

2012 CEO Forum
Monterey

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**National Travel
and Tourism Week**
May 5-13

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WACVB

Published by the Western Association of Convention & Visitors Bureaus

For Member Bureaus ~ March 2012

newsnotes

Tech Summit & Vendor Showcase

March 28-30 • Pasadena



Technology strategies await destination marketers attending the upcoming Tech Summit & Vendor Showcase, March 28-30 at the Hilton Pasadena.

At the 7th annual Destination Marketing Tech Summit & Vendor Showcase delegates will gather new tactics, technologies and insights to enhance their destination marketing programs. This top-rated program includes content for destination marketing organizations of every size.

WACVB brings together marketing and technology experts to present strategies and solutions that have direct relevance to our industry. Attendees will choose from more than a dozen education sessions to learn new marketing approaches, advertising solutions and metrics insights.

Delegates can take advantage of two new offerings this year...a Facebook Lab and a Google Analytics Lab on the afternoon of March 28. Lab participants are reminded to bring their laptops and inquisitive natures to these two hands-on labs.

Popular returning speakers include presenters Martin Stoll, Erin Francis Cummings, Steven Paganelli and Brett Gordon. And, we'll introduce delegates to a new group of presenters including Robert Rose, Steve Fisher, William Bakker, Jeanne Jennings, and Elena Prostova along with several CVB peer presenters.

Get up-to-date practical content about market segments and learn how to leverage marketing technologies and dollars to drive business to your destination.

#WACVBTechSummit

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Foundation News



2012 New York Prize Package Raffle Fundraiser

The trip package includes:

- A four-night stay for two in New York
- Roundtrip airfare (coach) for two to/from New York
- Dinner and a show for two while in New York

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.

Scholarships Awarded

Tech Summit

The WACVB Education & Research Foundation granted scholarships to applicants to attend the 2012 Tech Summit in Pasadena. Each Foundation scholarship included conference registration and travel and lodging expenses.

2012 Tech Summit Scholarship Recipients

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

Scholarships Available

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

Executive Training Scholarships (CEOs and Senior-level Executives)

Rosalind Williams Memorial Scholarship Program

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

2012 Annual Conference

September 19-21 • Eugene, Oregon

WACVB Annual Conference Scholarships

The WACVB Foundation grants scholarships for bureau CEOs and staff members to attend WACVB's Annual Conference. Scholarship grants include complimentary conference registration, travel and lodging at the conference. The 2012 Annual Conference is scheduled for September 19-21 in Eugene, Oregon.

"Business of Bureaus" Learning Modules

Training Videos and Resource Materials Available

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

Video Modules

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

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

For more information about the Business of Bureaus video modules, contact staff at info@wacvb.com or at (916) 443-9012.

The Business of Bureaus video production was underwritten by simpleview, inc.

Yes, September, for this year's Annual Conference in Eugene, Oregon. Mark your calendar now for the 2012 WACVB Annual Conference & Vendor Showcase—September 19-21—at the Hilton Eugene & Conference Center. Our hosts at Travel Lane County look forward to welcoming industry colleagues from the West.

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 www.wacvb.com—on the homepage below the Annual Conference calendar listing.

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. .

Members of the Annual Conference Planning Committee include Tracy Farhad (Solvang), Wes Rhea (Stockton), Sara Toliver (Ogden), along with representatives from our host bureau, Travel Lane County.

The WACVB Annual Conference is the place for industry education; mark your calendar and join your industry peers in Eugene, Oregon, in September.

About Eugene, Cascades & Coast Region

Eugene is located in the southern end of the Willamette Valley and conveniently close to the Coast and the Cascade Mountains, Eugene offers access to stunning natural beauty as well as abundant cultural activities. Eugene is home to the University of Oregon (the Ducks) and is known as 'Track Town USA.'

Stand-out local dining, renowned wineries and tax-free shopping await delegates.

There are direct flights to/from the [Eugene Airport](#)

(only 15 minutes from downtown Eugene) from Denver, Las Vegas, Los Angeles, Oakland, Phoenix-Mesa, Portland, Salt Lake City, San Francisco and Seattle. [Amtrak Cascades](#) train service is available to downtown Eugene. Road trip—Interstate 5 connects Eugene with California (to the south) and with Portland (only two hours to the north).



23rd Annual CEO Forum

August 2-4, 2012 • Monterey

Bureau leaders will gather for the 23rd Annual CEO Forum, August 2-4, at the Hyatt Regency Monterey in Monterey, California. Bill Malone (Park City) and Jennifer Wesselhoff (Sedona) are planning this year's event.

