

# March Newsletter



## HAPPY ST. PATRICK'S DAY!

Join us  
Wednesday, March 21, 2007 from 6-8pm  
at Higgins Armory Museum for the  
Kick-off Celebration to the  
20th Annual Governor's Conference on Travel & Tourism



### *"A Knight to Remember"*

Join the Central Massachusetts Convention & Visitors Bureau at Higgins Armory Museum as we kick-off the 20th Annual Governor's Conference on Travel & Tourism

Enjoy hors d'oeuvres, medieval harp and hurdy-gurdy music, and hands-on workshops! Explore the Museums' collections and enjoy a sampling of Central Massachusetts!

**\$35 per person**

RSVP by March 12 to Julie Zomar at the CMCVB  
508-755-7400 x227 of [jzomar@worchester.org](mailto:jzomar@worchester.org).

#### Inside this Newsletter:

CMCVB Upcoming Events - <b>SAVE THE DATE</b>	
Ongoing Media Campaigns	
New Member Bios	
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March Calendar of Events	

#### Special points of interest:

- *Massachusetts Governor's Conference...*
- *Great Advertising Rates...*
- *New Member Information...*
- *5th Annual Membership Drive...*

## ❖ CMCVB Upcoming Events - SAVE THE DATE ❖

- ♥ CMCVB Membership Drive - April 12-13, 2007 @ DCU Center (Contact Julie Orcutt @ jorcutt@worchester.org)
- ♥ CMCVB 5<sup>th</sup> Annual Golf Tourney – May 15, 2007 @ Sterling National Country Club (Contact Julie Zomar @ jzomar@worchester.org)
- ♥ CMCVB 6<sup>th</sup> Annual Lobster Bake – June 26, 2007 @ Wachusett Village Inn (Contact Julie Zomar @ jzomar@worchester.org)

## ❖ Ongoing Marketing Opportunities ❖

**WBZ Highlight** – We recently received an email from a visitor from Hull, Massachusetts telling us what a great job we did with a WBZ 1030 commercial, and we thought we'd share it with you.

*"I just wanted to let you know that your radio commercial on WBZ 1030 was a great way to get the word out about your website.*

*Because of that ad, I went to the website, and we have decided to spend two days of the kids' school vacation out in the Worcester area visiting the Higgins Armory & the Ecotarium. I don't think it would have occurred to me if I hadn't heard about the website on the radio. It was a nice easy web address to remember, and the website was a HUGE help! Only one comment, your prices are outdated for the Ecotarium, they have gone up a bit. And a link to the museum's website would have been nice, but it is easy enough to figure out.*

*Just wanted you to know you're doing a great job!"*

### ❖ Spring / Summer Central Mass & Worcester County Visitors Guide

We hope you are utilizing the Fall/Winter edition of the Central Mass & Worcester Guide! The Spring-Summer 2007 edition will be out the beginning of March. As always, we will be more than happy to provide you with copies. Contact Christine Bjorklund at 508-755-7400 x221 or [cbjorklund@worchester.org](mailto:cbjorklund@worchester.org).

### ❖ "New England Weekends" WBZ Newsradio 1030 Sat – Sun 6:55A, 7:55A, 8:55A (3 reports per day)

**Six :60 weekend commercials, Six weekend billboards, Twelve total weekend media messages.** Every weekend, **WBZ** highlights the hot places to go for family fun, recreation and entertainment around New England during its weekly segment **"New England Weekends!"** Event listing on [wbz.com](http://wbz.com) Event Calendar! Total Weekly Investment: **\$900. That's \$75.00 a spot!!!!** **WBZ ranks number 1** in New England reaching over **400,000** loyal listeners every weekend! We can produce this co-operatively, so your investment is low and your impact is high! Editorial for your region and attraction is also a possibility. Contact Jeannie Hebert for more information.

### ❖ Streaming on WBZ Newsradio 1030-- 100 :60 sec Commercials full month run

Now you can get a full month's exposure to your property or event on WBZ Newsradio 1030 online! The most listened to news station on line! **100 :60 sec. spots, for only \$1200.00 that's \$12.00 a spot. We can partner you** with others from your region to co-op the costs. Let Jeannie know if you are interested in this incredible deal!!!! There are no production costs, the CMCVB fully subsidizes the production of this program.

