

Happy Thanksgiving!



***Central Massachusetts
Convention & Visitors Bureau
November Newsletter***

CMCVB News

MOTT Updates:

- We are happy to announce that once again we received an **increase in MOTT funding**, which this year totaled: \$765,186! We want to thank you for all of your support.
- We also provided MOTT with several press articles for Fall foliage and “Green Tourism” per their requests.



CMCVB 40th Annual Meeting

With a packed room filled with members, volunteers, and stakeholders, we celebrated our 40th Annual Meeting at the Crowne Plaza with Joyce Kulhawik – Arts & Entertainment anchor for WBZ TV as our Guest Speaker. Special thanks to Boston Magazine, Boston Spirit Magazine, Embassy Suites Boston-Marlborough, Polar Beverages, and Yankee Magazine for sponsoring our event, and to our regional partners for providing regional displays around the room. The CVB provided year-end information and announced that we had our best financial year yet, spending 75% of our funding on marketing!!! This year’s annual Meeting also displayed our recently completed Brand Blueprint.

The CVB was represented at the following:

- October 18 - New England Business Expo, DCU Center
- October 24-27 - TEAMS, Louisville, KY
- October 23 - Conway Tour Show, Wrights Chicken Farm

In October, the CVB placed ads in the following publications:

- T&G – Worcester Regional Business Expo Insert
- Wachusett Magazine
- Boston Spirit Magazine
- MLA – Great Escapes (2 page spread including editorial!!!)

Group Tour Itineraries

In September, the CMCVB sent out the quarterly “filler” for the Group Tour Operators’ Binders that were initially started in early 2006. This is a service free of charge! Don’t miss the next quarterly mailing. For more information contact Jeannie Hebert at jhebert@worchester.org or call 508-755-7400 x222.

❖ Upcoming & Ongoing Marketing Opportunities ❖

2008-2009 Massachusetts Getaway Guide – is at Deadline!!!

Material Deadline is November 16th.

If you want to advertise in MOTT’s premier piece – contact us immediately!!!

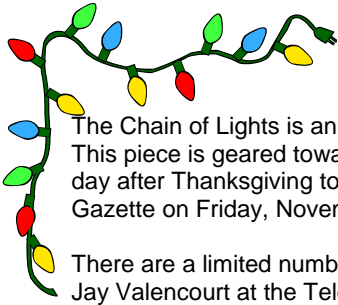
The Massachusetts Getaway Guide drives qualified readers right to your business through enhanced print and online reader service program and added-value presence on **massvacation.com**. By co-op’ing with the **CMCVB**, you as members, receive the highest discount, **AND you will also receive a rebate!** Please contact **Jeannie Hebert** at jhebert@worchester.org or **508 755 7400 X222** for details and to reserve your space today! Don’t miss out. This is the number one fulfillment piece for the state!

Distribution

750,000 copies of the **Massachusetts Getaway Guide** will be printed in 2008, and it is the only travel guide in the state supported by a multimillion dollar advertising campaign. Added-value programs on **massvacation.com** provide the opportunity for your message to reach more than **1.6 million unique** visitors at no additional cost. The Guide is your premier vehicle to drive readers to your business, allowing you to secure a piece of this affluent and active tourism market.

About the Leads

- 18,000 Guide requests as of May 2007 were generated from MOTT’s seasonal e-mail program.
- More than 36,000 individual Guides were requested via **massvacation.com** and our 24/7 phone line as of May 2007.



16th Annual Chain of Lights ADS in the T&G

Unit size 3.792" x 2" (2 col. X 2)

ONLY \$185 per unit for 1 day or \$260 per unit for 2 days



The Chain of Lights is an annual compilation of holiday and special community events across Central Massachusetts. This piece is geared towards bringing folks to the region to celebrate the spirit of the season, featuring events taking place the day after Thanksgiving to New Year's Day. This year's event schedule will be published within the pages of the Telegram & Gazette on Friday, November 23rd and Friday, November 30th as a full color, eye-catching spread.

There are a limited number of ads!! Your business or service can be a part of this holiday event by reserving your sponsorship with Jay Valencourt at the Telegram & Gazette at 508-793-9220.

Publications: Friday, November 23 & Friday, November 30

Deadline approaching:

Friday, November 16 and Tuesday, November 27

16th Annual Chain of Lights EVENTS in the T&G

FREE to all members

Aside from the availability of placing ads, YOU are also given the opportunity to submit their holiday events to the CVB for the FREE listing section in the T&G. Events run taking place the day after Thanksgiving to New Year's Day. Please submit all events to Julie Zomar at jzomar@worchester.org **by the first week of November!!!**



Group Tour Magazine

Advertising through the CMCVB saves you 35%!

Don't miss out on advertising in the next Group Tour Magazine. **With the CMCVB discount, cost is only \$527!!!** Act now. We are reserving space for the co-op ad in the Spring issue. Remember this publication goes out to 15,000 group tour planners. Contact Jeannie Hebert at jhebert@worchester.org or 508-755-7400 x222.

