



Happy St. Patrick's Day from the Central MA Convention & Visitors Bureau!

March Newsletter 2009



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www.centralmass.org

www.worcester.org

www.massvacation.com

Register Now! 22nd Annual Governor's Conference on Travel and Tourism

**Please join Governor Deval Patrick and Economic
Development Secretary Greg Bialecki
at the
22nd Annual Governor's Conference on Travel & Tourism
on Friday, March 27, 2009.**

This year's conference has a few new elements:

- it's just one day (although you are welcome to stay over at a bargain rate of \$169)
- it's so reasonably priced, at \$99 that you'll be saving \$131, compared to last year's price
- the Westin Waterfront Hotel offers glorious water views, spectacular architecture, and a hip new neighborhood. The setting will give you a whole new perspective on Boston -- you'll feel like you're on vacation. That's the whole idea of this year's conference - a new perspective.

At the Governor's Conference we'll give you:

- up-to-the-minute economic data and analysis, including hopeful new trends
- a look at the first-in-the nation state tourism marketing campaign aimed at gay/lesbian travelers
- new ways to identify and connect with cultural tourists
- how municipalities can partner with tourism efforts to strengthen economic development - as well as quality of life for residents
- updates from Massachusetts' international representatives
- ways to develop sports and film opportunities in your community

You'll get a sneak preview of MOTT's very innovative and cool new TV and print campaign. Including future programs such as - free Tourism U informational programs, international trade shows, and our spring

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Ned LaFortune
Wachusett Brewing Co.

Paula Lawrence
Crowne Plaza Hotel

advertising and value pass program.

To sign up: visit massvacation.com or contact Monica at ext. 229 at the CMCVB and we will pre-register you....

7th Annual CVB Golf Tournament at Blackstone National

SAVE May 18, 2009 for a Swinging Time...



The 7th Annual CMCVB Golf Tournament will be held on Monday, May 18, 2009 at Blackstone National Golf Club.

12:30 p.m. - Registration

1:30 p.m. - Shotgun Start

Don't golf? Join us for dinner after the tournament! We are also looking for sponsors

at all levels, auction and raffle donations. Please contact Cliff Carmel ccarmel@worcester.org or 508-755-7400, ext. 224 for more information.

Hospitality Hosts Draws Big Crowd

February Meeting Kicks Off with a Record 52 Attendees!

The February 25th Hospitality Hosts meeting was a great success, giving 52 members the opportunity to network and exchange information about their businesses. Hospitality Hosts Chair **Darcy Cook** of [Safety Trainers](#) introduced the new 2009 meeting format and welcomed committee co-chair **Tracy Turczynski** of [All Access Physical Therapy, Inc.](#) to the Hospitality Hosts team. The CVB staff presented *What's New in Membership Benefits and Opportunities*.



Hospitality Awards were given to **Bill Simonic**, (left) [Yankee Cricket Bed & Breakfast](#) for innovation in packaging; **Tracy Turczynski**, (center) [All Access Physical Therapy, Inc.](#) for co-chairing the Hospitality Hosts Committee, and **Andy Davis**, (right) [DirectAir](#) for becoming a new member of the Central MA Convention & Visitors Bureau.

Worcester Historical Museum Hosts 31st Annual Valentine Contest

On Tuesday, February 10, 2008, the Worcester Historical Museum presented awards to the **31st Annual Make Your Own Valentine Contest** winners. The [Worcester Historical Museum](#), in partnership with the [Worcester Public Library](#), holds this event every year to celebrate Worcester's historic Valentine-making tradition. Participants are in grades 3 through 6. Worcester Mayor **Konstantina Lukes** issued award certificates and **Brenna Ruchala**, the CMCVB's *Visitor Services Coordinator*, helped to judge the entries and decide the winners.

