

96-439

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

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TO: STEVE HAYES, Tourism Assistant  
 FROM: MARGIE WILLIAMS, Clerk of the Board *MW*  
 SUBJECT: TWO OUT-OF-STATE TRAVEL REQUESTS

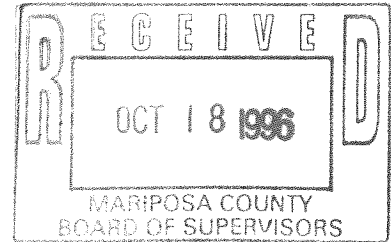
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THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,  
 ADOPTED THIS Order on October 22, 1996

ACTION AND VOTE:

- Steve Hayes, Tourism Assistant, advised of two out-of-state travel requests. Chairman Balmain advised that he felt the Board should review and give direction concerning the requests as he did not feel they were routine requests. (M)Parker, (S)Stewart, Board waived its rules requiring 72 hours agenda noticing to consider the travel requests, finding the matter was not known about at the time the agenda was prepared and direction is necessary prior to the next Board meeting due to the deadline to register for the conference/Ayes: Reilly, Balmain, Stewart, Parker; Excused: Pickard. Discussion was held concerning the travel requests. (M)Parker, (S)Stewart, Res. 96-439 adopted approving out of state travel requests for the WACVB conference and Media trip/Ayes: Reilly, Balmain, Stewart, Parker; Excused: Pickard.

cc: Ken Hawkins, Auditor  
 File



**Memo**

**Date:** October 18, 1996

**To:** Mariposa County Board of Supervisors  
Patti Reilly, Supervisor, District 1  
Doug Balmain, Supervisor, District 2  
Robert C. Stewart, Supervisor, District 3  
Garry R. Parker, Supervisor, District 4  
Robert Pickard, Supervisor, District 5

**From:** Steve Hayes, Tourism Assistant

**Subject:** Out of state travel requests.

Please find the following requests for out of state travel with information about the travel.

I plan to bring these to the Board requesting approval in the AM, Tuesday, 10/22/96 because there are deadlines for registration fees due near the end of the month. Consequently I am providing this packet for your review prior to the meeting.

The WACVB conference was listed in last years budget and I believe it was mentioned during the recent budget hearings. The trip to Media trip organized by the State Department of Tourism was not involved in previous budget discussions. There are current funds budgeted which would cover both of these travel requests.

I think that the opportunity for training at the WACVB meeting is significant. And I think that the cost of the Chicago/New York trip is understandable since all the costs except for parking and meals are included. Additionally, considering that an ad in Sunset runs approximately \$3,000, if we can get one editorial or story in a major trade or consumer publication the trip cost can be justified.

I am honestly not enamored with the travel itself. I anticipate working too hard to enjoy much of it.



**COUNTY OF MARIPOSA  
EMPLOYEE TRAVEL EXPENSE CLAIM**

VENDOR \_\_\_\_\_

**CK TO BE MADE PAYABLE TO:**

Name Steve Hayes Date 10/10/96  
 Dept VB Visitors Bureau Title Tourism Assistant  
 Destination New York City/ Chicago Departure Date 2/24/97 Return Date 2/28/97  
 Method of Travel  County Car ( ) Private Car  Other-Specify Air- Provided in Reg. Fee  
 Reason for Travel Calif. Trade and Commerce Agency -Promote Positive Coverage in Travel Trade Publications and other media.