Limited Space Available – Ad Copy or completed ads due: November 20th to the CVB.

Just a reminder, that every quarter we send out-free of charge to you-itineraries to 53 Group Tour planners interested in visiting Central Massachusetts. This quarter only three members took advantage of this service. In December we will be sending out Spring itineraries. Mark your calendars and don't miss this opportunity!



Boston Multi-Lingual Guide

Directed to the international visitor and translated into 8 languages.

Winter issue selling is taking place RIGHT NOW!!! Don't miss out! The CMCVB has purchased a full page that we are co-oping to our members. To purchase on your own would cost you \$25,000.00. Only \$1,000.00 through the CMCVB co-op. **350,000 circulation** at all ports of entry, airports, rail and bus stations, colleges, educational institutions, hotels, restaurants, and malls. It is THE most widely used guide by the international visitor to Boston, NYC and DC. Contact jhebert@worchester.org for more information or to reserve your space.

Ad Copy or completed ads due: November 7th to the CVB.



Boston Spirit Magazine

Circulation is growing and geared to GLTB market.

Upscale glossy magazine distributed to hotels, restaurants, clubs, malls, colleges, and through direct subscription. You can take advantage of this market to the Gay and Lesbian community through our full page co-operative in this bi monthly publication. **(Distribution is 25,000 plus!)** For only \$325.00, **that's ONLY \$162.50 per month**, you can market and promote your business, property or attraction to this lucrative market through this prestigious publication. Contact Jeannie at jhebert@worchester.org.

Ad Copy or completed ads due: mid January to the CVB.

Opportunity to Attend the AAA Travel Show at Gillette Stadium in March with the CVB!

The CMCVB once again has the opportunity to host a co-op pavilion at the prestigious **AAA Travel Show at Gillette Stadium on March 7-8-9, 2008**. This very successful travel show, attracting **over 12,000** interested individual leisure travelers and group tour planners, was such a huge success last year that we would like to host a double booth in the pavilion. **But we need to know your interest before we make the purchase.** We will be partnering again with Pioneer Valley and The Berkshires to open up an even larger area on the trade show floor in which to attract the crowd.

We are able to offer this co-op opportunity to **only 12 members** at a fee of **only \$250.00 per partner!** As a partner:

- You can sell, market, and promote precisely to the leisure travel market.
- Generate direct feedback from your audience
- Conduct samplings, demonstrations and surveys.
- Provide costumed representatives
- Offer audience participation through activities at specific times
- Take part in the "goodie" bag giveaways
- Create and offer custom "AAA member specials"

To purchase this space individually would cost over **\$1500.00!** ...and you would be obligated to staff the area all three days. As a co-op participant through the CMCVB you can staff on a rotating basis (we will work out a schedule that works for you!) all at a cost of only **\$250.00!** **But remember, we can only offer this incredible opportunity to 12 CMCVB members. So please contact Jeannie Hebert ASAP at jhebert@worchester.org or 508 755 7400 X222 ASAP to reserve your space or at least let me know your interest. Don't miss out on this great deal!!!**

The Great Yankee Giveaway

The Great Yankee Giveaway is a weekly online sweepstakes giving away a new prize each week on YankeeMagazine.com. It is a quick way to attract new customers, keep your company top of mind, and drive traffic to your website. The Great Yankee Giveaway will be promoted throughout the year in *Yankee Magazine*, on www.YankeeMagazine.com, and in email blasts. Please contact Jeannie Hebert at jhebert@worchester.org or call 508-755-7400 x222.

"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.** Total Weekly Investment: **\$900. That's \$75.00 a spot!!!!** 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!**" **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 at jhebert@worchester.org or call 508-755-7400 x222.

Weekend Update on WCRN

Every Friday just before 4:00 PM on "**The Hank Stolz Experience**", on radio station WCRN AM 830-- 50,000 Watt station, Jeannie Hebert has a call-in "Central Massachusetts CVB Weekend Update" spot that promotes weekend and the following week's events in the region. E-mail Jeannie your events and contact information one week in advance to jhebert@worchester.org so she can let the world know what you are up to and invite the rest of the world to join you!

WBZ Newsradio 1030 FALL Promotion :15 & :30 Second Weekly Commercial Schedule

*Every 15 second commercial is a sponsorship of a 'Traffic on the 3's' or a 'Weather on the 0's' report and includes a "brought to you by..." billboard for additional name recognition & frequency! So it's like getting one spot free with every :15! This also includes a NE Weekends interview and posting on CBS.com for one month.

Total Weekly Commercials = 11, Total Weekly net Rate = \$2,575

This is a great deal. Please contact Jeannie at jhebert@worchester.org as soon as possible to book your flight!

Other 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 radio campaigns are co-operative, so we can partner you with your fellow members to maximize your investment.

