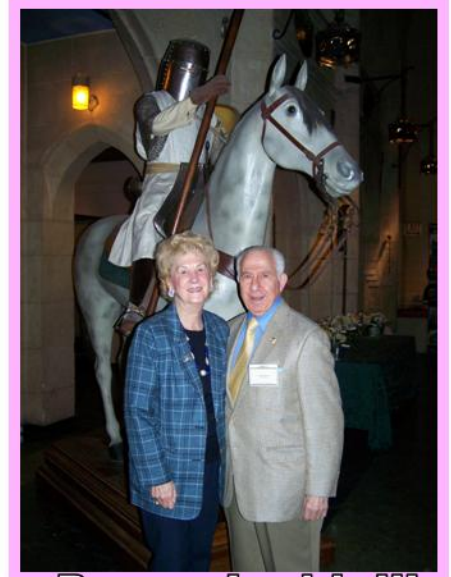


April Newsletter



Governor's Conference Recap Inside!!!



Inside this Newsletter:

CMCVB Upcoming Events - SAVE THE DATE	
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Special points of interest:

- *Governor's Conference Recap...*
- *Great Advertising Rates...*
- *New Member Information...*
- *5th Annual Membership Drive...*
- *Seasonal Openings in Central MA*
- *April Events*

❖ CMCVB Upcoming Events - SAVE THE DATE ❖

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

❖ Ongoing Marketing Opportunities ❖

Spring / Summer Central Mass & Worcester County Visitors Guide

We hope you are utilizing the new Spring/Summer edition of the Central Mass & Worcester Guide. Believe it or not, we will be sending out **the info & sell sheets for the Fall/Winter 2007 Visitors Guide within the next few weeks**. If you didn't advertise in the current issue, you'll definitely want to reserve your space immediately!!! For more information and to update your listing for the next issue, contact Julie Orcutt at jorcutt@worchester.org or call 508-755-7400 x224. For more copies of the current Visitors Guide, contact Brenna Ruchala at 508-755-7400 x221.

Boston Magazine – “Discover Central Massachusetts”

Boston magazine is working to promote travel and tourism into the Central Massachusetts region. Coming up in the June issue, a special advertorial section will be created specifically for Central Massachusetts in an effort to drive tourism and promote Central Massachusetts truly, as the "Heart of New England." **Your message will reach over 943,000 travel savvy readers!!!** This section will focus on the 60 cities and towns that make up the "Heart of New England."

Members of the **Central Massachusetts Convention & Visitors Bureau** are receiving a special discounted rate for this special destination piece! Your participation includes:

- A four-color advertisement within the special section.
- Advertorial coverage: Participating advertisers will receive additional coverage within the special section. Our writer will work directly with you to tell the story of your business.
- Website directory listing: Participating advertisers receive a website listing in the section.
- Bonus distribution: **Boston magazine** will provide 2,000 reprints of the **Discover Central Massachusetts** special section to the **Central Massachusetts Convention & Visitors Bureau** for distribution.

Deadlines:

- Advertorial space close: **April 27th**
- Issue Date: June, 2007
- On-Sale: May 29th

<u>Size</u>	<u>2007 Rate Card</u>	<u>* Central MA CVB Member Discount!</u>	
Full Page	\$16,790	\$10,500 Net!	38% OFF!
2/3	\$13,460	\$8,345 Net!	38% OFF!
1/2	\$10,620	\$6,584 Net!	38% OFF!
1/3	\$7,270	\$3,740 Net!	49% OFF!
1/6	\$4,160	\$2,122 Net!	49% OFF!

“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 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

Don't miss out on advertising in the next Group Tour Magazine. With the CMCVB discount, cost is only \$527!!! Act now. Contact Jeannie Hebert at jhebert@worchester.org or 508-755-7400 x222. Next Group Tour issue is Fall. Space reservation is May 15th.

Boston Spirit Magazine

This 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. Subscription 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 www.bostonspiritmagazine.com for a sampling. Contact Jeannie at jhebert@worchester.org or 508 755 7400X222 for more info or to reserve space.

Worcester (Quarterly) Living 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!