**ADVANCE REQUEST**

Registration	\$ <u>3,000.00</u>	Breakfast( 5)@5.00	\$ <u>25.00</u>
Lodging	\$ <u>Included</u>	Lunch( 5)@7.50	\$ <u>37.50</u>
Parking	\$ <u>20.00</u>	Dinner( 5)@12.50	\$ <u>62.50</u>
Mileage (miles _____)	\$ <u>0</u>	Other <u>Airport Shuttle</u>	\$ <u>30.00</u>
Total Requested Advance:	\$ <u>3,175.00</u>	Account No. <u>305=0143-494.04-49</u>	

Employee's Signature: *Steve J. Hayes* Dept Head Signature: \_\_\_\_\_

**ACTUAL EXPENSE CLAIM (after return from trip) Date \_\_\_\_\_**

	Sun	Mon	Tue	Wed	Thur	Fri	Sat	Totals
Breakfast								\$
Lunch								\$
Dinner								\$
Non-Overnight Meals @ 12.50(County business not requiring overnight lodging)								\$
Registration (receipt required)								\$
Lodging (itemized receipts indicating room rate, tax, etc)								\$
Mileage								\$
Parking (receipt required)								\$
Bridge (receipt required)								\$
Other (itemized receipts)								\$
Less Advance								-\$
<b>GRAND TOTAL</b>								\$

ACCOUNT NO. \_\_\_\_\_

I certify(or declare)under penalty of perjury that the foregoing claim and items as therein set out are true and correct: that no part thereof has been heretofore paid and that the amount is justly due: and that same is presented within one year after the last item has accrued.

Employee's Signature: \_\_\_\_\_ Dept Head Signature: \_\_\_\_\_

County Counsel's approval of this claim is solely for the purpose of approving conformance to California Government Code, Section 29707 (For Board Members Only)

County Counsel \_\_\_\_\_ Date: \_\_\_\_\_



# CALIFORNIA TRADE AND COMMERCE AGENCY

September 20, 1996

Pete Wilson  
Governor

Julie Meier Wright  
Secretary

Dear Colleague:

In February 1996, the California Division of Tourism (CalTour) visited New York City and Washington, D.C. on a media blitz, leading a delegation of 28 representatives of California destinations, attractions and sightseeing companies. In February 1997, we will return to New York City, and add Chicago to the itinerary.

New York City is home to most of the major national magazines, travel guides and television networks, some of the most notable daily newspapers in the U.S., plus numerous top-producing freelance travel writers. And Chicago continues to be an important market for California. The media blitz is a cost effective way to access the top consumer and travel trade media outlets and to promote positive coverage for California's diverse destinations, attractions, activities, and events. This past winter our events attracted 100 media in New York City, and 30 in Washington, D.C.

The press event will consist of an evening reception and marketplace on Tuesday, February 25, 1997 in New York City, with a similar program scheduled for Chicago on Thursday, February 27, 1997.

To ensure that the event is produced properly, CalTour, through our marketing firm, will sub-contract with a reputable public relations firm to plan, coordinate and produce the California press reception and marketplace. The firm we are in the process of selecting will have an extensive travel industry client list and be well connected with the New York and Chicago media.

We hope you are able to take advantage of this CalTour sponsored media event in New York City and Chicago, and please feel free to contact me if you have any questions.

Sincerely,

Fred Sater  
Media Relations Manager  
Division of Tourism  
(916) 322-3424

801 K Street  
Suite 1700  
Sacramento, CA  
95814-3520

Enclosure



Pete Wilson  
Governor

Julie Meier Wright  
Secretary

# CALIFORNIA TRADE AND COMMERCE AGENCY

## MEDIA BLITZ TO NEW YORK CITY & CHICAGO FACT SHEET

- WHAT:** California reception and marketplace exclusively for New York and Chicago area consumer and travel trade media (print and broadcast).
- WHEN:** February 24-28, 1997
- WHERE:** At a yet-to-be-named hotel, restaurant, or comparable venue, in New York City and Chicago.
- WHY:** To gain favorable publicity for California in hopes of increasing visitation to the Golden State.
- COST:** \$3,000\*  
The basic program costs include:
- Round trip air transportation to/from California gateway cities; and between New York City and Chicago.
  - Hotel accommodations (two nights in NYC and two nights in Chicago), single occupancy, where applicable.
  - Participation in California reception and marketplace.
  - Services of a public relations firm throughout.
  - An up-to-date New York City and Chicago area media list.
- BENEFITS:** The California media blitz is an inclusive program that offers you the opportunity to publicize your product under the "California umbrella" directly to key consumer and travel trade editors and writers (print and broadcast), plus qualified freelance travel writers in New York City and Chicago. As a member of the State's official *team*, you will gain greater visibility in these important media markets. The format will include an evening reception and marketplace on Tuesday, February 25 in New York City, and an evening reception and marketplace on Thursday, February 27 in Chicago, plus free time for individual appointments in both markets.

