



April 2009 Newsletter

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2009 Governor's Conference on Travel and Tourism

Thank you to our members and colleagues who attended this jam-packed conference on March 27 in Boston. There was excellent representation and participation from CMCVB members.

Who Knew? We did!



12:30 p.m. - Registration

1:30 p.m. - Shotgun Sta

We are also looking for sponsors at all levels, auction a raffle donations.

Non golfers are invited to join us for a networking dinn after the tournament!

Contact [Cliff Carmel](#) or [Register Now!](#)

Our Volunteers are Worth a Million

April 19-25 is Volunteer Appreciation Week

The CMCVB is fortunate to have a number of dedicated volunteers, on wh we regularly depend, to assist with mailings and other special projects. Several of these individuals come to us from RSVP, (Retired and Senior



Check out the new Worcester Who Knew? Admission & Discount Incentive Card

The Worcester Cultural Coalition and CMCVB partnered with 8 cultural sites in and around Worcester to create this money saving and creative incentive to visit and experience culture in the area.

"This campaign will call attention to the many unique museums, outdoor adventures and special interactive experiences the greater Worcester area has to offer," Erin Williams said.

"Who knew there was so much? We did! This campaign demonstrates our place as a truly creative city that actively engages our residents and visitors alike in the creative experience."

FAM Tour Kudos

Many thanks to our members who extended true New England hospitality to 2 recent UK Press FAMs

**Their themes were:
Value Vacations &
Active Trips**

Volunteer Program) whose mission it is to connect people 55 and older with opportunities that focus on the compelling needs of the Worcester community. Since 1971, RSVP volunteers have been providing vital services with programming that creates a cost effective solution to gaps in resources. Every year over 700 RSVP volunteers contribute tens of thousands of hours of service to Worcester County - nearly 1000 of those hours are given to the CMCVB!

Celebrating 10 Years as Volunteers



In addition to our RSVP connection, we have a "couple" of volunteers who have been giving their time to the CVB since 1999. George and Marion Busada are celebrating 10 years of service with our organization. Also active in the local community, the Busadas regularly attend Worcester Chamber "Business After Hours" events and serve coffee at St. George's Cathedral every Sunday. They are a couple that likes to give - and their giving isn't limited to time. George has helped nearly 400 people directly through his regular blood donations - 187 pints to date, and counting! Wherever they come from - we are grateful for the combined efforts of all our dedicated volunteers. Many thanks for the hard work and friendship of following volunteers:

Pat Blanchard, Peggy Manoogian, George & Marion Busada, Lucy Orcutt, Jeanne Gallagher, Josephine Soucy, Joan Goodale, Jo Tamburro and our Hospitality Ambassadors including: Amanda Campbell, Wachusett Mountain; David Casey, Cray Publishing; Darcy Cook, Safety Trainers; Davis and Donna Cox, Dynamx.com; T.J. Fluharty, Polar Beverages; Judy Gorlick, Shaklee / Airsource; Christine Greenawalt, Eventertainment, Donna Laconti, ADS; Deborah LaPreste, Embassy Suites-Boston Marlborough; Paula Lawrence, Crowne Plaza Worcester; Kate Nicholson, Crowne Plaza Worcester; Susan Piper, Cyprian Keyes Golf Club; Pam Richard, DCU Center; David R. Rudnicki, Medical Business Management, Marvin Silver, Seder & Chandler; Bill Simonic, Yankee Cricket Bed and Breakfast; Tracy Turczynski, All-Access Fitness Academy; Danielle Wence, Cyprian Keyes Golf Club; Christine Whipple, Girl Scouts of Massachusetts



UK Journalists from The *Daily Mirror*, *Chat Magazine*, *The Travel Channel - Web Magazine*, *Gay Times* and *The Daily Star* were thoroughly entertained with itineraries which included:

A Tour of [Old Sturbridge Village](#)

Maple Sugaring demos at Hardwick Sugar Shack
www.hardwicksugarshack.com and
K.E. Farm, Sturbridge
www.maplesugarhouse.com

Overview of [Brimfield Antique & Collectibles Shows](#)

A Hot air balloon ride with [Bella Via Balloon Company](#), Worcester

A tour and hike at [Mass Audubon's Broad Meadow Brook Sanctuary](#)

"The Rat Pack is Back" at [The Hanover Theatre for the Performing Arts](#)

Many thanks to the generous hosts from:

[The Yankee Cricket Bed & Breakfast](#),
Brimfield

[The Vienna Restaurant and Historic Inn](#),
Southbridge

[The Publick House Historic Inn](#),
Sturbridge

[86 Winter American Bistro](#), Worcester

[Block 5 Bistro](#), Worcester

& Beechwood Hotel, Worcester

Council Inc.; Robert Wilby, AAA of Southern New England and to **Our Board of Directors** - your time and guidance are priceless.

With warm appreciation, The CMCVB Staff

Membership Matters

Please join us for the April 22nd Hospitality Host meeting at the Crowne Plaza with networking beginning at 7:30 a.m.