Radio Campaigns

Please contact Jeannie Hebert at jhebert@worchester.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>

❖ Congratulations to these new members ❖

First of all, we'd like to welcome our newest member to the CMCVB Team: Brenna Ruchala

Brenna is our new full time Visitor Services Coordinator. She recently graduated from Westfield State College with a degree in Mass Communications and a concentration in Public Relations. She said: "Although I'm in total denial that I don't get to live the college life anymore, I am having fun being back home, seeing old friends, making new ones, and of course starting my fabulous new job!"



Welcome New Member to the CVB for the month of March:

Johnny Appleseed Region

- **Museum of Russian Icons:** 203 Union Street, Clinton, MA 01510 USA
The Museum is the only museum dedicated exclusively to Russian icons outside of Russia. Over 200 icons are currently on display in the Museum. They trace the development of this religious art form from the fifteenth century right up to the present. The Museum is unique in that contemporary icons are displayed next to historic and old images. Hours: Tuesday through Saturday 11 am to 3 pm. Admission: \$5 adults, \$4 tour participants and groups, voluntary donation for seniors, free for students and children under 16. Phone: 978-598-5000
www.museumofrussianicons.org

In case you missed it...Special Thanks again to our February new members: Allure: Galleria of Fine Art, Cyprian Keyes Golf Club, Office Depot, The Sleigh Maker Inn Bed & Breakfast, and Photographer Paul Schnaittacher.

❖ Membership Department Update ❖

CVB 5th Annual Membership Drive - WE NEED YOU: April 12th & 13th at the DCU Center. If you haven't yet signed up, please contact Julie Orcutt at jorcutt@worchester.org or call 508-755-7400 x224. *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!*

Membership Drive Wrap-Up Party: May 3rd, 2007 at the Crowne Plaza Hotel 5-7pm. Let's welcome the new members to the CVB!

Hospitality Host Meeting - In case you missed March 28th meeting, the commercial spotlight presentation was the Sturbridge Host Hotel by Tom O'Brien. Please contact tobrien@sturbridgehosthotel.com or visit www.sturbridgehosthotel.com. 366 Main St. Sturbridge, MA. 01566. 508-347-7393.

Next Meeting Scheduled for **April 25th, 2007** at the Crowne Plaza Hotel in Worcester, MA. Please RSVP to jorcutt@worchester.org. Thank you to the Crowne Plaza Hotel for Hosting the Hospitality Hosts Meetings.

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 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 or call 508-755-7400 x224 to sign up today.

❖ Regional Updates & Opportunities ❖

Allure Gallery opens On line Art Store

Allure, a Galleria of Fine Art has just launched it's new on line art store. If you have a moment please feel free to take a look <http://www.allureartgallery.com/>. Customers will have the luxury of looking at my current inventory in the luxury of their own home. Allure now has potential to sell art on-line to anyone in the world.

Boston Ballet's – The Nutcracker – Group Tickets ON SALE April 2nd

Beat the crowd and get the Best Seats!!! Boston Ballet's group tickets are on sale now. Order now and receive these benefits: 2 **FREE** tickets for every 45 paid tickets, discounts and incentives from local restaurants. The Nutcracker plays from November 29th – December 29th. ("Group Talk About *The Nutcracker*" available * *Please inquire about cost for this program*) Call 617-456-6343 or visit www.bostonballet.org.

Blast into outer space in the NEW Alden Digital Planetarium @ the EcoTarium

Discover the fascinating world of astronomy – from the closest star to the furthest reaches of the universe. Experience cutting edge scientific visualization and imaginative animation; as well as a fully navigable model of the solar system and galaxy.

Featuring Digital Light Processing technology from Sky-Skan, Inc., the EcoTarium's planetarium uses images from NASA and the Hubble Space Telescope to create a three-dimensional solar system projected onto a 40-foot dome. With immerse surround sound technology from Bose, the 360-degree, multi-sensory experience.

Please buy your tickets at the Information Desk when you arrive. Group bookings are available by calling (508) 929-2700 or email us at reservations@ecotarium.org.

About the EcoTarium

EcoTarium, A Museum of Science & Nature, is a unique indoor-outdoor museum featuring hands-on exhibits, live animals, interpretive nature trails, a planetarium, the region's only treetop walkway (open seasonally), and a narrow-gauge train. The museum is located at 222 Harrington Way, Worcester, Massachusetts. Parking is free.



Boston Spirit comes to Worcester!