### ❖ Group Tour Magazine

**Group Tour Magazine** Just wanted to let you know that the entire **Central Massachusetts Region** was chosen as the **spotlight venue** for the **Summer issue of Group Tour Magazine e-spotlight**. Several of you submitted sample itineraries via my previous e-mail plea and those areas who did submit were singled out and a summer itinerary was compiled by editors of Group Tour Magazine. With the CMCVB discount, cost is only \$527!!! Act now. Contact Jeannie Hebert at [jhebert@worchester.org](mailto:jhebert@worchester.org) or 508-755-7400 x222. Those Central Massachusetts properties highlighted were: Tower Hill Botanical Garden, Wachusett Mt., Higgins Armory Museum, EcoTarium, Worcester Art Museum, National Plastic's Museum, Salem Cross Inn, Vaillancourt Folk Art

#### **Special Spotlights on:**

Attraction: Old Sturbridge Village

Region: Johnny Appleseed Trail Region

Visit Group Tour Magazine online at [Group\_Tour\_Magazine@mail.vresp.com] to view.

Congratulations!!! More importantly--keep working together and creating interesting itineraries we can submit to these magazines for editorial insertion. Next Group Tour issue is Fall. Space reservation is May 15th. E-mail me at [jhebert@worchester.org](mailto:jhebert@worchester.org) if you have interest in co-oping with CMCVB.

### ❖ Boston Spirit Magazine

**Boston Spirit Magazine** is a glossy, classy publication, beautifully crafted, with amazing full color photography and pertinent editorials that reaches out to the Gay and Lesbian community throughout Massachusetts. These are mostly upscale individuals with disposable income that enjoy the finer things in life. I know that if you get in front of this market you can increase business. **Boston Spirit** has spotlighted such prestigious figures as Mayor Menino and Channel 7's News Anchor Randy Price. Subscribership is growing by leaps and bounds, and it is also distributed through upper level hotels such as the Westin Copley Plaza, fine dining restaurants, and through prestigious well attended events. It will be featured and distributed at the upcoming Governor's Conference on Travel and Tourism where their publisher is a featured speaker. To advertise through our co-op is **only \$375.00 per bi-monthly issue (that's only \$187.50 per month!)** and you can pick and choose issues. It is a perfect match for you. Check out [bostonspiritmagazine.com](http://bostonspiritmagazine.com) for a sampling. Contact Jeannie at [jhebert@worchester.org](mailto:jhebert@worchester.org) or 508 755 7400X222 for more info or to reserve space.



### Worcester Quarterly Magazine

The CVB is continuing to advertise in the Worcester Quarterly magazine, which is now scheduled to produce 6 editions. We have taken out a quarter-page ad! This magazine is distributed to affluent households within Central Massachusetts. Watch for our ad!!! Also provide us with pertinent information about your property as well as images so we can highlight upcoming events!



New England Travel and Life Boston Magazine's New England Travel and Life is putting our Central Massachusetts Regional Co-op to bed and will give our members **40% off the rate card**. The Central Massachusetts CVB is able to **increase our rebate from 5% to 10%**--this means **50% off for CMCVB members!!!** Remember **Yankee Magazine is not** producing their Travel Guide to New England, so this is now the **ONLY ANNUAL New England Travel Guide to hit the newsstands**. Many of you have already taken advantage of this offer with our 5% rebate--you will be awarded an **increase to 10% rebate after your paid invoice**. For those of you who haven't yet made up your mind--here's your chance to save **50% off the regular advertising rates**. **This may not happen again, take advantage now!!!** Contact Jeannie at 508 755 7400 X222 or [jhebert@worcester.org](mailto:jhebert@worcester.org) or Susan Farkas directly at [SFarkas@bostonmagazine.com](mailto:SFarkas@bostonmagazine.com). **You must act quickly, we are almost at deadline, March 14th is the drop dead date.** Don't miss out on this great opportunity to reach travelers nationally for a fraction of the usual price!!