801 K Street  
Suite 1700  
Sacramento, CA  
95814-3520

(MORE)

**Fact Sheet  
Page Two**

**PAYMENT & DEPOSIT:**

- Send full amount or \$1,000 to reserve space, by October 31, 1996.
- Final payment is due by December 31, 1996.
- Failure to submit final payment on time will result in cancellation of reservation and forfeiture of deposit.

**CANCELLATION POLICY**

- All cancellations must be in writing.
- 60 days prior to event date: 50% refund of full registration fee
- 30 days prior to event date: NO REFUND

\*(Note: There is a \$1,500 fee for additional person; limit two representatives per participating company)

###



# CALIFORNIA TRADE AND COMMERCE AGENCY

Pete Wilson  
Governor

Julie Meier Wright  
Secretary

## MEDIA BLITZ TO NEW YORK CITY & CHICAGO

February 24-28, 1997

### REGISTRATION FORM

Organization: \_\_\_\_\_

Participant: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Total Enclosed: \$ \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return completed form and check (payable to *Key Concepts Inc.*) to:

California Media Blitz  
P.O. Box 1592  
Sacramento, CA 95812

801 K Street  
Suite 1700  
Sacramento, CA  
95814-3520



**COUNTY OF MARIPOSA  
EMPLOYEE TRAVEL EXPENSE CLAIM**

VENDOR \_\_\_\_\_

**CHECK TO BE MADE PAYABLE TO:**

Name Steve Hayes Date 10/10/96  
 Dept Visitors Bureau Title Tourism Assistant  
 Destination Portland, Oregon Departure Date 11/7/96 Return Date 11/10/96  
 Method of Travel  County Car  Private Car  Other-Specify Air - Southwest from Sacto.  
 Reason for Travel Western Assn. of Convention & Visitors Bureaus Annual and Industry Education.

**ADVANCE REQUEST**

Registration	\$ 220.00	Breakfast(4)@5.00	\$ 20.00
Lodging	\$ 359.70	Lunch(4)@7.50	\$ 30.00
Parking	\$ 20.00	Dinner(4)@12.50	\$ 50.00
Mileage (miles _____)	\$ 0	Other <u>Air-Fare</u>	\$104.00
Total Requested Advance:	\$ 803.70	Account No. <u>305-0143-494.04-49</u>	

Employee's Signature: *Stephen F. Hayes*

Approved  
Dept Head Signature: \_\_\_\_\_

**ACTUAL EXPENSE CLAIM**

(after return from trip)

Date \_\_\_\_\_

	Sun	Mon	Tue	Wed	Thur	Fri	Sat	Totals
Breakfast								\$
Lunch								\$
Dinner								\$
Non-Overnight Meals @ 12.50(County business not requiring overnight lodging)								\$
Registration (receipt required)								\$
Lodging (itemized receipts indicating room rate, tax, etc)								\$
Mileage								\$
Parking (receipt required)								\$
Bridge (receipt required)								\$
Other (itemized receipts)								\$
Less Advance								-\$
<b>GRAND TOTAL</b>								\$

ACCOUNT NO. \_\_\_\_\_

I certify(or declare)under penalty of perjury that the foregoing claim and items as therein set out are true and correct: that no part thereof has been heretofore paid and that the amount is justly due: and that same is presented within one year after the last item has accrued.