David McKeehan
North Central
Chamber of Commerce

Alexandra McNitt
Central South Chamber at the
Crossroads of
New England

Jim Moughan
DCU Center

Al Rose
Red Apple Farm

Nancy Salem
Salem Cross Inn

Henry Tessman
Double Tree Hotel
Boston/Westborough

Mike Vigneux
Colleges of the
Worcester Consortium

William Wallace
Worcester
Historical Museum

Jamie Wolfe
CoCoKey Water Resort

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Donna McCabe, *President*

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Office Manager

Kathy Ryan
*Convention Sales &
Group Tour Manager*

Brenna Ruchala
Visitor Services Coordinator

Cliff Carmel
*Membership Manager & Special
Events Coordinator*

Karen Matt



The 31st Annual Valentine Making Contest Winners with Mayor Lukes, WHM's Board President Scott Reisinger and the CMCVB's Brenna Ruchala

Four winners were chosen out of 600 entries from 14 schools in each of the following categories: Historic, Contemporary, Verse, and Masters. Congratulations to all of the talented participants and winners!

So Much, So Close: 1,000 Great Places in MA

On January 15, 2009, the Commonwealth of Massachusetts signed a bill appointing a special committee whose challenge it will be to locate and designate the 1,000 greatest places in the Commonwealth. The committee to discover these places consists of Travel and Tourism representatives from throughout the state.

Proponents envision brochures adorned with special seals, perhaps booklets that would cause tourists to flock to places both hidden and well known. "We thought it would be useful for these attractions to have the seal of approval to be designated as a great place in Massachusetts," said **Representative Eric Turkington**, chairman of the Committee on Tourism, Arts and Cultural Development and the bill's sponsor.

There would be something for everyone. A thousand is enough to give each of the state's 351 towns nearly three great places. Put another way, there would be one great place in every 10 square miles of the state. Rep. Turkington says the commission will "let people in Massachusetts and everywhere in the world know what treasures we have." (*Commonwealth Unbound*) To read more about 1,000 great places in MA, visit Boston.com.

Flower & Patio Show an Incredible Success

The CMCVB hosted a pavilion in the Flower & Patio Show held at the DCU Center from February 27th-March 1st. Many thanks to the 12 members who partnered with the CVB in the tourism pavilion, and to those members who donated their time and energy in the booth during the weekend.



Photos: CVB volunteers George and Marion Bosada sit at the CVB booth (above); Justine Brewer of Southwick's Zoo welcomes a visitor to the booth; Davis Farmland's Moo Moo the Cow does a little dance in front of the booth (below right);



A young girl colors Moo Moo in



*Tourism, Public Relations &
Marketing Manager*

Paula Wallace
Bookkeeper/Financials

Welcome to Our New Members



**All-Access Physical
Therapy, Inc.** is
proud to announce
the opening of
the **All-Access
Fitness Academy** in
April, 2009. The All-
Access Fitness

Academy is committed to providing
'intelligent fitness for YOUR
lifestyle.' All-Access Fitness
Academy will be located at
**904 Turnpike Road
Shrewsbury, MA.**
**Tracy Turczynski, Sales &
Marketing Director**
Visit www.allaccessfa.com to learn
how you can become one of the
first 100 members before the doors
open!

**DND Excavation & Landscape
Construction**, is a fully insured
building and landscape
maintenance company that
specializes in heavy equipment,
excavation, drainage systems and
landscape lighting. For
more information, contact:

David Jose
(508) 755-9006
P.O. Box 96
Auburn, MA 01501

Arbonne International

Arbonne distributes skin care
products, based on botanical
principles through its network of
Independent Consultants.

Lisa Tee
(774) 696-7114
138 Charles Street
Leicester, MA 01524

the CVB coloring book at the booth! (left)

Opportunity for Change at Business Roundtable on Citizen Diplomacy

The International Center of Worcester

located at Clark University
presents

Improving U.S. Image and the Climate for International Business

Crowne Plaza Hotel
April 7, 2009
3:30 p.m. - 8:00 p.m.