Promote your festival or event on www.socialweb.net



This opportunity is **FREE** to all properties! With numerous category options, and an unlimited number to the amount of events you add, you have endless opportunity to market your events to a vast number of potential visitors both within and outside of our region. Log on now to start adding your information: www.socialweb.net. Don't forget, all Central Massachusetts Convention & Visitors Bureau members also have the opportunity to have those same events added to our websites www.centralmass.org and www.worcester.org. Don't miss out.

FREE PR Opportunity – Stories Needed!!!

The CVB is always looking for unique stories from members about the region, their property, or how the CVB has helped their business. Put your story in front of 9 million people! Send your stories to Julie Zomar at jzomar@worchester.org or fax at 508-754-2703.



“Special Packages” needed for our website!!!

We'd love to promote you!!! Holiday season is fast approaching and everyone's looking for "a deal". The CMCVB is looking for special packages from you for our website. We have a "Special Packages" section on our website to entice visitors to stay/visit your property, and currently we only have a couple packages. Help increase your attendance and overnights by putting together packages: ie. Holiday packages, group tour packages, and don't forget to package with each other.

HOTELS: Visitors are time poor, why not save them some time by calling up your neighbor attractions and restaurants and putting together a discount package. It's a great way to keep these visitors in our region and coming back! Email your packages to Julie Zomar at jzomar@worchester.org.

We're happy to announce that Sturbridge Host Hotel is “cross-promoting” with Salem Cross Inn to present 2 Getaway Packages!

Fireplace Feast Package:

Starting Nov 2nd until April 27th on Friday & Sat Evenings and Sunday Afternoons, the Sturbridge Host has partnered with the **Salem Cross Inn** in West Brookfield for a Fireplace feast Package. For \$ 245 per couple you can Stay overnight at the Sturbridge Host in one of our newly renovated guestrooms, Enjoy a Breakfast for 2 in our Greenhouse restaurant and enjoy an evening at the Salem Cross Inns Historic and Award winning Fireplace Feast Dinner. Contact the Sturbridge Host Hotel's reservation department for all details at 800-582-3232. www.sturbridgehosthotel.com



Christmas Memories Package:

Begin a new Holiday Tradition with this Great Package: Enjoy a play based on Dylan Thomas' : A Childs Christmas In Wales , Performed by the Stageloft Repertory Theater at the **Salem Cross Inn**. For only \$235 per couple, you can enjoy an overnight stay in one of the Sturbridge Host Hotels newly renovated guest rooms, a relaxing breakfast in our Greenhouse Restaurant the next day and a Traditional New England Turkey Dinner followed by a memorable performance. Play dates are: Sunday Dec 2nd 3:30pm; Sat Dec 9th noon, Sunday Dec 9th noon & 3:30 pm, Sat Dec 15th at noon and Sunday Dec 16th, noon & 3:30 pm. Contact the Sturbridge Host Hotel's reservation department for all details at 800-582-3232. www.sturbridgehosthotel.com

Special Offer for CVB Members from AllOver Media – Out of Home Advertising Media

AllOver Media is pleased to offer a special discount to CMCVB Members. AllOver Media is an indoor print and gas pump top advertising media in the Central Massachusetts area. This advertising can not be turned off, tuned out or missed. Ads placed within the network of Gas Pump Top and Indoor Print locations target specific audiences as they move throughout their busy day.

This is a great offer that can be very effective and easily reach your property's target market. For instance, Gas stations average 116,000 monthly impressions. Indoor Print averages 15,000 monthly impressions per location.

Participating CMCVB Members will receive an additional 10% off an already low introductory rate. To find out more please contact Mike Brady at AllOver Media at mike.brady@allovermedia.com or call Mike at 508-832-5482.

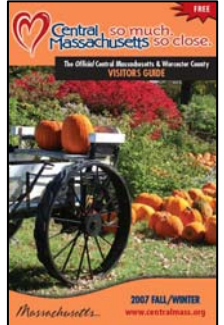
Utilize www.AmericanTowns.com to promote your events & activities!

[AmericanTowns.com](http://www.AmericanTowns.com) is connecting the community like nothing else! Already, scores of groups and organizations in the area have found it is, hands-down, the best way to **share news, promote their activities and events and stay in touch with members** (and potential new ones). Creating a page couldn't be easier (meaning: you don't need to be a "web geek" to do it). An effective way to build buzz, share news and get more done, including a press release distribution tool, and online fundraising/donation tool!!! Whether you're looking for volunteers, talking up an event or want to share news about your organization, this site has everything you need to connect with the community. It's the fast, simple way to spread the word, raise money and more. Visit www.americantowns.com to get started!

❖ **Central Massachusetts Visitors Guides!** ❖

The Official 2007-08 Fall/Winter Visitors Guide our currently flying off the shelves. Be sure to pick up your copy! For more info contact Brenna Ruchala at bruchala@worchester.org or 508-755-7400 x221.