### Radio Campaigns

Please contact Jeannie Hebert at [jhebert@worcester.org](mailto:jhebert@worcester.org) or 508 755-7400 x222 with **ANY** interest you may have at **ANY** investment level. All of these campaigns are co-operative, so we can partner you with your fellow members to maximize your investment.



### Promote your festival or event to the world by adding your event information on the redesigned [usamass.com](http://www.usamass.com)

This opportunity is free for all Massachusetts based properties, and there is no limit to the number of festivals or events you add! Categories include: festivals, sports, performing arts, exhibitions & shows, and cultural events. Log on now to start adding your information: <http://www.usamass.com/events> *\*Tourism Massachusetts has the right to review all submissions and reject those deemed inappropriate without notice to the submitting party.*

❖ Congratulations to these new members ❖

## Welcome New Members to the CVB for the month of February:

### Corridor Nine Region

- ♥ **Allure, Galleria of Fine Art** - 125 Turnpike Rd. Rt. 9 W., Westboro, MA. 01581 [www.allureartgallery.com](http://www.allureartgallery.com) 508-366-0055
- ♥ **Cyprian Keyes Golf Club** – 284 East Temple St. PO Box 1099, Boylston, MA 01505  
Cyprian Keyes Golf Club is a public golf club offering 27 holes of golf on an 18-hole championship course and a 9-hole par-3 course. Private instruction, free club-fitting and great deals on clothing and equipment and available year-round. Restaurants, Recreation & Meetings/Banquets/Weddings. [www.cypriankeyes.com](http://www.cypriankeyes.com) 508-869-9900
- ♥ **Office Depot** 313 Boston Post Rd. W. Suite 250, Marlborough, MA. 01752. (508) 612-2572.  
Office Depot – Taking Care of Business! We provide one stop shopping for all of your office solutions. Take advantage of the buying power of a \$15 Billion Company when you purchase your office supplies, office furniture, promotional products, logo wear and IT Solutions from an industry leader and a Fortune 140 Company! Call Ann Marie Walsh at 508-612-2572 because she IS "TAKING CARE OF BUSINESS" FOR YOU!
- ♥ **The Sleigh Maker Inn Bed & Breakfast** - 87 West Main St., Westborough, MA 01581  
An 1893 Eastlake Victorian in Central MA, minutes to major highways, less than an hour to Boston. Three guest rooms, queen beds and private baths. Affordable rates, including full home cooked breakfast, refreshments, and night cap with chocolates. All rooms have TV and wireless access. Innkeepers Deborah and Jim Bergeron provide the best in hospitality to make sure you enjoy your stay. Corporate rates and online booking available. 877-836-5546 [www.sleighmakerinn.com](http://www.sleighmakerinn.com)

### Sturbridge Region

- ♥ **Paul Schnaittacher, Photography** - 60 Hunt Road, West Brookfield, MA. 01585 Free-lance photographer. Commercial, editorial, documentary, portrait, event photographer. Have studio will travel. [www.photogman.com](http://www.photogman.com) 508-867-4007

In case you missed it...Special Thanks again to our January new members: All Over Media and New England Surge.

## ❖ Membership Department Update ❖

**WE NEED YOU!** Mark your calendars for the 5<sup>th</sup> Annual Membership Drive – **April 12<sup>th</sup> & 13<sup>th</sup>** at the DCU Center. Enclosed please find the sign-up sheet for dates to participate in the drive to be a Team Captain or Player. Great Prizes to be won throughout the drive – Overnights to the **Porches Inn, Worcester Hotel & Conference Center, Double Tree Hotel-Westborough, Embassy Suites – Marlborough, the Cape Codder Resort & Spa** passes to **Fitchburg Art Museum, Bayberry Bowling Center, New England Flower Society**, and dinner gift certificates to the **Manor Restaurant, The Monument Grille, the Beechwood Hotel** and much more!

**Hospitality Host Meeting** - In case you missed February meeting, the commercial spotlight presentations Bob Wilby of **AAA Southern New England** Rhoda Batley of **Mass Bay Limousine**, Steven Dodge of **Marshall Street Disc Golf**. Please RSVP to [jorcutt@worchester.org](mailto:jorcutt@worchester.org).  
Next Meeting **March 28, 2007**, at the Crowne Plaza, Worcester, **8am**.