Join us, along with the Central Mass Business Council and the Central Massachusetts Convention & Visitors Bureau, for a great party at Dzian Gallery. Enjoy complimentary wine and hors d'oeuvres, beautiful art on display and many new, and old, friends. This promises to be a great night but space is limited. If you'd like to attend please RSVP prior to May 1 by sending an email to RSVP@bostonspiritmagazine.com. The event is May 10 from 6–8 p.m. Location: Dzian Gallery, 65 Water Street, Worcester, MA.

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.



Visit with the Easter Bunny at E.J. Candies

Come visit the Easter Bunny and receive a bag of jelly beans at E.J. Candies exit 2, off rte I-84 Sturbridge. Then shop for your Easter basket favorites. Hebert Family chocolatiers for 90 years, this Tudor stone cottage, right off the highway in historic Sturbridge houses innumerable chocolate treats and confectionery creations that start your mouth watering as soon as you open the door. Make your own ice cream sundae bar, bulk chocolate and gourmet hand made confections, and seven flavors of fudge. Call 508 347 3051. Be sure to bring your camera!

APRIL 18TH - Developing New England's Culinary Product: Capturing New Regional Visitors

The ICTA (International Culinary Tourism Association) is pleased to welcome the [Rhode Island Tourism Division](#) as co-host partner for the New England Culinary Tourism Symposium. The New England Culinary Tourism Symposium will be held at our very own Publick House Historic Inn from 8am – 6pm. Whether you represent a destination, restaurant, culinary/visitor attraction, lodging facility, winery/brewery, culinary school, tour operator or other business/organization, there is information at the symposium that will help increase your bottom line. See the full agenda including session speakers and topics at www.culinarytourism.org/newengland.

Space for this event is limited and filling fast! Complimentary exhibit space at the 2-hour MarketPlace is available to registered delegates on a first-come first-served basis. Reserve your space now by registering at www.culinarytourism.org/newengland. If you have any questions, please contact Melanie Soules or Melody Johnson at (503) 750-7200.

1st Ever Blackstone Valley Youth Fishing Derby - May 5th

The Blackstone Valley Chamber of Commerce is pleased to co-sponsor this fishing derby held at the West Hill Park at the recreation area in Uxbridge, MA. The event is for youths from the age of 3 -14 and will take place from 9 a.m. - 1 p.m. with prizes awarded for various categories of trout caught. In addition, 60 specially tagged trout will be released before the event, each tag representing an additional prize donated by event sponsors. An awards ceremony and participant cookout will take place at 1:30 in the recreation area pavilion.

"This Fishing Derby is an opportunity for youngsters and their parents to get outdoors, play, and enjoy a memorable day in a relaxed atmosphere!"
says BVCC Executive Director Joseph Deliso.

Chamber member, Jeff LeClaire of Fin & Feather Sports in Upton, is looking for additional committee members, and sponsors. If anyone would like to be involved please contact the Chamber office, 508-234-9090 or Jeff LeClaire directly at 508-529-3901. For more information please visit www.bvfishingderby.org (still in set up!) OR www.finandfeathersports.com and follow the link to fishing derby.

MOTT – Win A Getaway Promotion

Central Massachusetts is THE featured RTC (Regional Tourist Council) for the "Win a Getaway" on MOTT's website for April and May. The CMCVB was asked to put together one package offering lodging for two for two nights, dinner or lunch for two, and tickets to at least three attractions. We are happy to announce that we had such an overwhelming response from our members that we were able to put 4 packages together, and still couldn't include everyone; the largest "Win a Getaway" for MOTT ever.

Visit <http://www.massvacation.com/html/getaway/winagetaway.html> to view details!

We would like to thank all of those who donated: Castellanas Restaurant, Crowne Plaza – Worcester, E.J. Candies, EcoTarium, Four Points by Sheraton – Leominster, Harlequin Restaurant – Beechwood Hotel, Higgins Armory Museum, La Quinta Inn – Auburn, New England Surge, Oakwood Farm Christmas Barn, Old Sturbridge Village, PetRock Festival, Publick House Historic Inn, Red Maple Inn, Residence Inn by Marriott – Worcester, Salem Cross Inn, Southwick's Zoo, Springhill Suites by Marriott & Devens Common Center, Sturbridge Host Hotel & Resort, The Sleigh Maker Inn, Tower Hill Botanic Garden, Vaillancourt Folk Art, Vienna Restaurant & Inn, Wachusett Mountain Ski Area, Willard House & Clock Museum, Worcester Art Museum, and the Worcester Tornadoes.