Employee's Signature: \_\_\_\_\_

Approved  
Dept Head Signature: \_\_\_\_\_

County Counsel's approval of this claim is solely for the purpose of approving conformance to California Government Code, Section 29707 (For Board Members Only)

County Counsel \_\_\_\_\_

Date: \_\_\_\_\_



**Idea Faire**

**Case Studies**

**Industry Education**

**CEO Roundtables**

**Staff Roundtables**

**The  
Human  
Element  
of Success  
1996  
WACVB  
Annual  
Meeting**



**RED LION HOTEL LLOYD CENTER**

**PORTLAND, OREGON**

**NOVEMBER 7-10, 1996**



**REGISTRATION BROCHURE**



**WESTERN ASSOCIATION  
OF CONVENTION  
AND VISITORS BUREAUS**

The  
 Human  
 Element  
 of Success  
 1996  
 WACVB  
 Annual  
 Meeting



# REGISTRATION FORM

(Please complete all portions of the form.)

(Please print or type)

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

BUREAU \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

TELEPHONE (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_

SPONSE/GUEST \_\_\_\_\_

**Please check your bureau's budget category:**

- Less than \$500,000
- \$500,000 to \$1 Million
- More than \$1 Million

**Please check primary area of responsibility:**

- CEO
- Communications
- Convention Marketing
- Convention Services
- Finance/Administration
- Membership
- Tourism Marketing

## HOTEL RESERVATIONS

All room reservations are to be made **directly** with Red Lion Hotel Lloyd Center, 1000 NE Multnomah, Portland, Oregon 97232. To make your reservations, call (503) 281-6111 or (800) 547-8010 by **October 16** and identify yourself as a WACVB Annual Meeting participant. Room rate range: \$89 to \$109. The hotel provides complimentary shuttle service to and from the airport. Credit card guarantee or first night's deposit required to hold room.



WESTERN ASSOCIATION OF  
 CONVENTION & VISITORS BUREAUS

Please contact WACVB staff at (916) 443-9012 if you require reasonable accommodation to participate.

## REGISTRATION FEES

Please check item(s) that apply to your registration:

- First registrant from member bureau ..... \$220
- Each additional registrant from member bureau ..... \$185
- Spouse/Guest ..... \$145
- Nonmember\* ..... \$275
- I plan to take the bus on Friday evening to the Spirit Mountain Casino.

Membership in WACVB rests with the Bureau and all member-bureau employees attend at the member rate.

\* If a nonmember joins WACVB within 30 days of the Annual Meeting, \$50.00 of this fee will be applied to membership dues.

1. Use a **separate form** for each registrant. If more forms are needed please make photocopies.
2. Enclose a check, made payable to the WESTERN ASSOCIATION OF CONVENTION AND VISITORS BUREAUS or WACVB, for the registration fee(s).
3. If, after registering, you find you will be unable to attend, please notify WACVB staff as soon as possible, since any refund must take into consideration meal commitments.
4. Return your registration form and registration fee to the WACVB office by **November 1, 1996**. Refunds will be honored until November 1, 1996; after that date, **no refunds will be granted**.

Please mail this completed registration form with remittance to:

1996 Annual Meeting  
 Western Association of Convention and Visitors Bureaus  
 1730 "I" Street, Suite 240  
 Sacramento, California 95814  
 Telephone 916.443.9012 • Fax 916.443.8065

Payment Received:	Amount:	Date:	Check No.:	By:
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# 1996 WACVB ANNUAL MEETING PROGRAM

## THE HUMAN ELEMENT OF SUCCESS

The educational sessions at the 1996 WACVB Annual Meeting target key issues facing the convention and visitor industry, personal development, and professional success. This year's theme, "The Human Element of Success," focuses on providing outstanding customer service, enhancing personal interactions with clients and colleagues, and developing positive relationships for success at all levels. You are encouraged to bring staff members from your bureau—encourage them to learn new skills for their success!