### Stories Needed!!!

Don't forget, the CVB is always looking for unique stories from members about the region, their property, or how the CVB has helped their business. Don't be shy! Send your stories to Julie Orcutt at [jorcutt@worchester.org](mailto:jorcutt@worchester.org) or fax at 508-754-2703.

### Take Advantage of our Monthly Mailing Flyer!

Each month the CMCVB offers members the opportunity to include a flyer in the Monthly Mailing. You can showcase your business for all of your special events, sales, and announcements on a monthly basis **OR** if you're a seasonal business; include a flyer for a specific month. This is sent to the full membership, local chambers, and tourist associations. It's **ONLY \$75.00 per month!!!** Please include **450 copies** to us by the second full week of the month. If you'd like the CMCVB to put it together for you the cost is \$100 for one-sided B&W or \$125 for two-sided B&W. Contact Julie Orcutt at [jorcutt@worchester.org](mailto:jorcutt@worchester.org) or call 508-755-7400 x224 to sign up today.

## ❖ Regional Update & Opportunities ❖

### Register now for the 20<sup>th</sup> Annual Massachusetts Governor's Conference on Travel & Tourism



Join your colleagues in the tourism and hospitality industry as they come together for the most important annual gathering of travel businesses in Massachusetts. 2007 marks the 20th anniversary of the Massachusetts Governor's Conference and we have given it the fitting title of *Tourism: The Economic Engine*. This jam-packed, two-day conference promises to be the most exciting and interesting yet and will offer quality, keynote addresses; breakout sessions and networking opportunities designed to keep you informed about the current state of the industry, marketing trends and the latest research on this 11 billion dollar industry for Massachusetts.



#### Highlights Include:

- Opening Breakfast Welcome by Governor Deval Patrick
- A keynote address from Roger Dow, *President & Chief Executive Officer, Travel Industry Association of America*
- A keynote address from Dean Reader, *Dir. of Tourism, National Park Service*

#### Breakout Sessions Featuring:

- Larry Schweinsburg, H & A Media Group
- David Zimmerman, Publisher, *Boston Spirit*
- Carole Copeland Thomas, Chair, Multicultural Boston
- Michael Munn, Boston Convention Marketing Center
- Todd Hoffman, Collegia

#### There are three simple registration categories for 2007:

- **Full Conference**, which includes all keynote addresses, breakout sessions, networking and meal functions, including the Gala Dinner and Awards Ceremony for the full two day conference: **Cost \$230**.
- **First Day Only** includes all keynote addresses, breakout sessions, networking and meal functions, including the Gala Dinner and Awards Ceremony, for March 22nd only. **Cost \$180**.
- **Gala Dinner and Awards Ceremony Only**. **Cost \$80**.

Don't forget to book your room at the **Hilton Garden Inn** at the special Governor's Conference Rate of \$119!

Hurry! Space is limited and this great rate is only valid through March 10th, 2007.

Be sure to log onto [www.massvacation.com/conference](http://www.massvacation.com/conference) for all the latest information on the upcoming 20<sup>th</sup> Annual Governor's Conference on Travel & Tourism. Here you'll be able to see the latest program information, find speakers' bios, reserve a room at the Hilton Garden in Worcester and register for the conference.

### Special Packages

The Sturbridge Host Hotel and Salem Cross are teaming up to bring you two great packages: For other packages you can visit.

[www.sturbridgehosthotel.com](http://www.sturbridgehosthotel.com)

**Package #1:** (One-Night Stay) Overnight Room at the Host, breakfast for 2 in our Greenhouse Restaurant and a \$30 dinner voucher to the Salem Cross for \$148 per couple (includes taxes & gratuity).

**Package #2:** (Two Night Stay) Includes 2 nights lodging, 2 breakfasts and the \$30 dinner voucher for \$266 per couple (includes taxes & gratuity).

### Funny Bunny Easter Package

The Crowne Plaza – Worcester Invites You to Stay During Easter Weekend (4/6/07 – 4/8/07.) for only \$109 (inclusive of taxes & gratuities) PER DAY Package includes overnight accommodations, full breakfast for two in seven hills gourmet bistro, Easter goodie bag, use of indoor heated pool, complimentary self parking, taxes & gratuities. Contact the Crowne Plaza at 508-791-1600.