FYI - Their last spring online campaign brought **19.9 million impressions and 24,836 web visits!**

Sturbridge Host Hotel presents: KIDS WEEK 2007 Package!!

Come join us for **KIDS WEEK 2007** at the Sturbridge Host Hotel!! We've done all the planning so you can relax.

Starting at \$104.00 per room, per night, our package includes: Accommodations for 1 night, 2 Adult breakfast coupons for Breakfast in the Greenhouse Restaurant, 2 kids under 12 eat FREE for Breakfast in the Greenhouse Restaurant each morning, other kids meals at prevailing prices, Use of indoor swimming pool and resort amenities, Kids activity daily at 4:00pm, Kids friendly menus in Sturbridge American Grille & The Ox Head Tavern Restaurant, Kids movie each night with popcorn, All Taxes. *Special Pool hours: OPEN DAILY 9AM-11:30AM, CLOSED 11:30AM-12:30PM, OPEN 12:30PM-5:00PM, CLOSED 5:00PM-6:00PM, OPEN 6:00PM-9:00PM.* Also available: discount tickets to Old Sturbridge Village. For more information, click www.osv.org

12th Annual Latino Film Festival

A surefire sign of spring is the return of the **12th Annual Latino Film Festival**. A collaborative effort of **Centro Las Americas** and various Worcester colleges, the festival brings to Worcester not only notable Latino films but also renowned filmmakers, who deliver informational and educational programs about their art through lectures at the participating colleges.

Filmmakers share their craft with audiences in a live Q&A session following the showing of each film. Films are screened in Spanish with English subtitles, and those films of Latino directors living in the United States and filmed in English will have Spanish subtitles. The festival kicks off **Tuesday, April 10th and runs through Sunday, April 15th** at Cinema 320 and Razzo Hall at Clark University.

❖ CVB Committee Meetings ❖

- Worcester Sales Task Force: Tuesday, April 10th, 1pm at the DCU Center, Worcester
- Group Tour Committee: Tuesday, April 24th, 11 Am at the CMCVB office 30 Elm Street Worcester
- Hospitality Host Committee: Wednesday, April 25th, 8 am at the Crowne Plaza, Worcester
- Hotel Association Committee: Thursday, April 26th, 12 noon at the Four Points Sheraton, Leominster

❖ Upcoming Shows & Show History/Recap ❖

Red & Purple Group Tour Show – April 15th

Jeannie will be attending The Red and Purple World Trade Show at the Log Cabin in Holyoke on Sunday, April 15th. It is an opportunity to meet with Queen Mothers and their assistants from all over New England. There will be 17 tour operators that are planning to bring a coach full of Queen Mothers and their assistants. These tour operators span from NH, MA, NY, CT, and RI, to make it a true New England Trade Show. Through our close working relationships with these tour operators, we are expecting approximately 600 Queen Mothers and their assistants to see the wonderful products that you have to offer for their travel arrangements.

This exciting two-session New England trade show will be widely advertised with tour operators and bus companies and in Red Hat Lifestyles, the premier magazine of the Red Hat Society. This is a wonderful opportunity for you to make your business part of the Red Hatters' future travel plans. If you have programs geared to the Red Hatters, please contact Jeannie at jhebert@worchester.com to be included in this show.

DNE (Discover New England) **RECAP: (March 26-28)**

Donna McCabe and Jeannie Hebert just returned from the DNE (Discover New England) Show, this year held at the beautiful Equinox Resort in Manchester VT, where they were able to meet with 25 International Travel Leaders and Press. Central Massachusetts was very well represented not only by the CVB, but also several area hotel and attraction representatives. You will be receiving your leads very soon!

Discover New England's Tourism Summit and International Marketplace is an annual conference aimed at educating the New England hospitality industry about international tourism marketing. The conference is held every year in a different New England state. The International Marketplace is a first class forum for learning how to attract more international visitors to your area, property, or attraction as well as offering you the opportunity to do real business with key decision makers from New England's crucial international markets.