## 1996 ANNUAL MEETING CO-CHAIRS

Marc Chapdelaine, President and CEO,  
San Mateo County Convention & Visitors Bureau

Carol Lentz, Director of Finance and Administration,  
Portland Oregon Visitors Association

## HOST BUREAU

Portland Oregon Visitors Association

## 1996 IDEA FAIRE

The Idea Faire returns with more ideas to help you manage your bureau and plan your marketing strategies and programs. Member attendees will have the opportunity to view and vote on the entries on Friday and Saturday. Awards for winning entries will be presented at the Awards Breakfast on Sunday morning.

## SCHOLARSHIP

WACVB sponsors several scholarships for students to attend the Annual Meeting as part of the Association's Scholarship Program. The Program provides an opportunity for students to explore the profession of bureau management as a career option. We encourage you to spend time with these students during the Annual Meeting. *Special thanks to Millennium Marketing and ITT Global Conexions for sponsoring a scholarship recipient at this year's Annual Meeting.*

## SPECIAL THANKS TO OUR SPONSORS

We would like to thank our sponsors for their contributions to the success of the Annual Meeting. Please see sponsors listing in this brochure.

## ATTIRE

Business casual attire is appropriate for all Annual Meeting seminars and social functions.

## TRAVEL PLANS

Plan to arrive on Thursday afternoon and depart after the Sunday breakfast session (we suggest flights starting about 12:00 noon). The Red Lion Hotel Lloyd Center provides complimentary shuttle service to and from the Portland International Airport.

## HOTEL INFORMATION AND RESERVATIONS

Red Lion Hotel Lloyd Center  
1000 N.E. Multnomah  
Portland, Oregon 97232

To make your reservation, call (503) 281-6111 or (800) 547-8010 before October 16—identify yourself as a WACVB Annual Meeting participant. Room rate range: \$89 to \$109.

The Red Lion Hotel Lloyd Center provides complimentary shuttle service to and from the Portland International Airport.

## REGISTRATION INFORMATION

Membership rests with the Bureau and all member-bureau employees attend at the member rate.

- \$220 first registrant from a member bureau
- \$185 each additional registrant from a member bureau
- \$275 each registrant from a nonmember bureau
- \$145 spouse/significant other

## SHOPPERS NOTE

Don't forget... There is no sales tax in Oregon and there will be only 46 shopping days 'til Christmas when you're in Portland. The Portland Oregon Visitors Association will be awarding a crisp \$100 bill to the delegate who does the most spending while at the Annual Meeting.

*The Board of Directors and your hosts at the Portland Oregon Visitors Association look forward to welcoming you and your industry colleagues to the 1996 Annual Meeting.*



WESTERN ASSOCIATION OF  
CONVENTION & VISITORS BUREAUS

1730 "I" Street, Suite 240  
Sacramento, CA 95814  
(916) 443-9012

# 1996 WACVB ANNUAL MEETING PROGRAM

## THURSDAY, NOVEMBER 7

- 2:00 p.m. - 5:30 p.m. Registration
- 2:00 p.m. - 5:00 p.m. Idea Faire Set Up
- 4:30 p.m. - 5:00 p.m. New Member/First-time  
Attendee Orientation
- 5:00 p.m. - 5:30 p.m. General Business  
Meeting
- 5:30 p.m. Opening Reception—  
"Enjoy A Taste of  
Oregon"

*Hosted by Oregon Association of Convention  
& Visitors Bureaus and Visitor Services, Inc.*

## FRIDAY, NOVEMBER 8

- 8:00 a.m. - 5:00 p.m. Registration
- 8:00 a.m. - 8:30 a.m. Idea Faire Set Up
- 8:30 a.m. - 9:00 a.m. Continental Breakfast  
(view Idea Faire)
- 9:00 a.m. - 10:15 a.m. Opening Session—  
"Excellent  
Communication: The  
Key to the Human  
Element of Success"

This keynote session will emphasize how easily communication can be perceived positively or negatively, depending on how one hears words or interprets intuitive signals. This session will use humor and goodwill in dealing with the serious subjects of hidden cultural, gender, and socioeconomic differences that have us all constantly interpreting words and signals in our communication.