The CMCVB has printed 70,000 copies of this Fall/Winter issue!!! If you didn't advertise in this issue, make sure you don't miss the Spring/Summer one!



❖ **Welcome new members** ❖

The Central Massachusetts Convention & Visitors Bureau would like to welcome:

Sturbridge Region

Oakwood Farms Christmas Barn

One Northwest Road @ Rt. 31, Spencer, MA 01562

508-885-3558 www.christmas-barn.com

Check out his 150 old barn loaded with thousands of unique ornaments to dazzle the imagination, discover the magic of Christmas, right here in Central MA. located just off route 31 in Spencer, opened seasonal from Memorial Day thru New Years Eve, old fashion shopping, that is never duplicated in the mall or bog box store. Our barn is air conditioned in the warm months and warm and cozy in the cooler months... Definitely worth the trip

Worcester Region

LMFPro1

PO Box 118, Holden, MA. 01520

774-364-2775

www.lmfpro1.com

Provide businesses and individuals with professional, reliable and innovative administrative, creative and marketing services. Our founder has over 20 years experience in executive management and over 10 years extensive experience in marketing and graphic design.

❖ **Membership Department Update** ❖

Hospitality Host Meeting - Next Meeting **November 28th** at the Crowne Plaza **8am**, come network and start to promote your Fall Events! Please **RSVP** to Julie Orcutt – jorcutt@worchester.org. **FREE TO ATTEND & BRING A FRIEND AND RECEIVE A PRIZE!**

Interested in promoting your business and or special events at the Hospitality Host Meeting??? Limited to 2 spots per meeting – Reserve Your Spot Now!!

Expose Your Business and Special Events to over 450 businesses all over Central MA!!!!

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.

❖ Member News & Regional Information ❖

Blackstone Valley was Spotlighted on The Learning Channel's "Kids by the Dozen"

Blackstone, Massachusetts: Janine and Jay Gonya have spent the last twenty years raising kids-12 to be exact! But now they face a momentous turning point: their oldest child, Joshua, is heading off to college, and Mom is having a hard time letting go. This is the premise of an upcoming episode of the nationally broadcasted reality show "**Kid's by the Dozen**" shown on **The Learning Channel**.

Last July the producers of the show contacted **Jeannie Hebert, Tourism and Marketing Director of the Central Massachusetts Convention and Visitor's Bureau** and said they had found a family with 12 children living in Blackstone Massachusetts and wanted to build an episode around them. Did she have any suggestions of where to film the family having some fun and educational recreation?

The producers had contacted the right organization to suggest just the right regional venues. The Blackstone Valley region known for the Blackstone, America's hardest working river and the birthplace of the American Industrial Revolution is home to historic and scenic landscapes and plenty of outdoor recreation. Working with the crew, they were able to set a schedule of filming at **Southwick's Zoo**, New England's largest in nearby Mendon and beautiful **Riverbend Farm**, located on the Blackstone River in Uxbridge, Massachusetts.

The fruits of this filming will be presented to the nation on this **Monday, October 29th's episode of "Kid's by the Dozen" *The Gonyas: Leaving the Nest* at 10:00PM est on The Learning Channel.**

The Gonyas spent almost an entire day visiting with the animals at Southwick's Zoo. "We were very happy to host them," stated **Justine Southwick Brewer President of Southwick's Zoo**. "They spent quite a lot of time here and were very interested in our EARTH educational program."

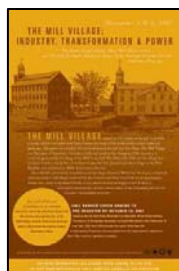
Val Stegemoen, Riverbend Farm Visitor Services Supervisor, Massachusetts Department of Conservation and Recreation, said that while at Riverbend the family enjoyed picnicking, biking along the river trail and canoeing the Blackstone. "At The Heritage State Park families enjoy the Blackstone River and Canal and we enjoy hosting people from the nation and around the world to learn a little bit about our history," said Val.

"**Kid's by the Dozen**" *The Gonyas: Leaving the Nest* aired Monday October 29th 10:00 PM est on the Learning Channel and also had an encore presentation that aired the following day October 30th at 10:00 PM est also on The Learning Channel, check local listings for rebroadcasts.

KJ Baaron's Fine Wine & Spirits – Grand Opening!!!

KJ Baaron's Fine Wine and Spirits is finally open at its new location, 220 Summer Street across from Union Station in Worcester with an **extensive collection of wines** from around the globe, along with a **large variety of imported and domestic spirits and beer**.

The Grand Opening Wine Tasting will be held on **Sunday, November 4th from 12-4pm**. Many of our suppliers will be on hand to pour wines and offer samples.