Today's global business environment poses new challenges for
American businesses, but also new opportunities for local business
people to have a significant impact on US international relations. In
recent years, American image overseas has measurably reduced
business profits here in MA. For example, fewer people want to come
as tourists, US exports are being met with more boycotts, and students
are beginning to prefer universities in other countries. Many
businesses are affected. Learn what you can do to improve the
international climate for trade. Join the national movement among
businesses across the US to engage in citizen diplomacy. Share your
opinions and experiences.

Guest speaker is **Thomas Miller**, *Vice President of [Business for
Diplomatic Action](#)* and noted market strategist, researcher, and public
opinion pollster.

PROGRAM

5:30 - 6:30 p.m.

Registration, reception, introductions, dinner

6:30 - 8:00 p.m.

Keynote by Thomas Miller, roundtable discussion,
information materials

Pre-registration required.

Fee: \$30; \$20 by March 25.

Price includes light dinner. Cash bar.

For program details and more information, visit [International Center](#)
or contact: **Royce Anderson, Executive Director, International
Center of Worcester**, icw@clarku.edu, 508-793-7626 phone,
508-793-8889 fax. Facebook users, visit IC's [event link](#).

Membership Matters

**Please join us for the *Hospitality Hosts* meeting on March
25, 2009 at the Crowne Plaza with networking beginning at**

Hollywood's Calling! CVB Members Make TV Debuts

Last Green Valley



WFSB's "Better Connecticut" aired a segment highlighting **Winter Wanderings** on February 13th.

Scot Haney visited the Brooklyn Golf Course to film the segment, where he went sledding, ice skating, and mingled with cross-country skiers.

Suzanne Farias of **Four Points by Sheraton/Leominster**

recently appeared on the local cable channel to promote the hotel's 20th Anniversary and its upcoming Wedding Give-Away.

Southwick's Zoo welcomed Molly, the baby giraffe at the end of February. Molly experienced some health issues and was transferred to Tufts Veterinary School for care. The **TODAY Show** visited Molly and interviewed her caregivers at Tufts and Betsy Brewer from Southwick's Zoo. To read TODAY Show article, visit: msnbc.com; to view video, visit: today.msnbc.msn.com



SITE-Seeing at
www.centralmass.org

7:30 a.m.

Feedback from CVB members after the February meeting:

"Great meeting - I'm so excited to be part of this group!"
"What a fantastic turnout - I can't wait until next month!"
"I just made 5 great face-to-face business contacts in an hour - I'll definitely be back next month!"

Looking for concrete ways to see ROI for your advertising dollars? Then don't miss the March meeting, which will feature networking, collaborating and FREE breakfast!

Please RSVP to **Cliff Carmel** (508-755-7400 x224) ccarmel@worchester.org if you are able to attend.

March Spotlitged Speaker will be Andy Davis, representing [DirectAir](http://DirectAir.com). If you would like to spotlight your business at the April meeting, please contact Cliff Carmel.

Expose Your Business and Special Events to over 450 businesses throughout Central MA for ONLY \$75.00!

Each month the CMCVB offers members the opportunity to include a flyer in the monthly newsletter, which is sent out to the full membership, local chambers, and tourist associations. Contact Cliff Carmel at ccarmel@worchester.org for more info or call 508-755-7400, ext. 224 to sign up today.

Marketing Opportunities

Central Massachusetts Visitors Guide Hit Stands!

The *2009 Spring/Summer Visitor Guide* will be available mid-March. If you would like to receive copies for your business or property please call Brenna to be added to our distribution list at 508-755-7400 ext. 221, or e-mail bruchala@worchester.org.