*Presenters from Interface Network, Inc.*

- 10:15 a.m. - 10:30 a.m. Coffee Break  
*Hosted by Convene,  
The Official Journal of PCMA*

## 10:30 a.m. - 12:00 noon Concurrent Seminars

### A. *Effective Marketing for Small Bureaus*

This hands-on workshop for small bureaus will focus on how to effectively market your area with limited resources and how to design brochures and collateral materials that present a positive and inviting message.

*Presenter: Jane Maas, Chairman Emeritus,  
Earle Palmer Brown*

*Jane Maas' appearance presented by American  
Express and ASAE/Association Management.*

### B. *Identifying New Accounts/Making Effective Presentations*

Learn the process of discovering new accounts in good economic times and the best techniques to use in making effective presentations to those prospective accounts. This session is based on hundreds of hours of customer focus-group feedback gathered from decision-making meeting planners.

*Presenter: Steve Steinhart, President, Steinhart  
and Associates*

### C. *The First 100 Days as a New CEO*

The first 100 days on the job as a new CEO of a bureau is a critical time during which many first impressions are made and relationships established. Our panel members, newly minted CEOs from small, medium, and large organizations, will discuss what they think are the most important tasks for the new CEO. This session will be taped and transcribed into a WACVB white paper for new CEOs.

*Panelists: Joe D'Alessandro, Executive  
Director, Portland Oregon Visitors Association;  
Richard Gartrell, President and CEO, East  
King County (WA) Convention & Visitors  
Bureau; Karen Jordan, President and CEO,  
International Association of Convention &  
Visitor Bureaus*

*Moderator: Marc Chapdelaine, President and  
CEO, San Mateo County Convention and  
Visitors Bureau*

## 12:00 noon - 1:30 p.m. Luncheon with Presentation

### *"The 15 Trends in Marketing"*

Jane Maas is perhaps best known for her direction of the "I Love New York" campaign, which changed the image of New York City and revitalized its tourism economy. She is the author of "Better Brochures" and her best-selling autobiography, "Adventures of an Advertising Woman," and co-author of the classic "How to Advertise," revised in 1992 as "The New How to Advertise."

*Presenter: Jane Maas, Chairman Emeritus,  
Earle Palmer Brown*

*Jane Maas' appearance presented by American  
Express and ASAE/Association Management*

# 1996 WACVB ANNUAL MEETING PROGRAM

FRIDAY, NOVEMBER 8  
(CONTINUED)

1:30 p.m. - 3:00 p.m. **Concurrent Seminars**

**A. Cooperative Image Building**

This workshop, primarily geared to larger bureaus, will work on the "tricks of the trade" in developing cooperative destination marketing programs and how to persuade community partners to invest in the bureau's image marketing plans.

*Presenter: Jane Maas, Chairman Emeritus,  
Earle Palmer Brown*

*Jane Maas' appearance presented by American  
Express and ASAF/Association Management*

**B. Accountability of Marketing to the  
Leisure Segment**

Accountability of your marketing program is critical to its success and future funding. This session focuses on developing a measurable leisure-traveler marketing campaign and implementing a mechanism that maximizes its potential and tracks its response.

*Presenters: David Zimmerman, Vice President-  
Sales, Destination Marketing Services by BASS,  
and additional panelists.*

**C. Selective Selling**

We all understand "lead" or normal selling, but how can we be more effective initiating business that fills our down and shoulder times? This advanced session will examine how to successfully land high-yield, repeat accounts; how to match your strengths with an account's key requests; and how to present fresh ideas and concepts that will influence the meeting planner's decision to select your city.