The Summit is a proven way of increasing your visibility in the overseas marketplace and increasing your exposures in many of the tour operator brochures that dominate the European industry. It is an immensely cost effective way to develop and grow business relationships with both international buyers and also networking with your New England colleagues. More importantly, the Summit focuses on just New England so you are not competing against other parts of the country (i.e. Pow Wow), or world (i.e. WTM, ITB), for the attention of key international tour operators. They are at the Summit because they want to do business with New England. The principal focus of Discover New England is to inform both large and small tourism businesses on all aspects of New England's fastest growing tourism sector. We invite approximately 40 of the top UK, German, and French operators, plus many of the New England and US receptive operators, to attend and engage in one-on-one business meetings with members of the private sector. This interaction allows New England companies to develop meaningful business relationships with key international holiday operators. It is a valuable opportunity to do business and understand more about the marketplace without having to travel overseas.

Governor's Conference **Recap: (March 21-23)**

The Annual Governor's Conference on Travel & Tourism is the most important annual gathering of travel businesses in Massachusetts. This year marked the 20th anniversary of the Massachusetts Governor's Conference, and the Massachusetts Office of Travel & Tourism (MOTT) gave it the fitting title of *Tourism: The Economic Engine*.

This jam-packed, two-day conference held at the DCU Center, offered more than 500 industry leaders with 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.

Some of MOTT's priorities that were revealed are:

- A major increase in in-state marketing & an aggressive campaign that targets international visitors
- A brand campaign that celebrates the cultural and ethnic diversity of the state
- A significant increase in our TV advertising schedule
- Greater collaboration with the cultural sector and with those who promote the great outdoors
- A closer working relationship with state agencies and authorities whose programs have an impact on the tourism industry

CMCVB Spotlights included:

- Breakfast hosted by SATA, Publick House and Old Sturbridge Village
- Central Massachusetts CVB *NEW* "so much so close" marketing video shown @ Gala dinner created by Peter "Zip" Zipfel of Creative Electronic Media
- Governor's Hospitality Award awarded to Sara Murphy – Higgins Armory Museum
- Breakout Session by our very own David Zimmerman from Boston Spirit Magazine (who discussed techniques for marketing to the Gay and Lesbian Market)

Best Wishes to Mary Hayes, who retired after 21 years of devoted and excellent service to the Massachusetts travel and tourism industry. Mary is leaving on an exceptionally high note, having successfully orchestrated the 20th Annual Governor's Conference. The event was flawless, as always, under Mary's able direction.

The CVB would like to thank everyone who attended and staffed the **Pre-Conference Kick-Off Celebration at Higgins Armory Museum** on March 21st. With over 100 people in attendance, our regional booths offered state officials and hospitality leaders a "taste" of what our 60 towns, communities and cities have to offer. **Special thanks to the Higgins Armory Museum for hosting the event and Wachusett Brewery, our beer sponsor!!!**

❖ Seasonal Openings in Central Massachusetts ❖

April 14th

- **Davis' Farmland** – Seven generation family farm and is "home" to the largest Sanctuary of rare livestock in North America. Features developmentally appropriate discovery play and learning for children ages 1-8. Children can take pony rides, hop on Safari Hayrides, or take part in daily and weekend events. www.davisfarmland.com
- **New England Surge** – home opener. Locally owned professional indoor football team dedicated to providing exciting, family-oriented sports entertainment experience to the region. www.newenglandsurge.com
- **Red Maple Inn** - An elegant 220-year-old historic estate located in the heart of Spencer's historic district. New England charm mixed with romance, intimacy, fine dining, and absolute attention to detail. Chef owned. Six rooms, 20 restaurant seats. www.theredmapleinn.com
- **Southwick's Zoo** – Home to hundreds of animals from around the world, entertaining and educational shows, kiddie rides, children's play park, petting zoo, concessions, gift shopping, and don't forget to visit their 35 acre walk through deer forest, and much more! www.southwickszoo.com
- **West End Creamery** - located just a stone's throw from Route 146 between Worcester, MA and Providence, RI, and is adjacent to Purgatory Chasm State Reservation- an easy-to-get-to destination. The combination of hiking and exploring the Chasm, along with a visit to our Creamery, makes for an enjoyable family experience. Many come just to relax and enjoy an ice cream cone on our large outdoor deck overlooking Swans Pond and the rolling fields of our New England farm. Absorb yourself in the charm of our post and beam building: solid oak timbers, glass milk bottles from our dairying days, old farm pictures and antiques hanging on the walls. www.westendcreamery.com.