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

The Hyatt Regency Monterey Hotel & Spa on Del Monte Golf Course will be the site for this year's CEO Forum. Delegates will enjoy the casual elegance of this conference hotel.

There will be time to get to know your peers at the Thursday evening welcome reception and dinner at the Hyatt Regency, hosted by Madden Media. A special offsite evening on Friday is planned by the Monterey County CVB at the Monterey Museum of Art-La Mirada. Contemporary galleries complement the old-world elegance and lavish rose gardens of this

gorgeous, historic

estate. Located in one of Monterey's oldest neighborhoods, La Mirada began as a modest stone adobe in the 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.

And, the WACVB Education & Research Foundation Board invites CEOs to play in the golf tournament at Del Monte Golf Course to raise funds for Foundation programs. Del Monte is the oldest golf course west of

CEO Forum delegates at the 2011 CEO Forum shared these comments about the event.

"Great first experience. Wonderful to see the idea sharing and camaraderie."



"Wonderful information, especially since I'm new in the industry. Loads of great information."



"Another awesome CEO Forum!"



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



the Mississippi in continuous operation. If you are not a golfer, the Planning Committee and our Monterey County CVB hosts are

making plans for other fun group activities.

Plan to attend the 2012 CEO Forum, August 2-4, in Monterey—it's a great opportunity to engage in dialogue about crucial industry issues in an interactive atmosphere.

About Monterey County

There are dozens of attractions and activities in Monterey County: the Monterey Bay Aquarium, the National Steinbeck Center, Historic Monterey, 17-Mile Drive and Pebble Beach, and many more too numerous to list here. In addition, there are numerous recreational activities such as kayaking, hiking, bicycling, golfing, boating, and scuba diving. For a more relaxed visit, try taking in a spa experience or shop at one of several retail areas. There is also wine tasting within the county and dining at any one of dozens of local restaurants.

The [Monterey Peninsula Airport](#) is located just 10 minutes door-to-door from downtown [Monterey](#) and 15 minutes from [Carmel-by-the-Sea](#). Visitors can fly direct to Monterey Peninsula Airport (MRY) via international and domestic connecting routes on Allegiant, American Eagle, United Express and US Airways. Fly direct from airports including Los Angeles (LAX), San Francisco (SFO), Phoenix (PHX), Denver (DEN) and Las Vegas (LAS). Other large airports near Monterey County include the San Jose International Airport (SJC), located 60 minutes from downtown Monterey; San Francisco International Airport (SFO), located two hours from downtown Monterey. [Monterey Airbus](#) and [Main Event Transportation](#) offer convenient door-to-door service to and from SFO and SJC.



FUN & FASCINATING

Facts About Monterey County

Monterey celebrated its Quadricentennial in 2002. Spanish merchant Sebastian Vizcaino was the first European to set foot on the Monterey Peninsula in 1602 and christened Monterey after the viceroy of New Spain, Count de Monte Rey. After changing hands a few times, Monterey eventually served as the original capital of California when the state constitution was signed here in 1849.

In 1948, a young woman by the name of Norma Jean was crowned Castroville's first "Artichoke Queen." She later gained fame as actress Marilyn Monroe. Castroville, located on Monterey Bay, produces 85% of the nation's artichokes.

The Lone Cypress tree located on 17-Mile Drive in Pebble Beach and a scenic landmark for the Peninsula, is 200-300 years old. Cypress trees are a species native only to this region, and can live up to 3,000-4,000 years.

The Monterey Bay National Marine Sanctuary covers 5,312 square miles. At its center is an underwater canyon, twice as deep as the Grand Canyon.

The National Steinbeck Center, a 37,000 square-foot facility is believed to be the largest facility devoted to a single American author. Pulitzer Prize winner John Steinbeck was born in Salinas in 1902 and lived on the Monterey Peninsula for much of his life.

Association Board News

Jennifer Wesselhoff, president & CEO of the Sedona Chamber of Commerce, has been appointed Secretary-Treasurer for both the Association and the Education and Research Foundation. The WACVB Board of Directors appointed Wesselhoff as an Officer at its February 3, 2012, Board meeting. Wesselhoff replaces Manette Belliveau, who resigned in November to concentrate on her health.

