



July 2009 Newsletter

Summer Greetings

As we enter the great month of July, we wish you, your family and employees an especially wonderful 4th and hope we all dry out in July. You don't have to go far away to get away - Great Adventures can be found in our own backyard. So Much - So Close...

We hope you enjoy it ! - Donna McCabe & the staff of the CMCVB

Links within this E-newsletter

[Coupons - Deals - Packages](#)

[Marketing Matters](#)

[Membership News](#)

[Conventions & Meetings](#)

[Special July Events](#)

3 Museums~1 Great day

Visitor Guide Updates needed



**DEADLINE
JULY 7 *!**

We are already thinking of Fall and Winter here at the CVB. Please take a minute to review and update (if necessary) your current listing in the Visitor Guide.

There are 3 ways to update. Online (instructions sent via email earlier this month) email or fax. Here is the [Visitor Guide update form](#) which is located on the Member Information page on the website. To streamline this process please feel free to email any visitor guide updates to: melefterion@worchester.org or fax them ...



Plan Your Visit to Three Outstanding Museums in Central Massachusetts, All within a Short Distance!

Special Discounts at 3 Great Museums

Summer Savings MassValuePass



Enjoy 25% or more on statewide discounts

CVB Collaborations

508-754-2703.

*If we have not received any changes by July 7, we will keep your listing info the same as the Spring/Summer 09 guide.

Also, NOW is the time to submit new event listings on the [Visitor guide update form](#) for the Visitor Guide "Calendar of Events". Event dates should occur between Sept. 1st, 2009 - March 31, 2010. Submit 1 event per month OR a total of 7 events per member. (Your submission is subject to change due to editing purposes)

Please include for your Event

Date(s):

Name of Event:

Company:

Location : street, city/town, zip:

Description: (limit 25-35 words)

Thanks again for taking the time to send us this important info about your business for the next visitors guide.

Marketing Matters

Massachusetts

massvacation.com

wants your info. Attractions and lodging properties can now enter your own information by going to massvacation.com and in the right column under Do It Yourself click on submit your lodging property, attraction, event. Get noticed... all for FREE! Have you submitted your special offer for the MassValuePass? It is an especially popular promotion program !!!

Opportunities for cultural organizations:

MOTT Worldfest, contact:

John_Alzapiedi@state.ma.us to register your cultural festival.

The CVB will be featured on WBZ-TV as part of the MOTT promotion, "Best of Summer in Massachusetts" during the Boston Pops 4th of July Celebration.

WBZ-Radio - The CVB's summer media buy on WBZ-radio is running from mid-June to

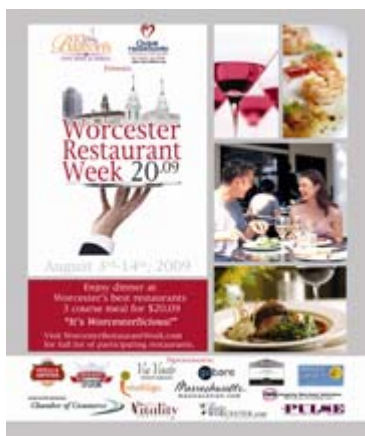


7th Annual Blackstone Valley Celtic Festival

Celebrates Talent and Culture

Be sure to head to **Indian Ranch**, Rt. 16, Webster on Saturday, July 25 from 11 a.m. to 5 p.m. This event is hosted by the **Blackstone Valley Chamber of Commerce** and co-sponsored by the CVB. The festival is the Blackstone Valley's showcase for Celtic talent and culture.

More information is available at www.blackstonevalleycelticfestival.com



**World Class Cuisine during
Worcester Restaurant Week
3 course dinners - \$20.09!
AUGUST 3 - 14, 2009**

www.WorcesterRestaurantWeek.com

FAB 5 Coupon

mid-September, promoting special events and Central MA as a tourist destination.

Boston Herald - Summer Thrills -The CVB purchased ad space for 3 consecutive weeks in the Boston Herald's Summer Thrills program to promote summer events in Central MA.

The CVB recently hosted 2 Press FAMs: **Golf/Travel writer Darryl Berger** from New Hope, PA visited June 21-24, hosted by **Wachusett Village Inn** for length of stay and playing 3 local courses: **Cyprian Keyes, Blissful Meadows & Blackstone National** - Many thanks to our members for their hospitality!

Japan's Watashi Magazine sent an editor, photographer and writer to Central MA on June 28-29. They were hosted by **The Publick House, OSV, the Charlton Sewing Center** and private homeowners. They were busy photographing and writing about Country/Colonial interior décor, quilts and gardens. Thanks to our generous hosts!

We are promoting "Adventures in Your Own Backyard." and MFG (More Fun per Gallon) throughout the summer. Please email us your events, festivals, fairs, coupons etc. The CVB will feature them in our ongoing summer promotions and on our website for FREE.

Advertising Opportunities

Reserve by: **JULY 10 - Worcester Mag's College Guide-**
August Publication. Call Karen 508-755-7400 x 222.

Reserve by: **JULY 14 - Paradise City Guide.**
Call Karen 508-755-7400 x 222.

Reserve by **JULY 17: Fall/Winter Visitors Guide** - Central MA CVB's number one fulfillment piece! Ad sales are now open! [Download the media kit](#) . [David Casey of Cray Publishing](#) will be handling ads/sales. Call him directly at 413-253-4777.