Blackstone River Valley's Premier Conference on the Industrial Revolution: *The Mill Village: Industry, Transformation & Power – November 2&3, 2007*

Keynote speaker: Joyce Appleby, Professor Emerita at the University of California at Los Angeles (UCLA) will be joined by scholars who will discuss industrialization and the development of the mill village. Topics include: Understanding the industrial landscape of the mill village, Labor and life in the mill village, and Contemporary views of today's mill village. For more information and to register, contact National Park Service Ranger Chuck Arning at 401-762-0440 or e-mail him at Chuck_Arning@nps.gov.



The Commonwealth of Massachusetts House of Representatives Invite you to Attend



The First Annual ARTISTS UNDER THE DOME Event
At the
Massachusetts State House Great Hall- Second Floor.
A Free Event for Massachusetts Artists Working in all Disciplines- Be There!

The Commonwealth of Massachusetts would like to invite Massachusetts artists working in all disciplines (visual arts, literary, performing, crafts, new media, etc.) to the State House on Thursday, **November 8th, 2007** to thank them for all they contribute to our state's economy and quality of life.

Our individual artists are the corner stones of the foundation of our culture and our creative economy. This all day event, ARTISTS UNDER THE DOME, will become an annual event for the Commonwealth to honor our individual artists and for artists to become engaged with state policy makers.

The day will include remarks from legislators and other state officials who want your participation in the legislative process! There will also be a networking brown bag lunch, time to visit your legislators' offices, and State House Tours.

This event is brought to you by The Joint Committee on Tourism, Arts and Cultural Development, The Joint Committee on Economic Development and Emerging Technologies, Treasurer Tim Cahill, The Executive Office of Housing and Economic Development, and The Artists Foundation. Artists are strongly encouraged to RSVP for this event. For more information and to RSVP visit: www.artistsunderthedome.org

❖ Group Tour Department ❖

Itineraries Needed

In September, the CMCVB sent out the quarterly "filler" for the Group Tour Operators' Binders that were initially started in early 2006. This is a service free of charge! Provide us with 8 ½ x 11 sized, three-hole punched, itineraries and we will mail them to the Group Tour Operators FREE OF CHARGE every quarter. And we'll gladly put them on our website as well, if you provide them to us in email format. For more information contact Jeannie Hebert at jhebert@worcester.org or call 508-755-7400 x222.

❖ Convention Department News ❖

TEAMS 2007

The convention sales department headed to Louisville, KY to attend the largest sports expo in the U.S. - TEAMS 2007. The CVB attended with a select group representing the Massachusetts Sports Partnership organization in an effort to gain regional visibility and win the bid for various sporting events throughout the Commonwealth.

ATTENTION LODGING INDUSTRY!

In order for the CVB to provide marketing and promotional support to the lodging industry, it is important that we are viewed as a worthy recipient of funding that may become available from various sources...*funding that directly enhances your business!* With that in mind, the convention sales department is required to maintain comprehensive occupancy statistics. As you may know, the Pinnacle group no longer provides monthly reports. The sole source of data for occupancy in this region is the Smith Travel Report. We are asking for your assistance in providing occupancy data that will truly reflect the success of the entire region. Please note that your data is kept confidential and a final cumulative number for all participants is reported, not individual statistics. Please respond to the monthly report requests from convention@worcester.org. (Report occupancy rate, ADR and REVPAR.)



MONTHLY MEETINGS:

- **Worcester Sales Task Force** – The CVB hosts this meeting made up of the CVB sales and marketing team, the DCU Center sales team, hotel General Managers and Directors of Sales and representatives from the City of Worcester. The goal is to work together to develop new business opportunities for city venues and organize and promote ongoing events. The next meeting will be held Tuesday, November 13th at the DCU Center.
- **Hotel Association** – The CVB hosts a monthly meeting attended by hotel representatives throughout the region to look at new ways to bring business into Central Massachusetts and discuss ongoing events and special projects. Date TBD.

❖ CVB Committee Meetings ❖

- Group Tour Committee: Thursday, November 1st, 11am at the CMCVB.
- Worcester Sales Task Force: Tuesday, November 13th, 1pm at the DCU Center, Worcester
- Marketing Committee Meeting: Thursday, November 15th, 10:30am at the CVB (Worcester Historical Museum)
- Hospitality Host Committee Meeting: Wednesday, November 28th, 8am at the Crowne Plaza, Worcester
- Hotel Association Committee: TBD

❖ Upcoming Festivals & Annual Events ❖

Please visit the below websites or our own website for more information, times and admission fees!



November 3	Wachusett Mountain Autumn Wine Festival	www.wachusett.com
November 6	Van Halen @ DCU Center	www.dcucenter.com
November 7	Fork it Over	www.mgsc.org/ForkItOver
November 10	Trans-Siberian Orchestra @ DCU Center	www.dcucenter.com
November 10	Evening of Illuminations at OSV	www.osv.org
November 17&18	Thanksgiving Harvest Festival @ Red Apple Farm	www.redapplefarm.com
November 22	Thanksgiving Dinner at OSV	www.osv.org
November 23	25 th Annual Festival of Crafts	www.worcestercraftcenter.org

Watch for our special edition of the 16th Annual Chain of Lights in the Worcester Telegram & Gazette!