At its February 3 meeting, the WACVB Board of Directors recommended John Reyes, CMP, executive vice president and chief customer officer at the San Francisco Travel Association, for appointment to complete Jennifer Wesselhoff's unexpired Director's term through fall 2013. The formal appointment will be made at the March 28 Association Board meeting.

Reyes also serves as a Foundation Trustee.

Foundation Board News

On February 3, 2012, Brad Burlingame, president & CEO of the West Hollywood MVB, was appointed to a three-year term as a Board Trustee of the WACVB Education and Research Foundation. Burlingame is a past Board President of both the Association and Foundation.



Tech Summit & Vendor Showcase

Continued from page 1

Tech Summit Labs (new this year)

- Facebook Lab
- Google Analytics Lab

Tech Summit Sessions

- How the Internet Works
- Content Marketing Strategy
- Meetings and Social Media
- CVB Website Development
- The Way Travelers Use the Web
- Online Videos to Promote Your Destination
- The State of SEO in 2012 and Beyond
- Create Once, Publish Everywhere!
- It Is Facebook's World: You Are Only Sharing It
- More Effective Email Marketing
- Tracking ROI from Your Online Efforts
- Social Media, Passion and Travel
- Mobile: The Inseparable Companion of Today's Traveler
- How to Make Google Work for You

Thanks to our supportive exhibitors and sponsors. Attendees have the opportunity to meet with our business and travel technology vendors to learn about innovative products and services.

As always, we invite delegates to take advantage of significant opportunities for peer-to-peer idea exchanges to build a network of industry colleagues. Thanks to our hosts at the Pasadena CVB for hosting the Thursday evening reception on the Plaza. WACVB will host the Wednesday welcome reception at the Hilton Pasadena.

Creative and energizing, the Tech

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

If you haven't already, sign up today for the Destination Marketing Tech Summit at www.wacvb.com – see Tech Summit on the home page.

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

Tech Summit Mobile Site

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



Vendor Showcase March 29 and 30

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

[List as of February 29]

Airlines Reporting Corporations (ARC)

*aRes Travel – Advanced
Reservation Systems*

Chicago Sun-Times

Expedia Media Solutions

HD Relay

iDSS Internet Destination Sales System, Inc.

JackRabbit Systems

Madden Media

Miles Media

mobiManage

Passkey International, Inc.

Planet A, Inc.

simpleview, inc.

Software Management, Inc. (SMI)

Sparkloft Media

THS-Visuals Motion Pictures

TripAdvisor, LLC

TRIPinfo.com



Awards and Kudos



Laguna Beach Wins Best Dining Tourism Program

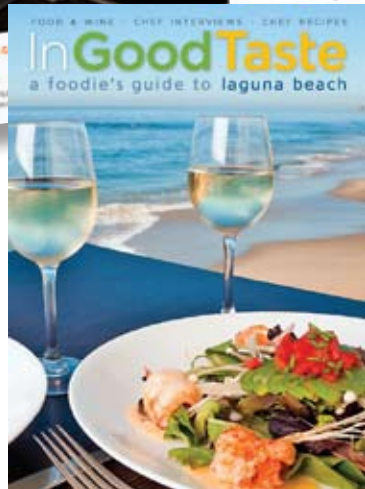
In January the Laguna Beach VCB was awarded a SASI (Shop America Salutes Innovation) Award for "Best Dining Tourism Program" at the 2012 ONE Travel Conference for Shopping, Dining & Cultural Tourism, presented by Shop America Alliance, U.S. Cultural & Heritage Tourism Marketing Council and The Cultural & Heritage Tourism Alliance.

The Laguna Beach Foodies program was initiated in 2011 and currently has 3,500 official opt-in members on its website, www.lagunabeachfoodies.com. With exclusive special offers for participants, the program is featured in the Laguna Beach dining guide, *In Good Taste*. Another component of the winning entry included the inaugural Laguna Beach a la Carte – A Food & Wine Experience in spring of 2011. The March 2012 event features an expanded one-day wine and food fest on the Festival of Arts grounds.

New Leadership Appointed to Utah Tourism Board

WACVB Members

Utah Governor Gary R. Herbert has appointed Joel Racker, president and CEO of the Utah Valley CVB, as Chairman



of the Utah Board of Tourism Development. The 13-member policy board works with the Utah Office of Tourism, an agency of the Governor's Office of Economic Development. Board members oversee the state's \$7 million Tourism Marketing Performance Fund that

is used to promote the Utah Life Elevated® brand to out-of-state visitors. Bill Malone, president and CEO of the Park City Chamber/Bureau, was reappointed to the Board of Tourism Development.