MOTT Photo Call-Out

MOTT is in search of landscapes/natural beauty, attractions, people/ethnic diversity, fairs, festivals and events, and lodging images. They are constantly looking for great images that show off Massachusetts in the best way possible. Since many have copyright clauses, we are asking all of you to go out there and take pictures of your region and send them to MOTT to be added to the website and the press room for visitors and journalists. We can't purchase the photo but we can give you photo credit for your keen eye. All we ask is the image be royalty free. You will need to ID the photo and credit the person who took it and make sure that we will be able to use it on the website, getaway guide, by journalists, for publicity purposes and MOTT advertising campaigns. The images must be 300 dpi and they can be emailed or sent to bruchala@worchester.org for the CMCVB and MOTT.



This photo of [Wachusett Mountain](http://WachusettMountain.com) appeared in



NEW! The CMCVB recently e-mailed its first *Visitor Newsletter* to over 2,000 recipients. If you would like to submit stories, photos, discount coupons and packages or if you would like to receive a copy, please contact Brenna Ruchala at bruchala@worchester.org.

the **2008-2009 Massachusetts Getaway Guide**. Images from [Old Sturbridge Village](#), [Higgins Armory Museum](#), [Davis Farmland](#) and the [City of Worcester](#) were also featured in this publication.

WEB PROMOTION

Packages, Steals and Deals...

The CMCVB website gets 200 unique visitors per day. If you have any packages, special deals, or coupons we would love to help you promote them. Send us your information and we will gladly post it on our website for FREE. Please contact Brenna at bruchala@worchester.org.

KEEP US INFORMED

Do you send out regular press releases? **Why not add the CVB to your media list and let us help you promote your events!** Send your news to Karen Matt at kmatt@worchester.org.

MOTT's Weekly E-Newsletter Features Central MA Attractions

The [Massachusetts Office of Travel & Tourism's](#) *Featured Deals* weekly E-newsletter, mailed to over 10,000 [MassValuePass](#) holders, recently featured [Worcester Art Museum](#), [Hanover Theatre](#) and [Old Sturbridge Village](#) as "featured deals."

Convention Mention

CONVENTION SALES

New Bookings!

- 11 v 11 Soccer (U.S. Club Youth Soccer) - 2 Soccer Tournaments in Devens! - May, 2009 & August, 2009

- Estimated attendance 1,000; 2,800 hotel overnights; \$698,000 in economic impact

Central MA Featured in SportsEvents Magazine

Central MA sports fields and facilities were highlighted in the February 2009 edition of *SportsEvents Magazine*. Contact Kathy Ryan convention@worchester.org to receive an e-mail version.

Convention Sales Initiative Underway

The convention sales department is planning the first ever E-Newsletter geared towards meeting and event planners highlighting hot dates, hot rates and special deals on meeting and event sites.

Worcester County leads the pack in hotel occupancy throughout the Commonwealth!

According to Smith Travel Research, one of the top resources for travel and hotel statistics, Worcester County has consistently come out on top in hotel occupancy over the past several months compared to all other counties in the Commonwealth.

TRADE SHOWS The CVB is sponsoring the pavilion at the **AAA Travel Show** on March 6-8. Numerous marketing opportunities were made available to members and other regional tourist councils providing them with excellent exposure.

FAM Tours/Public Relations

Many thanks to all of the members who responded to our recent requests for unique events, contests, fairs and festivals in anticipation of the **UK** and **Japanese FAM Tours** and the article for **Parents Magazine**. We appreciate the prompt feedback and we enjoy hearing about all the wonderful things you are doing.

Special thanks to the following members for their cooperation and participation in two upcoming UK FAM tours: **[Hanover Theatre](#)**, **[Block 5 Bistro](#)**, **[Broadmeadow Brook Conservation Center and Wildlife Sanctuary](#)**, **[Old Sturbridge Village](#)**, **[Publick House](#)** and **[Yankee Cricket Bed & Breakfast](#)**.