❖ Events for the month of April ❖

- 1 **Worcester Art Museum presents: "Stories Around the World" – Visit**
Join us at the Worcester Art Museum for this all-new program for kids! Come listen to a fantastic story read in the galleries. Each month takes you to a different part of the world... and the Museum. Free with Museum admission. www.worcesterart.org.
- 4-7 **Clark University & Higgins School for the Humanities present Samuel Beckett's *Endgame* at Foothills Theatre**
Endgame, written in 1957 during the "age of anxiety" of cold war posturing by the former Soviet Union and the United States, is a tribute to the determination of mankind to carry on civilization, not merely survive. In the play, four characters live out what could prove to be their final days in a bunker-like environment, each attempting -- whether by connecting to the past or entertaining themselves with the routine inanities of daily life-- to will themselves to live another day. All tickets are \$20 and may be purchased at Foothills Theatre Box Office, by calling (508) 754-4018, or by logging on to www.foothillstheatre.com.
- 5-24 **Worcester Craft Center presents: "What Were You Thinking" Photography Exhibition**
Have you ever looked at a piece of art and thought Huh...What was the artist thinking? Thanks to a group of enterprising artists, now you have the opportunity to find out. What Were You Thinking is an interactive exhibit by the Members of Black Maximum, which creates a dialogue between both the artist and viewer. This is a unique chance to exchange thoughts and opinions, while answering the question? What were you thinking? Call 508-753-8183 or visit <http://www.worcestercraftcenter.org/gallery/index.php>