Lonely Planet's Top 10 U.S. List

The Four Corners Region of the Southwestern U.S. has been named to the Lonely Planet's Top 10 Listing of top travel destinations in the U.S. The region, coming in at #4 on the list includes the four states—Arizona, Colorado, New Mexico and Utah—that intersect at the point called Four Corners. This is the only place in the entire United States where four states touch. Congratulations to the many WACVB members in these states.

The California Gold Country has been named to the Lonely Planet's Top 10 Listing of top travel destinations in the U.S. The #6 ranking for the Gold Country includes the counties of Sierra, Nevada, Placer, El Dorado, Sacramento, Amador, Calaveras,

Tuolumne and Mariposa. Congratulations to WACVB members in this region—Calaveras Visitors Bureau, Folsom Tourism Bureau, Placer County Visitors Bureau, Placer Valley Tourism, Sacramento CVB, Tuolumne County Visitors Bureau, and Yosemite/Mariposa Tourism Bureau. The region was noted for its "century-old ambience" along with mention of it numerous wineries and gold-panning spots.

Coming in at the #7 spot on the list was Boulder, Colorado—hats off to WACVB member Boulder CVB. Boulder is located at

the base of Colorado's mountains—exactly where the mountains meet the plains. It was the first city in the U.S., in 1967, to tax itself for funds to be used specifically for the acquisition, management and maintenance of Open Space.

The Lonely Planet website receives more than 10 million unique visitors each month from around the world.

Lonely Planet's Top 10 U.S. Travel Destinations

1. U.S. Virgin Islands
2. Hudson River Valley, New York
3. Cincinnati, Ohio
4. Four Corners Region, Southwest U.S.
5. Culebra, Puerto Rico
6. California Gold Country
7. Boulder, Colorado
8. Hawai'i: The Big Island
9. Chicago
10. Yellowstone National Park

Lake Havasu City CVB Awarded Accreditation

The Lake Havasu City CVB has been awarded accreditation from the Destination Marketing Accreditation Program (DMAP). DMAP is an international accreditation program developed by Destination Marketing Association International (DMAI).

In earning the DMAP accreditation, destination marketing organizations

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Bureau News



Convention Centers/Sustainability

■ The **Anaheim Convention Center** has planted a 2,000-square-foot garden with an array of herbs on top of their Arena Box Office. The roof garden's harvest will supply Aramark, the center's food caterer, with fresh herbs including rosemary, thyme, parsley and lavender. The herbs will be used during the year for a variety of food functions and conventions. This green roof is just another manifestation of the sustainable culture at the Anaheim Convention Center. This single entity will provide multiple benefits, such as reduced requirements for cooling and heating for the Arena Box Office, and the elimination of packaging and transportation emissions for the herbs it will produce onsite, according to Brian Daniels, maintenance manager at the Anaheim Convention Center. This project was made possible by a federal grant that enabled Anaheim Convention Center staff to reinforce the Arena Box Office rooftop, create a pathway to the garden, irrigation system, indigenous ground cover and 16 wooden boxes for growing herbs. There is a comprehensive Green Zone recycling center at the convention center, which includes on-site composting, and the rooftop garden is just part of an overall plan to grow more green projects to keep the Anaheim Convention Center in the forefront of sustainability.

■ The **Utah Valley CVB** announced in January that it is offering a sneak peek of the nearly completed **Utah Valley Convention Center** located in historic downtown Provo, Utah. Hard-hat tours and new interior renderings will give interested groups and organizations an exclusive view of the 83,578-square-foot meeting space before its grand opening in May 2012. Tour participants will receive exclusive access to all three floors of the LEED Silver-certified Utah Valley Convention Center during the final construction stage, including the exhibit hall, ballroom, breakout meeting space and open roof-top garden. Tour guests will also learn about free event-planning resources available through the Bureau. To view its interior renderings, visit www.meetinutahvalley.com.

Dog-friendly Travel

The **Yakima Valley VCB** has launched a new website for visitors traveling with their dogs. Winedoggies.com features the many dog friendly attrac-

tions and services available in the Yakima Valley. Highlights include a 'doggie bloggie' hosted by a local canine, an interactive map of dog-friendly businesses with open pet policies, plus a section where guests can add pictures and stories of their dogs enjoying Washington wine country. "Although the site is called Wine Doggies, it's much more than simply stories about winery dogs. The site is designed to assist travelers and their dogs with their visit to wine country, giving them a tour guide for pet friendly shops and must-see stops in the Yakima Valley," stated John Cooper, president & CEO of the Bureau.