Cultural Corner

Cape Breton Fiddler Natalie MacMaster and her Concert Band will perform at **Mechanics Hall** on 321 Main Street in Worcester, MA on **Monday, March 16, 2009 from 8:00-10:30 p.m.**

Sponsored by **[Music Worcester](#)**. Tickets discounted for students in advance or with WOO card. Call 508-754-3231 for group rates and further ticket inquires.

Visit the Calendar of Events at **www.centralmass.org** or visit **www.socialweb.net** for a full listing of events in Central MA for the month of March!



Trans Cultural Exchange: 2009 Conference on International Opportunities in the Arts on **Friday, April 3, 2009** through **Sunday, April 5, 2009** in **Boston**.

Find out how to become an active participant in our interconnected, independent, and global society, with valuable information on how to find the money, time, and place to do so! Visit **[The TransCultural Exchange](#)** for a schedule of talks and registration information.



Give Culture a Voice

WCUW 91.3 FM helps promote art and culture **[WCUW](#)**. Worcester's independent, non-commercial, listener-supported, community radio station has recently launched a new initiative to promote arts and culture in the region. The station is offering radio time to cultural and 501(c) 3 organizations to expand their audience and exposure via radio and web streaming.



Content may be informational, artistic, cultural, musical, historical, talk, live performance, readings, thematic, etc. For more information contact: **Troy Tyree**, *WCUW Executive Director* at 910 Main Street, Worcester, Ma 01610 or call 508.753.1012.

March Events Sampling

Maple Days at Old Sturbridge Village: Saturdays and Sundays from until March 23, 2009.

Learn about the role of maple sugar in the early New England household, venture to the outdoor sugar camp and see the tools of the trade in action. For details: Visit [Old Sturbridge Village](#) or call 1-800-SEE-1830.

26th Annual Worcester County St. Patrick's Parade!

Sunday, March 15, 2009

For information contact: www.stpatsparade.com E-mail: visitorinfo@worchester.org

Pancakes at the Farm

Saturday, March 14 and 21, 2009; 9am - 1pm

at Overlook Farm (Heifer Project International), Rutland

Observe the maple sugaring operation, tour the farm and enjoy a hearty pancake breakfast with maple syrup and pork sausage.

Admission: Adults \$10.00, Children (3-10): \$5.00, Children under age two are free. For information: heifer.org

Higgins Armory

Boudica

Saturday, 3/14/2009, 3/21 & 3/28

11:30 AM-12:00 PM - Free with Museum Admission

Come celebrate Women's History Month and learn about Queen Boudica of the ancient Celts; one of the great forgotten women of history! Hear the story of how this one woman raised an army to fight against the tyranny of Rome in Britain during the 1st century CE. For more information, e-mail higgins@higgins.org or call 508-853-6015.

Maple Sugaring Tours at River Bend Farm: River Bend Farm Visitor Center, 287 Oak Street, Uxbridge, MA. Saturdays and Sundays until March 22, 2009.

Tours start every 25 minutes and last about 1 1/2 hours. Guests learn how to tap the trees and boil the sap, take a short walk to help us gather sap, visit the sugar house and sample a sweet treat. There is no fee for the program and kids of all ages are welcome! For more information, contact the Blackstone Valley Sugaring Association at www.blackstonevalleysugaring.org or call 508-278-5274.

Sponsored by: Blackstone Valley Sugaring, DCR, NPS

For more information, e-mail wgpaul@yahoo.com.

En Plein Trees with Zsuzsanna Szegedi: Fruitlands Museum, Saturday, March 28, 2009 1:30 p.m. to 4:00 p.m.

Join Fruitlands 2009 artist-in-residence as she captures one of our trees in winter. Working with oils outdoors, Zsuzsanna will demonstrate the fluidity of gesture painting bare winter trees. You are encouraged to bring a sketchbook or paper, pen or pencil, and paints or other familiar materials. Families and singles, beginners and advanced artists are encouraged to attend. See more about this artist at her website: www.zsuzsanna.com. For more information, e-mail

education@fruitlands.org or call 978-456-3924x227.

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