## ❖ Events for the month of March ❖

The Sole Proprietor – LobsterFest! Is back (Now through March 16)

Now through March 16, enjoy 1 ¼ lb lobster for \$15.99 including salad and potato (regularly \$22.99). Sunday through Friday only (No Saturdays). Dine-In Only (No Take-Out) Call 508-798-3474 for more information or visit [www.thesole.com](http://www.thesole.com).

## Sunday March 11, 2007

### 25th Annual Worcester County St. Patrick's Parade!

[www.stpatsparade.com/](http://www.stpatsparade.com/)



1-31 Foothills Theatre/Viva Bene – The Buddy Holly Story

Trace the course of the life of the rock-and-roll pioneer through song and story. This play recreates the last moments of Buddy Holly's brief career. Experience the moments preceding the fateful plane ride with classics like "Peggy Sue," "Johnny B Goode," "Every Day," "Chantilly Lace," and "That'll Be the Day." For Theatre & 4-Star Dining packages call 508-799-9999. [www.foothillstheatre.com](http://www.foothillstheatre.com)

3-18 Fiver Bend Farm Visitor Center – Maple Sugar Days (Saturdays & Sundays)

State Park staff and National Park Service Volunteers from the John H. Chaffee Blackstone River Valley National Heritage Corridor demonstrate how maple sap is gathered and made into syrup. The program emphasizes how to do a small home-based sugaring project and encourages visitors to try it at home. The program allows visitors to learn the basics of sugaring including identifying maple trees, tapping techniques, and how to make the sap into syrup. Visitors may also actively participate in tapping trees at the park, and gathering sap to be made into syrup. <http://www.blackstonevalleysugaring.org/maplesugardays.html>

Tickets are \$17.00 and \$14.00 for Adults, \$14.50 & \$12.50 for Seniors, and \$10.50 for Children. [www.sharksahl.com](http://www.sharksahl.com). Tickets may also be purchased at Ticketmaster locations, charged by phone at 617-931-2000 or 617-228-6000, or online at [ticketmaster.com](http://ticketmaster.com).

