAWS

*Board Policies  
Monterey County Board  
Orientation 2012-13*

### COMMUNICATIONS & PR

*Media Fam Tours  
Sonoma County Media Protocol*

### CONVENTION SERVICES

*Menu of Services & Tools  
Santa Monica Convention Services*

### FINANCE & OPERATIONS

*Organizational Charts  
Santa Monica Organization Chart 2012  
Sonoma County Organization Chart 2012*

### HUMAN RESOURCES

*Job Descriptions  
Sales & Marketing Conventions  
Sonoma County Associate  
Director of Sales  
Sonoma County Director of Sales  
Sonoma County Meeting Sales  
Services Manager*

*Sonoma County National  
Sales Manager East Coast  
Sonoma County National  
Sales Manager West Coast  
Sonoma County Sales Support  
Assistant  
Sales & Marketing Tourism  
Sonoma County Tour Travel  
Sales Manager  
Technology & Internet  
Portland eMarketing Manager  
Performance Evaluation Forms  
Santa Monica Annual  
Review Form  
Santa Monica Interim Employee  
Review Form  
Sonoma County Annual Review*

### MARKETING & SALES

*Sales Lead Forms  
Santa Monica Sales Lead Form  
Sonoma County Sales Lead  
Form*

### PERFORMANCE MEASUREMENTS

*Lake Havasu Gold Standard  
Self-Assessment for DMOs*

### RESEARCH & SURVEYS

*Economic Impacts of Travel  
San Francisco Resident Survey  
Summary*

### RFP TEMPLATES

*PR Firm  
Santa Monica RFP PR Agency  
Web Design  
Santa Monica RFP Web Agency*

### VISITOR SERVICES

*Tracking Reports  
Santa Monica Interest Tally  
Sheet  
Santa Monica Tour Bus  
Tracking  
Santa Monica Visitor Center  
Tally Sheet  
Visitor Materials  
Santa Monica Customized  
Family Itinerary  
Santa Monica Family Friendly  
Itinerary  
Santa Monica Free Time  
Suggestions  
Santa Monica Stopover Itinerary*

## Annual Conference Continued from page 1

Discover new marketing and sales opportunities for DMOs at the national level.

With the explosive growth of technology, destination management professionals are increasingly challenged to keep up with the latest tools to do their jobs more effectively and to increase business. Learn about tech trends for sales, collaboration and productivity.

While sports events are not recession-proof, they are certainly resistant to economic downturns, and even small markets can bolster tourism success by hosting sports events. Learn about selling to the sports market and event evaluation.

The Annual Conference also includes the popular CEO roundtables and specialty area roundtables for staff. The program offerings are designed for all levels of bureau employees—CEOs and staff. The Best Idea Program presentations and awards are also part of the conference.

Delightful group events at the conference include a casual reception at the innovative Eugene, Cascades & Coast Adventure Center on Wednesday evening. A farm-to-table dinner on Thursday evening will celebrate local food.

The Travel Lane County team, lead by CEO Kari Westlund, invite you to join your industry colleagues for top-notch education and spirited hospitality at their adventure-driven destination—Eugene, Cascades & Coast region of Oregon. You are invited to extend your stay and explore this area of the Pacific Northwest. (See page 11.)

## Hotel Reservations

Call the Hilton Eugene direct at (541) 342-2000 ext. 6654 to make your room reservations. The Hilton Eugene is sold out on Friday night, September 21. **WACVB has rooms available in its block for the nights of September 18, 19 and 20 – until the August 27 cut-off date.** For additional lodging assistance, contact Travel Lane County at (800) 547-5445.

**Ready, set, go to Eugene!**



# WACVB Board of Directors

## PRESIDENT

**Kathy Smits**

Vice President, International Tourism  
Los Angeles Tourism & Convention Board

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**Lorene Palmer**

President & CEO  
Juneau Convention & Visitors Bureau

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Tourism Bureau

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## EXECUTIVE DIRECTOR

**Teresa Stephenson**

WACVB

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

## WACVB

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

## Host Bureau— Destination Microsite and Pre/Post Tour Options

**Travel Lane County Oregon**  
**Eugene, Cascades & Coast**

<http://www.eugenecascadescoast.org/wacvb/>

**About Lane County Oregon**  
**Eugene, Cascades & Coast**

[www.eugenecascadescoast.org](http://www.eugenecascadescoast.org)

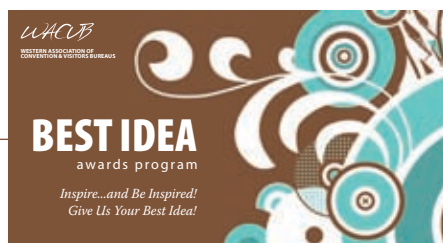


We invite you to enjoy the region's bountiful adventures pre and post conference. From rolling coastal sand dunes to sparkling Cascade waterfalls, immerse yourself in nature's beauty and discover the Northwest lifestyle from the seat of a dune buggy or river raft. Either destination is only an hour from the Eugene-Springfield metropolitan area.

Fall is an excellent season for wine tasting and touring the outlying farming communities. Cycle or hike country roads dotted with rustic farm stands, grazing alpacas and u-pick fields. Explore the county's twenty preserved covered bridges and find treasures in the many local antique shops.

And don't forget to sample the extraordinary local cuisine, including fresh seafood, salmon, nuts, berries and farmer's market produce. From food carts to fine dining, the region's restaurants are award-winning and delightful. Sip a craft beer and taste the vitality of Eugene, Cascades & Coast!

For lodging assistance, contact Travel Lane County at (800) 547-5445.



## Be Inspired!

### WACVB Best Idea Program

Don't miss WACVB's Best Idea Program at this year's Annual Conference in Eugene. The awards luncheon will Thursday, September 20, hosted by PCMA/Convene magazine. Representatives from selected bureaus will be invited to present their best ideas at the Annual Conference in Eugene—gleaming awards will be presented!

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.

Each entry includes an overview of the idea's effectiveness, project costs and return on investment information.

The 2012 Best Idea Booklet—including all project submissions—will be uploaded to the WACVB Resource Library following the Annual Conference.