Mobile Sites and Apps

■ Planners looking to host a meeting or event in the Eugene, Cascades & Coast region now have access to planning tools and information all from the convenience of their smart phones. The recently launched Eugene, Cascades & Coast mobile website is among the first to include navigation just for convention, meeting and sports planners. "While a lot of convention and visitor bureaus have begun to implement mobile sites to market their destinations, we're not seeing anyone who has created sites designed with meeting planners in mind," says Janis Ross, vice president of convention & sports marketing for **Travel Lane County**. "We're proud to say that we're among the first to include this feature to make it easier to plan meetings and events in our region." The mobile Meetings and Sports section includes information on meeting facilities and hotels, sports venues, convention services and transportation. Room capacities, amenities, contact information and venue images, as well as direct links to websites, maps and Facebook are also among the numerous options for planners. Other mobile site features provide information on area attractions, restaurants, activities, events, and deals and discounts. For more information, visit the mobile site at www.eugene Cascades Coast.org/mobi.

■ The **Santa Cruz County CVC** has announced the debut of travel app Visit Santa



Cruz. The app, which is free to download, is the first travel app for Santa Cruz County, and the Council's first venture into the mobile app realm. The app is designed to direct users toward local hotels, attractions, restaurants and other businesses, Visit Santa Cruz provides detailed information on local restaurants, attractions and the ability to book a hotel room directly from this user-friendly travel tool.

■ The **Santa Clara CVB** has announced a new mobile site for smart phone users looking for information on Santa Clara and the Silicon Valley region. Mobile users who view the santaclara.org website will be immediately re-directed to www.santaclara-mobile.mobi. The site is formatted and designed specifically for mobile devices. Key icons on the mobile site are Calendar of Events, Places to Stay, Hotel Packages, Things to Do, Dining & Nightlife, Getting Around, and Convention Center. The site also has links to social media and gives the user the ability to switch over to the complete santaclara.org website for more information.

Organizational Identity

■ After 36 years of bringing business to Anchorage and diversifying Anchorage's economy, the Anchorage CVB is now doing business as **Visit Anchorage**. The name change was announced during its December 15 membership



luncheon. The name Visit Anchorage makes finding Anchorage visitor information easier, reinforces the organization's marketing efforts and reduces confusion about the organization's purpose. Though the name is different, the mission is the same: to attract and serve visitors to Anchorage. The city's brand-Big Wild Life™—remains central to all Visit Anchorage's marketing campaigns and sales efforts. New publications and ads produced by the organization will carry the Visit Anchorage name, while sharing Anchorage's mix of wild adventures and metropolitan amenities.

Return on Investment (ROI)

■ Having the benefit of 10 years hindsight, it's safe to say Salt Lake City, host of the XIX Olympic Winter

Games, truly took advantage of being on the world's stage those 17 magical days in February 2002. The spirit that was at the center of the Games, along with the lasting infrastructure and ongoing economic and cultural legacy, has helped transform Salt Lake into a highly sought-after destination. Salt Lake's Olympic facilities continue to be relevant today. As part of the fast-tracked projects in anticipation of the Games, the Calvin L. Rampton Salt Palace Convention Center has undergone two major renovations: the first in 1999 to house the Olympic Main Media Center and a subsequent, larger expansion in 2006, increased the initial footprint from 339,000 square feet to today's 675,000 square feet. With more than \$2 billion in construction projects in the final stages in the central business district alone including the March 2012 completion of City Creek Center, an ambitious mixed-use redevelopment covering 23 acres in the heart of downtown Salt Lake is joining the ranks of the major metropolitan centers of the West. Since hosting the Games, Utah's capital city has enjoyed an explosion of restaurants, bars, business development, cultural offerings and internationally-acclaimed conventions. Spurred on by its hosting of the Olympics and Paralympics, Salt Lake began reinventing itself over the past decade. It started with improved infrastructure leading up to the Games: rebuilt freeways, airport and convention center expansions, and a major light-rail system (TRAX).