❖ Events for the month of November ❖

Check out our websites for more information: www.centralmass.org or www.worcester.org.

Worcester Sharks AHL Hockey: Enjoy an inexpensive night of fun this month when you visit the DCU Center to watch the Worcester Sharks Hockey team. Home games this month are: 2nd, 3rd, 7th, 9th, 10th, 12th, 16th, 17th, 21st, 23rd, 24th, 30th. For more information, visit www.sharksahl.com.

Salem Cross Inn presents their Fireplace Feast –November 2nd, 9th, 11th, 17th, 18th, 24th, 25th, and 30th. Relax by the fire or lend a hand as dinner is prepared for you in colonial style. Enjoy prime rib, roasted "to a turn" as the only known Roasting Jack still operating in America rotates slowly over a crackling fire of wild cherry logs. Also enjoy New England's Best Apple Pie. (Horsedrawn hay or sleigh rides weather permitting.) 508-867-2345



- 1 **Higgins Armory Museum presents Geneology Brown Bag Lunch.** Led by genealogy expert Kay Sheldon. Kay and your fellow genealogists can help answer your questions and guide your research. A great resource for beginner and experienced genealogists alike. 508-853-6015
 - 1-3 **Holy Cross presents “My Life with Albertine”.** The department of theatre at the College of the Holy Cross will present *My Life with 8-10 Albertine*, book and lyrics by Richard Nelson, music and lyrics by Ricky Ian Gordon, based on portions of Marcel Proust's celebrated work, *Remembrance of Things Past*. The 2003 musical, directed by Lynn Kremer, professor of theatre.
 - 2 **Fitchburg State College presents Meet the Itty Biddies: Concert of American Stories for Young Audiences.** Join the Lascivious Biddies on a musical tour of American stories and songs in this interactive morning performance. From circus songs, to homes on the range, to the sounds of the Big Apple, the Biddies will demonstrate the unusual and fun sounds they can make. 978-665-3709
 - 2 **Sturbridge Host Hotel presents The John Bish Recovery Fund Dinner.** Visit www.johnbish.org for details.
 - 2 **Asa Waters Mansion presents: Historic Costumed Social.** Guests are encouraged to portray their favorite historical character from any bygone era. Walk in the footsteps of other famous guests who have visited the Mansion --Daniel Webster, Henry Clay, Alexander Graham Bell, President Taft, and others! Call 508-865-6716 or visit www.asawaters.org.
 - 3 **Mass Audubon: Broad Meadow Brook Conservation Center and Wildlife Sanctuary presents Saturday Morning Birdwalk for Adults.** Explore the sanctuary grounds in search of birds. This program is for casual and novice birders alike. www.massaudubon.org 508-753-6087
 - 3 **Vaillancourt Folk Art Gallery presents: Starlight Santa Opening.** The event introduces the 2007 signed and numbered Starlight Santa that is coveted by collectors. For the 18th consecutive year, Vaillancourt Folk Art will donate a portion of this popular holiday event's proceeds to the Starlight Starbright Children's Foundation. 508-476-3601
 - 3-4 **Music Worcester Inc. presents Worcester Chorus** - concert of the fall season. Call for more information – details still TBA. Call (508) 754 – 3231 www.musicworcester.org
 - 3 **Worcester Art Museum presents: Opening Celebration: An American Vision: Treasures from the Winterthur Museum.** Henry Francis du Pont, an advisor to Jackie Kennedy when she redecorated the White House, lovingly collected American Decorative Arts, and this exhibition showcases some of the finest examples from his personal collection. 508.799.4406 www.Worcesterart.org
 - 4 **Salem Cross Inn presents Handcrafts & Collectibles Show.** A juried show of hand crafted items. For more information, e-mail martha@salemcrossinn.com or call 508-867-2345.
 - 4 **Pipes Alive! Concert Series at Wesley United Methodist Church.** Free and open to the public. Swipe your WOO card and earn points at this event! For more information, e-mail office@wesleychurchworcester.org or call 508-799-4191.
 - 4 **Foothills Theatre Company presents “As Bees in Honey Drown”.** (also playing November 8-10) Evan Wyler just published his first book and is being touted as the “hot new thing” in celebrity circles. Into his life comes the fabulous and mysterious Alexa Vere de Vere, an amalgamation of Auntie Mame, Holly Golightly, and Sally Bowles who descends on this new celebrity and transforms him into a player and the writer of her biography. 508-754-3314 x225 www.foothillstheatre.com
-
- 6 **DCU Center presents Van Halen.** Considered by fans and media alike as one of the most highly anticipated tours in rock and roll history, Roth, guitarist Eddie Van Halen and drummer Alex Van Halen will perform with Eddie's son, Wolfgang who joins the line-up as the band's bass player. www.dcucenter.com
 - 7 **Fork It Over @ Courtyard by Marriott Boston Marlborough.** A culinary explosion! Some of the region's top chefs and technical schools will be creating desserts and appetizers using Girl Scout Cookies as their inspiration. A silent auction and live musical entertainment will round out the evening. E-mail wconverse@mgsc.org or call 508-853-1070x117.
 - 8 **Blissful Meadows presents: “Bring a Turkey – Play for Free”.** In cooperation with the local food bank, Blissful Meadows will offer customers a free round of golf in exchange for a 12+ lb. frozen turkey, canned goods, cash donation or a gift certificate to a local grocery store. 12+ lb turkey = 18 holes, \$15 cash or grocery store gift certificate = 9 holes, \$25 cash or grocery store gift certificate = 18 holes. 100% of all cash, gift certificates and food will be turned over to our local food pantry. Call for tee times: 508-278-6110.
 - 9 **Worcester Center for Crafts presents: Friday Night fun with GlassBlowing.** Have you ever watched glassblowers at work or to try it yourself? Come to our **one-day** course and learn some of the basic techniques behind this fascinating and ancient art. WOO Benefits at the Craft Center! For more info and pricing, call 508-753-8183.
 - 9 **EcoTarium presents Swimming with Sharks Photo Presentation.** Uxbridge native and Worcester State College graduate Brian Skerry is an award-winning photojournalist specializing in underwater subjects and stories. Hors d'oeuvres/cash bar. Photo presentation at 7:30 in the Alden Planetarium. Reservations: 508-795-3838 or www.ecotarium.org
-

