



Central Massachusetts CVB

E-Newsletter

February 2008

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Dear Members,

If you can believe it January has already come and gone and we are in our second month of 2008! We have a lot going on here at the CMCVB and as always, are working hard to keep our valued members happy. Valentine's Day is almost upon us and I hope everyone takes some time out of their busy schedule to enjoy the holiday. We are streamlining the look of our newsletter and would appreciate your thoughts and input.

We would also like to welcome a new member to our staff! Jackie Cohen is a recent graduate of Worcester State and we are all excited to have her join our team.

As always, thank you all for your continued support!

Donna J. McCabe
President

Board of Directors

William Simonic, Chair
Yankee Cricket Bed &
Breakfast

Larry Davis, Vice Chair
Davis Farmland and Mega
Maze

William Wallace,
Secretary/Treasurer
Worcester Historical Museum

Dan Verrico, Ex-Officio
Co-Card Systems

Donna McCabe, President
Central Mass CVB

CVB News

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

Boston Multilingual Guide
Group Tour Magazine
Boston Spirit
Globe Trotter Travel Guide Book: geared toward Japanese market

In January the CVB placed radio spots on the following stations:

WBZ Newsradio 1030 winter co-op program for CMCVB members

Parks Agency Information:

PATRICK-MURRAY BUDGET TO RECOMMEND MORE THAN \$100 MILLION FOR PARKS AGENCY. Governor Deval Patrick is proposing funding of \$100.6 million for the Department of Conservation and Recreation (DCR) in his budget for Fiscal Year 2009 – an increase of \$7.7 million, or 8.3%, from FY 2008, and \$16.7 million, or 20%, from FY 2007. For more information or complete press release please contact Brenna Ruchala at bruchala@worcester.org or (508) 755-7400 ext.221

Mark Bilotta
Colleges of Worcester
Consortium

Davis Cox
Dynamx.com

Jim Donahue
Old Sturbridge Village

Suzanne Farias
Four Points by Sheraton
Leominster

Jay Foster
Old Mill Restaurant

Michael Harrington
Public House Historic Inn

Richard Kennedy
Worcester Regional Chamber
of Commerce

Ned LaFortune
Wachusett Brewing Company

Paula Lawrence
Crowne Plaza Hotel

Michael Marcy
Charter Communications

David McKeehan
North Central MA Chamber of
Commerce

Alexandra McNitt
Central South Chamber at the
Crossroads of New England

Jim Moughan
DCU Center

Russ Prentiss
Sturbridge Host Hotel &
Conference Center

Al Rose
Red Apple Farm

Nancy Salem
Salem Cross Inn

Marketing Opportunities

For all Marketing inquiries contact Jeannie Hebert at
jhebert@worchester.org or 508-755-7400 ext 222.

Central Massachusetts Visitors Guides

The 2008 Spring/Summer Visitors Guide is coming in March! This is our #1 fulfillment piece – downloadable from the web – to receive a copy or be added to our distribution list contact Brenna Ruchala at bruchala@worchester.org or 508-755-7400 x 221. For information regarding advertising or listings please contact Julie Orcutt at 508-755-7400 x224 or jorcutt@worchester.org.

Paradise City Guide – New Opportunity!

Total readership now tops 250,000! Participation in a full page coop would be only \$425.00 per ad space to be shared between eight partners. Size per ad would be a little larger than business card size.

Group Tour Magazine

This publication goes out to 15,000 group tour planners. Advertising through the CMCVB saves you 35%! With the CMCVB discount, cost is only \$527! Reserve by February 15th.

Boston Spirit Magazine

Distribution is 25,000 plus! You can take advantage of this market to the Gay and Lesbian community through our full page co-operative in this bi-monthly publication. For only \$325.00 that's ONLY 162.50 per month!

Boston Magazine New England Travel & Life

Reaches over 200,000 people! Our members get 40% off the rate card, The Central Massachusetts CVB went above and beyond to offer a **10% rebate**- this means 50% off for CMCVB members! February 10th is the drop dead date!

The Great Yankee Giveaway - FREE

Great opportunity to promote your business! The Great Yankee Giveaway is a weekly online sweepstakes giving away a new prize each week on YankeeMagazine.com.

Weekend Update on WCRN - FREE

Submit your events for FREE to Jeannie Hebert. Every Friday just before 4:00 PM on "The Hank Stolz Experience." Jeannie Hebert has a call-in "Central Massachusetts CVB Weekend Update" spot that promotes following week's events in the region. Events due to Jeannie by Thursday at 5pm.

"New England Weekends" WBZ Newsradio 1030

Reaching over 400,000 listeners every weekend. Six :60 weekend commercials, Six weekend billboards, Twelve total weekend media messages. Total Weekly Investment: \$900. That's \$75.00 a spot! We can package this co-operatively, so your investment is low and your impact is high!

WBZ News Radio 1030 Winter Promotion- Through March

Winter co-op program for CMCVB members. Total Weekly Commercials: 16. Total Weekly Net Investment: \$2,000.
(Average Rate per Commercial: An unbelievable \$125.00!)