Sports Commissions

■ Eugene, Oregon, is hoping to gain a greater competitive edge when it comes to attracting sporting events to the region. **Travel Lane County**, in partnership with sporting event producers, venue operators, tourism officials, and community leaders, officially launched the Eugene, Cascades & Coast Sports commission in early February. The group is hitting the ground running as it works to attract new and larger sporting events to the region, while enhancing and expanding its support and resources to build on

existing events. Already known for its ability to host events like the 2008 and upcoming 2012 U.S. Olympic Track and Field Team Trials and the 2009 FIMBA International Masters Basketball Championships, the new sports commission will work to pursue and secure sports of all kinds. Among its mission will be to oversee the coordination of local resources in bidding events, assisting with logistics, sponsorship development and providing guidance for facility upgrades or future construction projects. Janis Ross, Travel Lane County vice president of convention & sports marketing will lead the new commission as the executive director. So far the commission has created a sports advisory council, website, logo and marketing materials. Other projects will include enhancing a countywide master sports calendar and list of sports venues, assembling a master file of local volunteers and officials, and creating a lendable sports equipment database to provide event planners with access to everything from cell phones and fencing to tents and safety vests. The group also plans to host an annual sports summit in March.

Web Series

■ The **Anaheim/Orange County VCB** has launched a family-friendly Web series, "**OC Adventures with Zaya**," showcasing the destination through the eyes of a seven-year-old boy. With new webisodes premiering monthly on the **Anaheim/OC YouTube channel**, the series will feature Zaya's adventures at some of OC's most exciting, kid-friendly attractions. In the series premiere, Zaya takes viewers on a journey through the Discovery Science Center, a hands-on museum in Santa Ana whose aim is to make learning fun.



The Bureau gave away 10 family four-packs to the Discovery Science Center in conjunction with the February webisode. More giveaways will follow suit with each webisode.

People on the Go

The Reno-Sparks CVA Board of Directors has appointed **Chris Baum** as the organization's president & CEO; he started December 31. Most recently Baum served as senior vice president of sales and marketing at the Detroit Metro CVB, a position he held since 2006. In his capacity as senior vice president, Baum supported his sales team on familiarization trips, site inspections and trade shows, and personally developed branding strategies, slogans and advertising campaigns, which are currently promoting Detroit as a regional tourism and national convention market. He was also responsible for the bureau's Film Detroit division, which promotes the area for use in feature films and television production.



The Scottsdale CVB has promoted **Kelli Blubbaum**, formerly national sales manager for the bureau, to director of sales and services.

Stuart Evans, who formerly worked in sales at two Florida properties—the Westin Diplomat Resort & Spa in Hollywood and the Innisbrook Golf Resort in Palm Harbor—has been named by the Scottsdale CVB as national sales manager for the Mid-Atlantic.

Visit Oceanside CVB has hired **Dana Porter Higgins** as senior sales manager. Higgins brings more than 15 years of experience in hospitality sales and marketing to her new role and will be responsible for overseeing all group sales efforts for the bureau. Most recently Higgins served as director of marketing at the luxury Cal-A-Vie Health Spa in Vista, Calif. Specializing in business development, event planning and client retention, her career history includes sales and marketing positions at Marbella Country Club, San Juan Capistrano;



Visco Entertainment Group, San Diego; The University Club, San Diego; and The Meadows Del Mar.

The North Lake Tahoe CVB has hired **Greg Howey** as the organization's new national sales manager. The North Lake Tahoe CVB is a joint marketing cooperative between the Incline Village Crystal Bay Visitors Bureau and the North Lake Tahoe Resort Association. A 10-year veteran of the hotel sales industry, Howey will primarily be responsible for prospecting and soliciting group sales in the West Coast corporate market, increasing the number of room nights and total revenue of North Lake Tahoe's meeting business. Howey's previous positions include national sales manager at the Resort at Squaw Creek in Olympic Valley and the national sales manager at Embassy Suites Resort in South Lake Tahoe. He also managed sales at MontBleu Resort Casino & Spa (formerly Caesars Tahoe) in South Lake Tahoe, worked as an independent sales contractor at www.tahoe.com and was the sales and marketing manager at Dodge Ridge Ski Area located in Pinecrest, Calif.

Christophe Ley has been named director of meetings, incentive, congress and Exhibitions for the San Francisco Travel Association. Ley most recently worked for Fairmont Hotels & Resorts. From 2000–2007, he served as the tourism sales manager for the San Francisco Travel Association.

Erika Pumphrey, who has held sales and marketing positions with Marriott and the Fiesta Bowl, has been named national sales manager for the Northeast at the Scottsdale CVB.