- 7 **Wachusett Brewery presents: "Brew Years Eve"**
Join Wachusett Brewery for a "repeal of prohibition" celebration. Special tours from 1-3pm. Learn about the history of prohibition and the history of beer in our culture. Parties of 10 or more please call ahead for private tours to 978-874-9965 x21. Visit www.wachusettbrewery.com for more information.
- 10-15 **12th Annual Latino Film Festival**
Filmmakers share their craft with audiences in a live Q&A session following the showing of each film. Films are screened in Spanish with English subtitles, and those films of Latino directors living in the United States and filmed in English will have Spanish subtitles. The festival kicks off **Tuesday, April 10th and runs through Sunday, April 15th** at Cinema 320 and Razzo Hall at Clark University.
- 11 **Mechanics Hall presents WICN's Brown Bag Concert: Frank Corbin, Hook Organ**
Free noontime concert in Mechanics Hall featuring the 1864 E.& G.G. Hook Brothers Pipe Organ marvelously played by Frank Corbin. Bring your lunch or buy one there. Also broadcast live on WICN 90.5 FM Public Radio. Call 508-752-5608.
- 12 **Foothills Theatre Presents "Witness for the Prosecution"**
After spending many evenings with a rich old woman, a young man becomes the chief suspect in her murder. The stage is set for a twist-filled trial when the prosecution calls a surprise witness. Written by Agatha Christie, *Witness for the Prosecution* is directed by Bob Dolan. \$26.50 - \$32.00, Students \$19, and groups of 20 or more save \$10 per ticket. Call 508-754-4018 or visit <http://www.foothillstheatre.com>.
- 13 **Broad Meadow Brook Wildlife Sanctuary presents: Singles Wilderness Adventure (5:30 – 7:30 pm)**
Explore wildlife along the trails leading to a successional meadow on the western side of our sanctuary. Join us yourself, or bring a friend; there are enough field guides and nets to go around! Bring water, binoculars, and wear sturdy shoes. For adults. Call (508) 753-6087 to register. **Fee:** \$6.00 Mass Audubon Members, \$8.00 Non-members.
- 13 **DZian Gallery presents Lady's Night (7-10pm)**
Come and enjoy a luxurious evening in our beautiful loft setting. Indulge in an evening of pampering with an array of local businesses, special discounts throughout the gallery and hors d'oeuvres & cash bar. Be sure to enter our free drawing for an exciting gift. Call 508-831-1006 or visit www.dzian.net.
- 13-15 **Crowne Plaza, Worcester presents: Massachusetts Tattoo & Art Festival**
A tattoo and art festival! Tattoo artists and vendors from all over, local artisans, side shows and comedy shows, etc. Something for everyone. Worcester has not had a tattoo convention in a few years, it's time to bring it back! Come see a different side of the art world! **Cost:** \$15/per day/per person. Email info@zazaink.com.
- 14 **Worcester Inc. Presents the 12th Mass Jazz Festival at Tuckerman Hall**
This is the first of three jazz events this Spring. Delfeayo Marsalis and the All-Star Quintet will take you on a sonic journey. The All-Star Quintet lives up to its name! Call 508-754-3231 or www.musicworchester.org for tickets \$37/\$34.
- 14-22 **EcoTarium – School Vacation Week – Attack of the Bloodsuckers!**
Join the EcoTarium for hands-on activities based on its popular exhibit *Attack of the Bloodsuckers!* during April School Vacation Week. Activities will be ongoing throughout the museum from Saturday, April 14 through Sunday, April 22. (Please note the museum is closed on Monday, April 16.) www.ecotarium.org
- 15 **Music Worcester presents "Manguito: the Music of Latin America" as part of the annual Music for Kids series**
Experience the joyous sounds that the fusion of Spanish, African, and Native American cultures has brought to Latino culture and music! Rhythms of the rumba, plena, bomba, and meringue will have both kids and their adults dancing in their seats! Concert to be held at the Theatre of the Harrington Performing Arts Center. \$10 children \$15 adults. Call 508-754-3231 or tickets at the door.
- 16-20 **Higgins Armory presents: Vacation Week Fun**
Welcome Spring with vacation week activities at the Higgins! Watch a special presentation at 11 a.m. (Arms & Armor Presentation on Monday, Tuesday, and Wednesday, Revolutionary War Soldier on Thursday, and Women and Armor on Friday), and a live arms and armor presentation at 2 p.m. daily, then make a heraldic shield in our drop-in workshop (\$5 per project). Free with Museum admission: \$9 Adults, \$8 Seniors 60+, \$7 Children 6-16, Free to members and children 5 and under. Shield Workshop, \$5. Call 508-853-6015 or visit www.higgins.org.
- 17-19 **Broad Meadow Brook Wildlife Sanctuary presents: April Vacation Adventures for 6 to 8 Year Olds**
Spring has sprung! Join us as we head out onto the sanctuary to see what is in bloom, what is peeping, and who is waking up. Children will spend much of each day outside, exploring and playing nature-related games. Inside children will make crafts and continue their learning through activities and stories. For ages 6 to 8. Call (508) 753-6087 to register. **Fee:** \$45.00 Mass Audubon Members, \$57.00 Non-members.
- 18 **ICTA presents: Developing New England's Culinary Product: Capturing New Regional Visitors @ Publick House Historic Inn**
The New England Culinary Tourism Symposium will be held at our very own Publick House Historic Inn from 8am – 6pm. Whether you represent a destination, restaurant, culinary/visitor attraction, lodging facility, winery/brewery, culinary school, tour operator or other business/organization, there is information at the symposium that will help increase your bottom line. See the full agenda including session speakers and topics at www.culinarytourism.org/newengland. If you have any questions, contact (503) 750-7200.
- 18 **Willard House & Clock Museum presents "Turn Back the Clock" School Vacation Program(1:30-3pm)**
Children ages 8 through 12 will have fun assembling their first *working* clock! Learn about the Willard family, visit their home and the old clock shop, discover the several types of clocks they made tour the museum galleries and imagine what life was like back in the 1700's. After the tour, each child will then have the experience of building and seeing the actual mechanics of their very own working clock. The class fee includes all materials. **Members: \$20.00; Non-Members: \$25.00; Accompanying Adults: \$6.00. Advance registration required by April 11, 2007. (508)839-3500**
- 20 **EcoTarium – It's Just So Easy Being Green (Earth Day)**
The EcoTarium and the Regional Environmental Council of Central Massachusetts (REC) are teaming up to present a day of family-fun activities for an Earth Day Festival like never before! Meet live bats with Robert Mies and the Organization for Bat Conservation, track trash with children's author Loree Griffin Burns and learn how small changes can make a huge difference on Earth from eco-friendly (human) exhibitors, of course! Save green by being green – half-price museum admission (just \$5 adults and \$4 kids 3-18, seniors and students) all day!
- 21 **Music Worcester presents: All That Jazz, The Best of Ute Lemper**
Smoky, sultry Ute Lemper, the German chanteuse, is the reigning queen of cabaret in America. Almost improvisational, she talks, sings and whistles her way through some of the edgiest music of the early 20th century - from Edith Piaf to Marlene Dietrich to Kurt Weill - all the while shifting effortlessly between French, English and German. \$39/\$36. Students \$20 Call 508-754-3231. Tickets on-line at www.musicworchester.org.
- 23 **Crowne Plaza, Worcester presents: "Taste of the Nation"**
Now in its 19th year - Taste of the Nation is the original event that started the wine and tasting craze. It's Worcester's premiere event that you don't want to miss. Sample fine foods from the area's best restaurants, caterers and specialties. Austin Liquors and Yankee Spirits will feature more than 60 wines from around the globe. **Cost:** \$65 in advance - \$75 at the door. For tickets or more info visit www.strength.org or call 508-873-3600.