*Price quoted is based on two CMCVB Partners back to back :30's .
The CMCVB will provide custom production for your approval at no

Justine Southwick Brewer
Southwick's Zoo

Henry Tessman
Double Tree Hotel
Boston/Westboro

Gary Vaillancourt
Vaillancourt Folk Art

Jamie Wolf
Royal Plaza Hotel & Trade
Center

Committee Meetings

Worcester Sales Task Force:
February 12th

Hospitality Host:
February 27th

Hotel Association Meeting:
February 28th

Meetings to be determined:
Group Tour Committee Meeting
Marketing Committee Meeting
Golf Committee Meeting

For more information regarding
committees contact Julie Orcutt
at jorcutt@worchester.org or 508-
755-7400 ext 224.

**Expose Your Business and
Special Events to over 450
businesses all over Central
MA for less than 16 cents a
copy!**

Each month the CMCVB offers
members the opportunity to
include a flyer in the Monthly
Mailing. \$75 per month, please
include 450 copies to us by the
2nd week of month. If CVB
produces it is \$100 for one-sided
B&W; \$125 for 2-sided B&W.

Contact Julie Orcutt at
jorcutt@worchester.org or call
508-755-7400 x224 to sign up.

Membership Update

Hospitality Host Meeting - Next Meeting February 27th at the
Crowne Plaza 8am, come network and promote your upcoming
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!

Stories Needed! FREE PR OPPORTUNITY

Don't forget, the CVB is always looking for unique stories from
members about the region, their property, unique trivia, or how the
CVB has helped their business. Put your story in front of 10 million
people! Send your stories to Jackie Cohen at jcohen@worchester.org
or send a fax to 508-754-2703.

Let's INCREASE membership for 2008!!

Could you use a weekend getaway? Sign Up a New Member and
Win a Weekend Package for Two at the Four Points by Sheraton by
Leominster! - Package includes One Friday or Saturday overnight
stay for two Includes Dinner for two and Full Breakfast for two! (**First
to bring in a new member wins!**)

New Members

Fitchburg Art Museum - 185 Elm Street, Fitchburg, MA 01420

With over 14 galleries, in a three-building complex, the museum is
available for private functions. Open Tues-Sun 12-4PM. Members are
Free. Admission \$7 & children under 12 free
978-345-4207

www.fitchburgartmuseum.org

Smokin South Band

44 Line St., Easthampton, MA. 01027

We are the area's premier Lynyrd Skynyrd Tribute Band. We are
available for any size event and play an exciting and dynamic show.
413-527-4925

www.smokinsouthband.com

Group Tour Department

Itineraries Needed

Bring a bus load of people to your organization! Quarterly mailer -
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. Tell these tour
operators about "what's new" and special promotions at your place!!

Promote your festival or event on the CMCVB website!

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.centralmass.org or
www.worcester.org

Central Massachusetts Convention & Visitors Bureau members also have the opportunity to have those same events added to www.socialweb.net. Don't miss out!

Contact Julie Orcutt at jorcutt@worchester.org or 508-755-7400 ext.224

"Special Packages" needed for our website!!!

We'd love to promote you!!! The CMCVB is looking for special packages from you for our website. Help increase your business exposure, attendance and overnights by putting together packages: i.e. Valentine's, group tour packages, short getaways, romantic & family packages, too.

Current Packages:

Murder Mystery Package from The Sturbridge Host and Salem Cross Inn. Visit

www.sturbridgehosthotel.com or
www.salemcrossinn.com for more details.

Valentine's Package from the Sturbridge Host Hotel available the 8th – 14th.

Email your packages to Julie Orcutt at jorcutt@worchester.org

We'll gladly put these itineraries on our website as well, if you provide them to us in email format. For more information contact Julie Orcutt at jorcutt@worchester.org or call 508-755-7400 x224.

Convention Department

For information regarding convention and committees contact Kathy Ryan at convention@worchester.org or 508-755-7400 ext 225.

- The CVB attended the Christian Meeting Planners Conference & Expo (CMPCE) in partnership with the New England Society of Convention and Visitors Bureau.

- The CVB also exhibited at the NE/SAE Annual Management Conference held at the Doubletree Hotel in Westborough in partnership with the Best Western Royal Plaza, Marlborough; Hampton Inn, Marlborough; Beechwood Hotel, Worcester; and Sturbridge Host Hotel.

MONTHLY MEETINGS:

- **Worcester Sales Task Force;** 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 next meeting will be held on Tuesday, February 12th at 1:00 p.m. at the DCU Center.
- **Hotel Association;** A monthly meeting attended by hotel representatives throughout the region. Convention site representatives are also welcome. The next meeting will be held Thursday, February 28th at 12:00 noon at the Doubletree Hotel-Westborough.

For more information regarding conventions, meetings and committees contact Kathy Ryan at convention@worchester.org or 508-755-7400 ext 225.

Sampling of February Events:

Asa Waters Mansion presents: "Sweet Remembrances"
2/15/08 6:00-8:00PM. 508-865-0855

Wachusett Village Inn presents: Winter Wine and Chocolate Tasting. 2/8/08, 6-10PM, \$25.00 per person, 978-874-2000.

Old Sturbridge Village presents: Washington's Birthday Celebration. 2/16/08, 800-SEE-1830.

Fitchburg Art Museum Presents: February Vacation Workshops for KIDS!! 2/19/08-2/22/08 10:00 a.m. – Noon and 12:30 – 2:30 p.m. 978-345-4207

For a complete listing of February events, as well as vacation week activities check out www.centralmass.org

Subscribe

Received this via a FWD? To be added to our mailing list, email Jackie at jcohen@worchester.org to receive your free copy today!

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Worcester, MA 01609
508-755-7400
866-755-7439
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.