The Anaheim Orange County VCB has hired **Steve Rathje** as its new marketing director. In his new position, Rathje assumes responsibility for the Bureau's analytics and day-to-day project management efforts including advertising, direct mail, destination



and attendee marketing and more. Rathje has more than 12 years of professional experience as a marketer. The majority of his career has been spent helping direct the marketing efforts of private corporations such as Action Wholesale Products, Inc., and Allied Business Schools, Inc.

Seattle's CVB has appointed **Anne Santistevan** as national account director. Santistevan has spent the past 25 years with Hilton Worldwide, most recently as area director of sales and marketing for the Hilton Hotels Seattle Airport Complex.

The Stockton CVB has hired **Emily Tuel** as its marketing and communications coordinator. Tuel previously worked as a member of the special events team with the Blank Park Zoo in Des Moines, Iowa, where she promoted and executed events and served as a graphic designer for the organization. She also served as the dance program supervisor for Lawrence Parks and Recreation in Lawrence, Kansas.



Position Announcement Service

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

Follow us



Calling All Foodies

Supporting Independent Food & Drink Businesses Supports Your Local Economy

Editor's Note: Following is a brief Q&A with Erik Wolf, CEO and Founder of the International Culinary Tourism Association (ICTA) and FoodTrekker. He spoke at the 2011 WACVB Annual Conference in Ontario, California.

WACVB: Recently, FoodTrekker announced the launch of "Fight the Chains!" Tell us about the campaign.

Erik Wolf: "Fight the Chains!" is a request for foodies to support a crowdsourced fundraising drive to develop key technology tools on FoodTrekker, a new online marketing platform designed to preserve and promote culinary cultures, food and drink businesses, culinarian people and groups, and foodie destinations. We must support independent businesses, not just to preserve our food cultures, but to drive local economic development as well.

WACVB: What is the goal of the campaign and how will funds be used?

Wolf: Funds raised from this campaign will help build key technology tools like FoodTrekker's Tasting Team module, which enables its Tasting Team—-independent food/drink journalists and chefs like Aliza Green and Harry Pagancoss (two of FoodTrekker's advisors)—to maintain an online portfolio, write about food and drink businesses, connect with their audiences, and showcase their original food/drink editorial, photo and video content in multiple languages.

WACVB: What types of establishments are people eating at today?

Wolf: Data from leading market research firm The NPD Group shows that people are eating more at chains, and less at independent food and drink establishments. Independent foodservice businesses are struggling to survive.

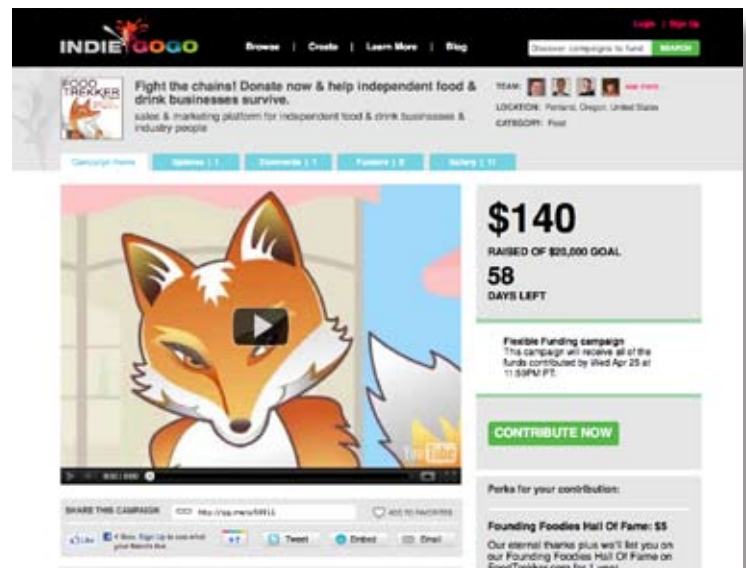
WACVB: If someone wishes to support the campaign, how should they proceed?

Wolf: Interested parties can support the campaign directly at www.indiegogo.com/foodtrekker. Campaign donors can choose cool rewards like cookbooks by James Beard-award winning author Aliza Green or celebrity chef and Association spokesperson Harry Pagancoss; a customized culinary tour in the U.S. city of their choice; or even a personal celebrity chef cooking lesson in Portland, Oregon—home to one of the hottest culinary scenes in the U.S.

About International Culinary Tourism Association (ICTA) and FoodTrekker

The ICTA is the world's leading authority on culinary travel, with 16,000 members in 120 countries. The Association offers education and product development solutions to the world's food and travel industries. FoodTrekker is a consumer-facing site that focuses on the preservation and promotion of the world's culinary cultures. Visit www.culinarytourism.org and www.foodtrekker.com for more information.