- 9 **Music Worcester** presents **The New Zealand String Quartet @ Tuckerman Hall**. Internationally known for imaginative & unique programming; including music cycles of composers, from Mozart to Berg, and for championing works from New Zealand and the Pacific Rim. For more info and pricing, e-mail music@musicworchester.org or call 508-754-3231.
- 10 **Salisbury Singers** presents **Songs of War and Peace**. A concert of wartime remembrances and longings for peace this Veterans Day weekend. The concert will feature Randall Thompson's Testament of Freedom and his famous Alleluia, as well as a new work by Todd Milam, A Civil War Fantasy, with brass and percussion. For more info, e-mail info@salisburysingers.org or call 508-799-3848.
- 10 **Old Sturbridge Village** presents **An Evening of Illumination** - See Old Sturbridge Village the way it looked in the 1830s - illuminated only by the soft glow of authentic period lighting devices. Guided tours leave the Visitor Center being led through the dark village. No modern floodlights. In each stop the tour will encounter a leisure time vignette (examples: a person reading or storytelling by candlelight or fire-glow, a woman knitting or doing some sort of domestic work, game playing, a quick barn dance in the Parsonage Barn). The culmination of the tour would be at Bullard Tavern for more village period food offerings and libations complete with music and merriment. Pre-registration is required; cost is \$25 per person, call 508-347-0205 to register. www.osv.org
- 10 **DCU Center** presents the **Trans-Siberian Orchestra**. The holiday season will begin in Worcester when the Trans-Siberian Orchestra makes its **ONLY** Massachusetts stop on their Winter Tour at the DCU Center for two incredible performances. This year, the group plans to add even more elements, which already includes an orchestral string section, a full rock band, multiple vocalists, a narrator, extensive pyrotechnics and a stunning laser and light show. For tickets: 617-228-6000 and online at www.ticketmaster.com.
- 11 **Old Sturbridge Village Celebrates the Nation's Veterans**. Meet the Sturbridge Militia; a tour of the firearms exhibit; a musket demonstration; fife and drum music and unique storytelling. For more info, e-mail plozier@osv.org or call 800-733-1830.



11 **Tower Hill Presents Winter Open House**. Come and see the magnificent Orangerie filled to capacity with winter blooming plants. In the Milton Gallery, visit information booths about membership, private rentals, educational programs, youth programs, volunteering, special events, horticulture, and the future development of Tower Hill Botanic Garden. For more info call 508-869-6111.

11 **Autumn Festival at Worcester State College Student Center Event features**: Sweet treats and refreshments, music by a WSC DJ, fun games for kids of all ages, Dance Revolution, decorate a cookie, donut eating contest, face painting, cider and apples from local farms, raffles for themed baskets, 50/50 raffle, and a pie bake-off. For more info call 508-929-8635.