- 9-11 **DCU Center – Spring Worcester Home Show**  
It's the BIGGEST Spring Home Show ever to hit Central Massachusetts! The ultimate shopping bonanza for anything having to do with your home with over 50,000 square feet of displays and thousands of products! 508-755-6800 [www.dcucenter.com](http://www.dcucenter.com)
- 10 **Higgins Armory presents Celtic Madness!**  
Celebration, music, dance, good spirits, and an appreciation of everything Celtic can be found at Higgins Armory Museum's Celtic Madness! The night includes tasty treats, Celtic and folk music by Riverbend, Irish and Scottish Dance by the McInerney Dancers and the Breacan Feile School of Highland Dance and palm readings by Gary McKinstry. Kilts and black tie optional; full cash bar. Visit [www.higgins.org](http://www.higgins.org) or contact Sara at (508) 853-6051 ext. 26 or [smurphy@higgins.org](mailto:smurphy@higgins.org)
- 11 **DCU Center - Nickelback**  
The tour will support Nickelback's four times platinum album *All The Right Reasons*. Three Days Grace and Breaking Benjamin are slated as support acts. *All The Right Reasons* was released in October 2005 and has sold over four million copies in the U.S. to date and spawned the No. 1 hit singles "Photograph," "Animals," "Savin' Me," "Rockstar" and the newest smash "Far Away." Nickelback is among the most nominated artists this year for the American Music awards, nabbing three nominations. Purchase tickets online at [www.ticketmaster.com](http://www.ticketmaster.com). Charge-by-phone by calling 617-931-2000 or 617-228-6000.
- 14 **Brown Bag Concert featuring Kate McGarry at Mechanics Hall**  
Singer Kate McGarry approaches her craft with the soul of a great folksinger and the facility of a highly skilled jazz instrumentalist. Through these gifts she brings authenticity and vitality to an extraordinarily wide range of material. The Brown Bag Concerts are free lunch-time shows presented by WICN and Mechanics Hall, with sponsorship by Bank of America. <http://www.wicn.org/events/brownbag.htm>
- 16-18 **DCU Center - 2007 Central New England Boat Show**  
"THE" show for boating enthusiasts, the Central New England Boat Show returns to Worcester with dozens upon dozens of boats of all sizes from leading manufacturers, as well as accessories and equipment booths to fill all a boaters' needs. 508-755-6800 [www.dcucenter.com](http://www.dcucenter.com)
- 16, 18 **Worcester Sharks Hockey at the DCU Center – Friday against Hershey & Sunday against Portland**  
Tickets are \$17.00 and \$14.00 for Adults, \$14.50 & \$12.50 for Seniors, and \$10.50 for Children. [www.sharksahl.com](http://www.sharksahl.com). Tickets may also be purchased at Ticketmaster locations, charged by phone at 617-931-2000 or 617-228-6000, or online at [ticketmaster.com](http://ticketmaster.com).
- 16-18 **Maple Sugar Days in the Last Green Valley and Sturbridge Area**  
Celebrate the Maple Harvest . Join in sugarhouse tours, demonstrations, maple-inspired meals at restaurants and inns, and lodging packages to please any style, from romantic to kid-friendly. Log onto [www.visitthelastgreenvalley.info](http://www.visitthelastgreenvalley.info), or [www.sturbridge.org](http://www.sturbridge.org). Sweet treats await, a short drive away.
- 17 **DCU Center – MIAA Basketball**  
Teams from all over the state will compete in an all-day tournament featuring the best in Boys and Girls High School Basketball. 508-755-6800 [www.dcucenter.com](http://www.dcucenter.com)
- 21 **Worcester Sharks Hockey at the DCU Center vs. Albany**  
Tickets are \$17.00 and \$14.00 for Adults, \$14.50 & \$12.50 for Seniors, and \$10.50 for Children. [www.sharksahl.com](http://www.sharksahl.com). Tickets may also be purchased at Ticketmaster locations, charged by phone at 617-931-2000 or 617-228-6000, or online at [ticketmaster.com](http://ticketmaster.com).
- 21 **Brown Bag Concert featuring Lynne Jackson & Mike Palter at Mechanics Hall**  
Internationally-acclaimed jazz/cabaret artists Lynne Jackson and Mike Palter are among the most original and creative vocal duos performing today. The Brown Bag Concerts are free lunch-time shows presented by WICN and Mechanics Hall, with sponsorship by Bank of America. <http://www.wicn.org/events/brownbag.htm>
- 21, 22, 24 **Naismith Memorial Basketball Hall of Fame- 2007 NCAA Men's Division II Elite Eight Championship**  
2007 Men's Division II basketball National Championship games including quarter, semi and finals all played at the Mass Mutual Center. 413-787-6600 [www.massmutualcenter.com](http://www.massmutualcenter.com)
- 22- **Worcester Art Museum - Alexander Ross**  
Known for paintings that are uniquely hybrid in nature, Ross has conceived a mural project for the Museum's Wall at WAM series that adapts his imagery and technique into a frieze-like 67-foot expanse for the second-story setting and grand scale of the Renaissance Court. [www.worcesterart.org](http://www.worcesterart.org)
- 23-25 **Maple Sugar Days in the Last Green Valley and Sturbridge Area**  
Celebrate the Maple Harvest . Join in sugarhouse tours, demonstrations, maple-inspired meals at restaurants and inns, and lodging packages to please any style, from romantic to kid-friendly. Log onto [www.visitthelastgreenvalley.info](http://www.visitthelastgreenvalley.info), or [www.sturbridge.org](http://www.sturbridge.org). Sweet treats await, a short drive away.
- 24 **The Franklin D. Roosevelt American Heritage Museum presents: Eleanor Roosevelt Returns to Worcester.**  
A two-part program: Dramatic portrayal of Eleanor Roosevelt by actress/historian Elena Dodd; And, the cantata *Eleanor Roosevelt* performed by the Master Singers of Worcester. Tickets: \$8 in advance before March 19; \$10 at the door as space permits. 3 p.m. at Union Station, Worcester. Reception and Museum tour will follow the program. For tickets call 508-842-1349; other info call 508-770-1515, or visit [www.fdrheritage.org](http://www.fdrheritage.org) Complimentary salad and dessert for ticket holders at Union Station -- The Restaurant with purchase of entree.
- 24 **Worcester Sharks Hockey at the DCU Center vs. Providence**  
Tickets are \$17.00 and \$14.00 for Adults, \$14.50 & \$12.50 for Seniors, and \$10.50 for Children. [www.sharksahl.com](http://www.sharksahl.com). Tickets may also be purchased at Ticketmaster locations, charged by phone at 617-931-2000 or 617-228-6000, or online at [ticketmaster.com](http://ticketmaster.com).