(DMOs) communicate to their community, buyers and potential visitors that their DMO has attained a significant measure of excellence. DMAP accreditation standards cover a wide variety of topics including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships.



National Travel and Tourism Week

May 5-13, 2012

The Annual Salute to Travel and Tourism in America

The first full week of May is annually recognized as National Travel and Tourism Week, a tradition first celebrated in 1984. Localized events are presented in cities, states and travel businesses nationwide to champion the power of travel. It was established as National Tourism Week when the U.S. Congress passed a joint resolution in 1983 designating the week to be celebrated in May. In a White House ceremony, President Ronald Reagan signed a Presidential Proclamation urging citizens to observe the week with "the appropriate ceremonies and activities."

Since its establishment, the U.S. travel community has collectively marked the event in a number of creative ways, from staging local rallies and conducting media outreach to securing proclamations and resolutions from local legislative bodies.

Champion the Power of Travel on Rally Day

Travel Rally Day is a concerted effort to demonstrate travel's impact on local workers, businesses and economies. Individual events are staged in cities nationwide during National Travel and Tourism Week.

The goal of Rally Day is to unite a community's travel workers and supporters and publicly represent the industry to media, elected officials and residents with a message that travel matters to this nation and to the local community.

The first U.S. Travel Rally Day was staged in May 2009. More than 40 destinations across the United States held events to champion the benefits of travel.

Celebrating National Travel and Tourism Week

The U.S. Travel Association provides a number of free, useful resources to assist in planning and staging effective activities in support of National Travel and Tourism Week, including everything you will need to organize and host a local travel rally for Travel Rally Day on Tuesday, May 8, 2012.

View the toolkit at: <http://www.ustravel.org/marketing/national-travel-and-tourism-week/toolkit>



2012

Calendar of Events

www.wacvb.com

Destination Marketing Tech Summit & Vendor Showcase

March 28-30, 2012
Hilton Pasadena
Pasadena, California

CEO Forum

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

Annual Conference & Vendor Showcase

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

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Alana Hughson, President & CEO

U.S. Travel Association Launches 2012 Campaign to "Vote Travel"

Building on the momentum from President Obama's announcement in January highlighting the travel industry's significance to the economy, the U.S. Travel Association is spearheading a major year-long campaign intended to raise its profile across the nation and among policymakers in Washington, DC.

"The world is experiencing a travel boom and the United States needs to be part of it," said Roger Dow, president and CEO of the U.S. Travel Association. "The impact of the \$1.8 trillion U.S. travel industry is significant and growing, which is why we are galvanizing support and asking all Americans to 'Vote Travel' this election season."

The Vote Travel campaign will have several important elements over the course of the year and will have a significant presence at the political party conventions in Charlotte, N.C., and Tampa, Fla. In addition, the campaign plans to host events and rallies nationwide, perform strategic grassroots outreach, and undertake paid, social and earned media efforts.

The campaign goals include:

- Building support for travel industry policy and advocacy priorities among policymakers and the general electorate;
- Generating media attention surrounding the travel industry's impact on the U.S. economy, as well as state and local economies, including specific congressional districts;
- Strengthening the travel industry's visibility and relevance in Washington;
- Showcasing the critical importance of meetings and conventions with events during the Democratic and Republican conventions to target both convention attendees, as well as media;
- Deepening relationships with travel industry partners by helping them tell the story of the travel industry's importance to the U.S. economy; and
- Building additional grassroots support for U.S. Travel and the **Power of Travel Coalition** through social media platforms.

The Vote Travel campaign will utilize digital strategies similar to what the current presidential campaigns are using to target voters. Focused programs using Twitter, Google and Facebook will allow U.S. Travel to engage with the industry, and those outside the industry who are supportive of travel, placing the organization in an elite group of Washington associations capable of activating support around policy initiatives.

"Travel supports more than 14 million jobs in local communities and states across the nation," said Dow. "By casting a vote for travel, our industry can increase jobs, help our economy recover and get America moving."

For more information on the Vote Travel campaign, visit: www.votetravel.org, or follow us at twitter.com/ustravel.

Editor's note: The official name of the campaign is Vote Travel. Proper usage of the campaign tagline is: Get America Moving. Vote Travel. The campaign hashtag is #votetravel. Subsequent mentions of the U.S. Travel Association in stories should be U.S. Travel, not USTA. Download the Vote Travel logo.



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