- 15 **Vaillancourt Folk Art** presents **Ladies Night**. Experience ladies holiday shopping at its finest! Door prizes and refreshments; create your "Wish List" while you're here. www.valfa.org.
- 16 **ARTSWorcester** presents - **Festive Opening for "Fire and Ice 2007"** A festive evening of the arts: visual, performing, and culinary. Includes live auction of rare artworks, special art sale (right off the wall!) and special guests. Exhibit runs through Dec 21. For more info, e-mail info@artsworcester.org.
- 16 **Salem Cross Inn** presents **Murder Mystery Dinner Theatre**. "The Doo-Wop Murders". For more information, e-mail info@salemcrossinn.com or call 508-867-2345.
- 16 **Foothills Theatre Company** presents **Comedy Night**. Come to Foothills and experience a night of laughter when 3 Boston-area comics including Larry Norton and Scott Higgins perform on Foothills stage! Beer and Wine will be available for purchase. Buy tickets online at www.foothillstheatre.com or call the Box Office at (508) 754-4018. Call 508-754-3314x225.
- 17 **Higgins Armory Museum** presents **Viking Warrior Presentation**. A dominant force in Europe for centuries, the Vikings still fascinate our contemporary world. Explore the culture, daily life, and military equipment of this legendary and fearsome society. For more information, e-mail higgins@higgins.org or call 508-853-6015.
- 17 **EcoTarium** presents their **Auction at Tuckerman Hall**. Support Worcester's museum of science & nature at the museum's bi-annual auction. Bid on unique experiences and items you won't find anywhere else. Proceeds to benefit the EcoTarium. For more information, e-mail tdill@ecotarium.org or call 508-929-2715.
- 17 **Salsa Storm Dance Studio** presents **Salsa Social** - Dance the night away with Salsa Storm. Basic workshop 7pm-8pm. DJ plays the hottest salsa, meringue, cha-cha and bachata till 12:30am. Dance located at the Worcester Hibernian Cultural Center. For more details visit us at www.salsastorm.com or call (508) 854-8489.
- 17 **Old Sturbridge Village** presents **Dinner in a Country Village**. Enjoy a unique opportunity to prepare and eat a meal the way early New Englanders did. The Parsonage is the setting for this Saturday-night program, where costumed interpreters oversee the preparations, but the guests do the chopping, mixing, and stirring. www.osv.org
- 23 **Holly Days: Booked for the Holidays at Tower Hill Botanic Garden**. Ongoing until Dec 30. "HOLLY DAYS: Booked for the Holidays" will be portrayed in ornaments reflecting literary themes and characters from favorite books. Entertainment includes live music from a selection of talented artists, youth activities, holiday workshops, story telling, and garden tours. www.towerhillbg.org



- 23 **The EcoTarium presents DinoTracks** - Experience the study of dinosaur fossils firsthand in its new hands-on exhibit, DinoTracks. www.ecotarium.org
- 24 **Preservation Worcester presents City Tours – All About Worcester.** Industry, Immigration and Intellect Intersect. The city-wide exploration of Worcester unveils the unique history and architectural highlights of the Heart of the Commonwealth. Climb aboard our comfortable buses, and spend 2.5 hours discovering the people and places where industry and intellect meet. Call 508-754-8760.
- 28 **Seventeenth Annual Holiday Concert at Four Points by Sheraton Leominster-** Concert featuring the Jack Alessi Orchestra. Appearance by Santa and Mrs. Claus and complimentary refreshments. Donations of canned goods, new or used clothing, or unwrapped toys will be distributed to local charities.



29 **Boston Ballet performs - The Nutcracker 2007 at the opera house (Nov 29-Dec 29, 2007)** This November will mark the 40th Anniversary in which Boston Ballet performs *The Nutcracker*, a classical ballet in two acts based on a story by E.T.A. Hoffmann. Artistic Director Mikko Nissinen's production features the entire Boston Ballet and close to 300 children from Boston Ballet School. The full Tchaikovsky score is performed live by the Boston Ballet Orchestra. www.bostonballet.com

30 **Festival of Lights at Worcester City Hall Common-** The City of Worcester's 3rd Annual Festival of Lights will ring in the holiday season with a spectacular light show, variety of choral performances, hands-on children's activities, horse drawn hayrides and a visit from everyone's favorite elf himself! For more info email: culture@ci.worcester.ma.us.

- 30 **The 10th Annual Festival of Giving Trees at Notre Dame Church** - Holiday enchantment returns with the 10th Annual Festival of Giving Trees! Start your holiday season with a walk through an enchanted forest. Enjoy the beauty of 100 sparkling and uniquely-decorated holiday trees.



❖ **Subscribe** ❖



Received this via a FWD? Get the Central Massachusetts Convention & Visitors Bureau's newsletter right to your door. Email jzomar@worcester.org to receive your free copy today!

Central Massachusetts/Worcester County Convention & Visitors Bureau
 30 Elm Street, 2nd floor
 Worcester, MA 01609
 508-755-7400
 508-754-2703 fax
www.centralmass.org or www.worcester.org

The CVB is your **primary** local source of tourist, convention & meeting information; responsible for marketing and promoting the Central Massachusetts region as a convention, meeting & sports site, and tourist destination. Conveniently located in the Heart of New England, we offer so much, so close; with attractions rich in history, natural beauty and culture, offering white-glove service at a very affordable price.