Networking, collaborating and FREE breakfast - Bring a friend! RSVP to [Cliff Carmel](#) (508-755-7400 x224)

[Are you taking advantage of all your member benefits? Click here](#)

Welcome to our new members:

Blazing Signworks Inc. of Leominster is a full service sign and graphics company offering total display solutions including a variety of signage options, graphic designs, and layout services along with a complete line of trade show and event display systems with both indoor and outdoor applications. [Visit Blazing Signworks on line](#)

AllOverMedia of South Auburn is dedicated to reaching captive audiences so they developed medias that couldn't be tuned out, turn off or missed. AllOver Media uses gas pump, convenience store, indoor print and digital animation to hit captive audiences as they move throughout the marketplace. AllOverMedia is service and quality driven - and fun to work with. [Visit AllOverMedia on line](#)

News For Your Marketing Department



MassValue Pass Participation deadline extended till April 6th !! WURGE our members to take advantage listing your "deal" with the MassValuePass. [Register here](#) or at least check out [MOTT's beautiful redesigned](#)

[website](#)

Submit your nomination today for the Central Mass. Family Business Awards! The WBJ will profile family-owned businesses based in Central MA. Please note: The nomination should be completed by a family member within the company. Nomination Deadline: April 13 [Nomination Form](#)

Do you have images (300 dpi) press releases, packages, special deals, or coupons? The CVB will gladly post them on our website for FREE. [Send us your promotions!!! Click here](#)

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Flyer Inserts - Expose Your Business and Special Events to over 450 businesses throughout Central MA for ONLY \$75.00! This newsletter is sent out to the full membership, local chambers, and tourist associations. [Sign up today](#)

FAM Tour thanks you! The CMCVB and MOTT are grate for the hospitality extended to the UK journalists who recently visited Central Massachusetts. (*see sidebar*)

Conventions and Meetings

A Call to Action - to everyone in the tourism industry regarding the importance and future of planning meetings and conventions: [Read more . . .](#)

New Bookings! In March the Convention Sales Dept. booked new events and 1 repeat event. These events will bring an estimated 11,564 attendees and 753 hotel overnights for an economic impact of \$1,272,039!

Convention Sales E-Newsletter continually needs your hot dates and hot rates to be distributed to meeting planners.

Ongoing Events - We completed a 3,000 piece mailing that was sent to registrants for the Harley of MA 5-State Rally in Sturbridge this August.

Group Tour & Events- The CVB is distributing all new group packages to its entire Group Tour database, so please make sure you forward your new packages to [Kathy Ryan](#) so it can be sent out to tour operators right away.

From our Members - A Sampling of April Events

[Southwick's Zoo](#) will reopen April 11, 2009 for the season... stop by to meet Molly the new baby giraffe.

Easter Brunch at Cyprian Keyes Golf Club, Boylston. Reservations required. 508-869-9900 ext. 10 www.cypriankeyes.com

Easter at the Salem Cross Inn, W. Brookfield. Serving from 11:30 until 4:30pm. Reservations a must. 508-867-2345 www.salemcrossinn.com

Easter Dinner Buffet - Wachusett Village Inn, 9:30am-3pm. 978-82000 www.wachusettvillageinn.com

Easter Sunday Dinner 12:00pm-4:00pm - Vienna Historic Inn Restaurant. 508-764-0700 www.thevienna.com

April 16,2009 - [Worcester Art Museum](#) LIVE MUSIC with M Shwachman - 5:30pm - 8:00pm

Mike Vigneux
Colleges of the
Worcester Consortium

William Wallace
Worcester Historical Museum

Jamie Wolfe
CoCoKey Water Resort

CMCVB Staff

Donna McCabe, President

Kathy Ryan
*Convention Sales &
Group Tour Manager*

Brenna Ruchala
Visitor Services Coordinator

Cliff Carmel
*Membership Manager & Special Events
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*Tourism, Public Relations & Marketing
Manager*

Marilyn Bieksha
*Exec. Assistant to the President & Office
Manager*

Monica Elefterion
Asst. Office Manager

Paula Wallace
Bookkeeper/Financials

April 16-18, 2009 - Original Sewing & Quilt Expo - DCU Cen
Worcester 508-755-6800 - [Ticket info](#)

April 17-19,2009 - The New England Historic Home Show
Sturbridge Host Hotel and Conference Center. [Details and ticket pri](#)

Don't miss these performances during April at the Hanover Thea
Worcester. *Thomas & Friends Live! On Stage: A Circus Comes
Town; American Idols in Concert; Peter Paul and Mary; Herma
Hermits and the Young Rascals; The Fantasticks; Opera - The Ital
Girl in Algiers.* [Details, Dates & ticket prices](#)

April 18-19, 2009 - African Violet Show - Tower Hill Botanic Gard
Boylston. www.towerhillbg.org

April 18-19, 2009 - Welcome Back Weekend - Davis Farmla
Sterling. 978-422-MOOO(6666) www.davisfarmland.com

April 25, 2009, 6:00pm - 9:00pm - Higgins Armory Museum prese
the Spring BeerFest [Details and admission info](#)

[Visit us for Great Ideas for April Vacation Week](#)

April Packages- Steals and Deals



[Central MA Accomodation specials ar
packages available - see more](#)

[Spring into Action!!! Click here to se
great deals offered by members....](#)

Quick Links to websites

[Calendar of Events](#)
www.centralmass.org
www.massvacation.com

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