*Presenter: Steve Steinhart, President, Steinhart  
and Associates*

3:00 p.m. - 3:15 p.m. **Refreshment Break**  
*Hosted by Meetings in the West Magazine*

3:15 p.m. - 5:00 p.m. **Staff Roundtables**

Share your concerns and successes with staff colleagues in an open-discussion format. Each session will be facilitated by a bureau staff specialist.

- A. Convention Sales
- B. Tourism
- C. Communications/Membership
- D. Convention Services
- E. Finance/Administration

3:15 p.m. - 5:00 p.m. **CEO Roundtables**

Share your concerns and successes with CEO colleagues in an open-discussion format. Each session will be facilitated by a peer CEO.

- A. Bureaus with Budgets of Less Than \$500,000
- B. Bureaus with Budgets of \$500,000 to \$1 Million
- C. Bureaus with Budgets of More Than \$1 Million

5:00 p.m. - 5:30 p.m. **California Council of  
WACVB Meeting  
(California members)**

**Open Evening** (on your own or put an  
informal group together)

**A FEW GREAT IDEAS FOR FRIDAY EVENING!**

1. Take the free chartered bus and try your luck at Spirit Mountain Casino, one of Oregon's premiere gaming facilities. Along with a variety of gaming opportunities, you can have a spectacular "all-you-can-eat" buffet for \$8.95 or enjoy fine dining at reasonable prices in the new Legends restaurant.
2. Hop on MAX to the Rock Bottom Brewery for an evening of fabulous food and terrific micro-brews; then walk around downtown and shop or hit some of the nightclubs in Old Town. Portland was just chosen as one of the ten most "hip" cities in the nation for its live music scene by *Swing* magazine.
3. Walk across the street from the hotel to the Lloyd District and enjoy many great restaurants on Northeast Broadway and don't forget there is always great shopping at the Lloyd Center Shopping Center.

**IF YOU HAVE A CAR OR WANT TO GO BY TAXI:**

4. You can visit the Nob-Hill Area on Northwest 21st and 23rd. Great restaurants, art galleries, and boutique shopping.
5. How about a brew pub and movie house combined? Visit the Hawthorne District in southeast Portland with its quirky restaurants, secondhand stores, boutiques, and the old Baghdad Theatre that is a movie house and brew pub.
6. If you are interested in antiques, visit the Sellwood area for interesting restaurants and great antique stores.

# 1996 WACVB ANNUAL MEETING PROGRAM

SATURDAY, NOVEMBER 9

8:00 a.m. - 5:00 p.m. Registration

8:00 a.m. - 9:00 a.m. Continental Breakfast  
(view Idea Faire)

*Breakfast hosted by Adams/Laux Market-specific  
Meetings Magazines*

9:00 a.m. - 12:30 p.m. General Session  
"Identifying Winning  
Personalities...and Making  
Them Work for You"

Understanding your own personal style is critical to effective interaction with family, co-workers, customers, and friends. This session will examine the personal traits and styles of the participants through a self-administered personality indicator test, which will be followed by an overview of each personality style and conclude with suggestions for interacting with each of the personality style categories.

*Presenter: Gary Hernbroth, President, Training  
for Winners*

10:30 a.m. - 11:00 a.m. Coffee Break  
*Hosted by Western Association News*

11:00 a.m. - 12:30 p.m. General Session continues

12:30 p.m. - 2:00 p.m. Luncheon, Annual  
Business Meeting,  
Elections

#### Presentation

Karen Jordan, IACVB's new chief staff executive, will present her vision of the CVB industry, both locally and internationally. In addition, she will discuss highlights from IACVB's recent strategic planning sessions.

*Presenter: Karen Jordan, President and CEO,  
IACVB*

2:00 p.m. - 3:00 p.m. Concurrent Seminars  
"Case Studies"

Most CVBs face similar problems in their communities, such as bed-tax raiders, political issues, or natural disasters. Our case study process will begin by dividing our attendees into three separate budget category groups to discuss identical case studies and suggest steps to address the issues. After the refreshment break, the entire group will convene in a general session for a panel presentation to demonstrate how small, medium, and large CVBs would solve identical, real-world problems.