- 24 **Worcester Center for Crafts - Annual Studio Sale**  
Admission is free! The Studio sale will showcase works that are available for purchase, made by current adult students and renters of the clay, glass, photography, metals/jewelry, fibers and wood studios. Come explore our studios, view demos, enjoy our bake sale, win a raffle item, meet the artist, and buy unique works of art. Proceeds from sales will be used in part to support scholarships for students of the Craft Center.  
Phone: 508-753-8183 [www.WorcesterCraftCenter.org](http://www.WorcesterCraftCenter.org)
- 25 **Salisbury Singers – Faure and Friends @ Assumption College**  
Performing the 1888 version as reconstructed by John Rutter, and also presenting the four motets of Maurice Durufle and the lovely Ave Verum Corpus of Camille Saint-Saens. Following the performance will be a special champagne reception to benefit Salisbury Singers at the French Institute of Assumption College. 508-799-3848 [www.salisburysingers.org](http://www.salisburysingers.org)
- 25 **DCU Center – Larry the Cable Guy**  
The man who added the catchphrases "Git-R-Done" and "Lord, I Apologize" to the American lexicon and draws fans by the pickup truck load to his shows has proven to be one of the most successful comics of 2006. Dan Whitney, known better as **Larry the Cable Guy**, claims he was born in the back of an El-Camino during a Foghat concert. Purchase tickets online at [www.ticketmaster.com](http://www.ticketmaster.com). Charge-by-phone by calling 617-931-2000 or 617-228-6000.
- 28 **Brown Bag Concert featuring Harry Skoler at Mechanics Hall**  
Clarinetist Harry Skoler's highly regarded recordings include *Conversations in the Language of Jazz* and *Reflections on the Art of Swing: A Tribute to Benny Goodman*. Skoler teaches at Berklee College of Music. The Brown Bag Concerts are free lunch-time shows presented by WICN and Mechanics Hall, with sponsorship by Bank of America. <http://www.wicn.org/events/brownbag.htm>
- 29-1 **DCU Center - Disney on Ice: Mickey & Minnie's Magical Journey**  
Join Mickey and Minnie Mouse as they travel to four magical destinations all in one action-packed ice production: *Mickey & Minnie's Magical Journey*. 508-755-6800 [www.dcucenter.com](http://www.dcucenter.com)
- 31 **Borelli Music -**  
Dedicated to the preservation of live music. "Mixed Grille" is playing for a ballroom dance at the "Ninth Studio". The studio is at the Barnet Mill Complex. Admission charge is \$5 per person. Call 508-752-6213 or visit [www.BorelliMusic.com](http://www.BorelliMusic.com).

## ❖ Committee Meetings ❖

- Marketing Committee Thursday, March 15<sup>th</sup> 10:30 Am at CMCVB office, 30 Elm Street Worcester
- Group Tour Committee Tuesday, April 24<sup>th</sup> 11 Am at the CMCVB office 30 Elm Street Worcester

## ❖ Upcoming Shows ❖

- Massachusetts Governors Conference on Travel and Tourism DCU Center Worcester March 22-23
- Discover New England International Tourism Summit The Equinox Vermont March 26-28
- Red and Purple Group Tour Show Sunday April 15<sup>th</sup> The Log Cabin Holyoke MA

**Just returned from:** The AAA Travel Show March 2-4 Gillette Stadium—was a smashing success. The CMCVB was well represented and distributed over 5,000 bags with our Visitor's Guide and marketed directly to the thousands of attendees who visited our Central Mass-Western Mass pavilion. The Region was also featured in a seminar highlighting properties and attractions throughout the Central Massachusetts area.