- 26 **Broad Meadow Brook Wildlife Sanctuary presents: Introduction to Digital Photography of Wildlife (7-9pm)**
If you would like to begin digital nature photography, and would appreciate the advice of photographer-naturalist Richard Johnson, please join us for this two-hour workshop. We'll discuss how to select subjects and locations, and techniques on how to approach wildlife. For adults. Call (508) 753-6087 to register. Fee: \$8.00 Mass Audubon Members, \$10.00 Non-members.
- 27 **Asa Waters Mansion presents: "A Presidential State Dinner"**
Step back in time as you are received by "President Abraham Lincoln" on the tented West Lawn of the mansion. This once-in-a-lifetime gala begins at 6:30 p.m. with a stately champagne and hors d'oeuvre reception. A five course gourmet dinner with fine wines will be served in the mansion's regal Great Room. President Lincoln will visit with guests at each table between courses and address the entire ensemble at 9:00 pm. The "afterglow" will feature coffee, tea and a specialty dessert course. Admission is \$125.00. Period attire is encouraged. Reservations may be requested by calling (508)865-0855, or emailing watersmansion@aol.com on or before April 16.
- 27 **Beechwood Hotel presents Spring Fling to benefit The Bridge of Central Mass., Inc. (6:30-9:30pm)**
Spring Fling to benefit The Bridge of Central Massachusetts, a private, non-profit human services organization. Join us for an old fashioned carnival-themed event including dinner, music and silent auction. All proceeds benefit the individuals and families served by The Bridge. Call 508.755.0333 to RSVP.
- 28 **Asa Waters Mansion presents: "An Evening with President Abraham Lincoln"**
Guests will enjoy appetizers along with hors d'oeuvre buffets presented in the East Parlor and Rose Room beginning at 7:00 p.m. The Presidential Address will begin at approximately 8:00 p.m. on the tented west lawn. Specialty desserts with coffee and tea will be served following the evening's program. Music will be provided by the Heritage String Band. Admission - \$75.00. Reservations may be requested by calling (508)865-0855, or emailing watersmansion@aol.com.
- 28 **DZian Gallery presents Jazz Night w/ Chet Williamson**
Please join us for an enchanting evening when Chet Williamson returns to the DZian Gallery for a special night of jazz. Known for his distinctive jazz harmonica styling, he will once again present standards from the Great American Songbook. Joining him will be the noted Bassist Jerry Wilfong, and guitarist Steve Cancelli. The performance is free and open to the public. There is free valet parking and hors d'oeuvres. Cash bar. Visit www.dzian.net or call 508-831-1106.
- 29 **Preservation Worcester presents: Dancing with the City**
Reach for the Stars & Help us preserve Worcester. The Most Delicious Hour on the Air. *Dining Out MetroWest* radio program is dedicated to the art and entertainment of dining out, socializing and urban living. This evening event features celebrity contestants: City Manager Michael O'Brien, Preservation Worcester's Deborah Packard, Jose Antonio Rivera – World Boxing Champ, Worcester Tornadoes' Chris Colabello and much more! www.diningoutmetro.com
- May 3-6 **DCU Center presents Ringling Bros. and Barnum & Bailey®**
This bold, contemporary *Ringling Bros. and Barnum & Bailey* journey breaks tradition and through the iconic three-rings for a very LIMITED ENGAGEMENT. A fun-filled story line adds excitement to the circus experience and a jumbo video screen brings the audience closer to the high-speed action than ever before. Come see their elephants groove and their mighty steeds thunder through the DCU Center. Join songstress Jennifer Fuentes as she takes one lucky family – and audiences everywhere – on a journey through the Circus of Dreams. Join us one hour before show time at the FREE All Access Pre-show to visit with their elephants and get CircusFit! Visit www.dcucenter.com.

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