The goal is to show how different sized CVBs handle issues that can arise in any community. Each group will be asked to present solutions to each case study. See case studies in next column.

A. Workshop - Bureaus with Budgets  
of Less Than \$500,000

B. Workshop - Bureaus with Budgets  
of \$500,000 to \$1 Million

C. Workshop - Bureaus with Budgets  
of More Than \$1 Million

#### Case Study #1

A newly elected city council majority is considering adding two percent (2%) to the hotel room tax with the proceeds going to the general fund, and has quietly suggested that the current CVB funding might be reduced if the industry objects to their proposal.

How should the CVB respond to this situation?

#### Case Study #2

Your community has been afflicted by a string of negative events that the national media exaggerated on slow news days. The negative events include:

- 1) A wildfire that burned thousands of acres of forests near your community.
- 2) A random act of violence against a foreign tourist.
- 3) An outbreak of an unknown ailment similar to Legionnaire disease at a convention meeting in your city.

How should your CVB minimize the negative PR?

#### Case Study #3

The National Fur Coat Dealers' annual convention meets each year in your city with registration, housing, and convention services supplied by your bureau. For the past five years, animal rights activists have led increasingly vocal protests against the event occurring in your city and tax dollars being used to assist in hosting the event.

How should the CVB staff handle this sensitive and divisive issue?

3:00 p.m. - 3:15 p.m. Refreshment Break

3:15 p.m. - 4:15 p.m. General Session  
"Case Study Presentations"

After the refreshment break, the entire group will convene in a general session for a panel presentation to demonstrate how small, medium, and large CVBs would solve identical, real-world problems. A representative from each of the workshop groups (based on budget category) will comprise the panel.

WESTERN ASSOCIATION OF CONVENTION AND VISITORS BUREAUS

1996 WACVB  
ANNUAL MEETING PROGRAM

SATURDAY, NOVEMBER 9  
(CONTINUED)

6:30 p.m.

Evening Event  
"Country Faire"

Be transported back 500 years to the time of King Arthur and the Knights of the Round Table for a country faire complete with a roadhouse serving "grog and grub." Then stop by many of the faire booths and have your fortune read, or attempt to toss rings over the castle gargoyles, watch a joust, and participate in many interactive events. Lots of fun prizes, good music, and companionship.

Hosted by Portland Oregon Visitors Association and Destination Marketing Services by BASS

SUNDAY, NOVEMBER 10

9:00 a.m. - 10:30 a.m. Breakfast (served)

Breakfast hosted by Oakland Convention & Visitors Authority

Idea Faire Award Presentations

Join your colleagues and learn which ideas were deemed the best in this year's Idea Faire. Remember, entries are judged at the Annual Meeting by member attendees. Recipients will be recognized and presented with plaques at the Awards Breakfast.

Presentation

"Visitor Industry Awareness Programs"

Susan Bladholm will share a step-by-step method of developing a visitor industry awareness program within your own community that both educates the local community to the benefits of the visitor industry and provides a warm and welcome atmosphere for visitors. Two other panelists will share their bureaus' success in creating and implementing community awareness programs.

Presenters: Susan Bladholm, Sunstone Marketing and additional panelists

1997 Annual Meeting

Our 1997 Annual Meeting hosts will share an overview of what they have in store for us. Next year's Annual Meeting will be held in Oakland, October 16-19, 1997.

10:30 a.m. Annual Meeting  
Adjournment



WACVB thanks the following companies and organizations for their contributions to the success of the 1996 Annual Meeting:

Adams/Laux Market-specific Meetings Magazines  
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Portland Oregon Visitors Association  
Visitors Services, Inc.  
Western Association News

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