[Enjoy over \\$120 in savings at FAB 5 attractions](#)

Who Knew?



[Enjoy Worcester Cultural Discounts at 8 sites!](#)

Get Wet Away



[On-line discount from Coco Key Water Resort, Fitchburg](#)

Respond by JULY 18: FREE promotions:

We still NEED YOUR business for our "Packaging Brochure". Packaging is an incentive to work with other members to create a *special value incentive* for visitors. Successful packages can include: An overnight, a meal, admission to an attraction or event. You can get creative and also include a theme like: golf, romance, family fun, adventure, history, etc. If you want to participate in packaging, we can help make it work. Please contact Karen 508-755-7400 x 222. We will promote these packages at events, on our site, newsletters, etc. **NO COST TO YOU!** Here is a current sample of package:

~ History and Romance ~

Experience New England hospitality at its finest! Enjoy a fabulous dinner for 2 at Salem Cross Inn in West Brookfield, followed by a romantic overnight at Yankee Cricket Bed & Breakfast in Brimfield. Wake up to a delicious homemade breakfast, then get ready to explore life in Colonial America as you tour the living museum at Old Sturbridge Village.

Summer Special package starting at \$200

Contact: Bill Simonic 413-245-0030 to purchase.

CONGRATULATIONS TO:

The Red Maple Inn, Higgins Armory Museum and OSV, who successfully created this dynamite package, which is now featured on MOTT's "Win a Trip to Central MA" giveaway sweepstakes. [Follow the link on the bottom of our home page to register.](#)

DUE JULY 22 - Newsletter Flyer Inserts- Expose Your Business and Special Events to over 450 businesses throughout Central MA for ONLY \$75.00! This newsletter is mailed out to the full membership, local chambers, and tourist associations. Sign up today ccarmel@worchester.org or call 508-755-7400 x 224.

WICN Public Radio is offering a great deal for non-profits - \$750 for 50 spots: contact Karen Matt for this and other radio opportunities.

Well Deserved Thanks

The CVB and Higgins Armory recently partnered to kick off the exhibit "Beyond



CMCVB Board of Directors

Larry Davis, *Chair*
Davis Farmland/MegaMaze

Robert Wilby, *Vice Chair*
AAA Southern New England

Russ Prentiss, *Treasurer*
Sturbridge Host Hotel &
Conference Center

William Simonic, *Ex Officio*
Yankee Cricket Bed & Breakfast

Donna McCabe, *President*
CMCVB

Justine Brewer
Southwick's Zoo

Darcy Cook
Safety Trainers

Davis Cox
Dynamx.com

Suzanne Farias
Four Points by Sheraton,
Leominster

Jay Foster
Old Mill Restaurant

Michael Harrington
Publick House
Historic Inn

Patricia Hutchinson
Quinsigamond
Community College

Richard Kennedy
Worcester Regional
Chamber of Commerce

Paul LaFlamme
Centrend

Ned LaFortune
Wachusett Brewing Co.

Paula Lawrence
Crowne Plaza Hotel

David McKeehan
North Central
Chamber of Commerce

Alexandra McNitt
Central South Chamber
at the Crossroads of
New England

Jim Moughan
DCU Center

Belief" on June 18. Thanks to the staff and support of Higgins Armory for the recent success of the preview reception. Special thanks to our food sponsors that took advantage of our Free Promotional Opportunity... "Taste of Tourism". Everyone was delighted with the generous gourmet offerings from The Wachusett Village Inn and Conference Center, 86 Winter American Bistro, The Sturbridge Host Hotel and Conference Center, the Salem Cross Inn, Struck Catering, and UNOS Chicago Grill at the Shoppes at Blackstone Valley Mall.



The CVB partnered with Red Apple Farm, Greater Gardner Chamber of Commerce, North Quabbin Chamber of Commerce & North Central Economic Development Council for **Going Green at Red Apple Farm** on June 24th. *Senator Stephen Brewer* was there to cut the ribbon celebrating the new wind turbine along with the Rose Family (pictured above). In attendance was *Rep. Anne Gobi* and a huge crowd that enjoyed a "Taste of Tourism" and an educational panel on sustainable & renewable energy presented by state experts including: Will Thompson of Nexamp; Gerry Palano of Mass Department of Agricultural Resources; Jonathan Hyde of MOTT; Tyler Leeds of MA Renewable Energy Trust; Lyndon Nichols of USDA. Thanks to everyone - especially Al and Nancy Rose of Red Apple Farm, all staff, food and energy vendors that assisted and participated in this exciting event.

Membership News

What's *NEW* online for members? [Check it out...](#) downloadable lead spreadsheets, quick upload for your photos, sharing member to member discounts, advertising opportunities....

Welcome to our new member:
Don Shortman Is Your PrintSource
"With my Print and Mail Services you can save

Al Rose
Red Apple Farm

Nancy Salem
Salem Cross Inn

Henry Tessman
Double Tree Hotel
Boston/Westborough

Mike Vigneux
Colleges of the
Worcester Consortium

William Wallace
Worcester Historical Museum

Jamie Wolfe
CoCoKey Water Resort

10-35% on your printing projects. With 30 years of printing experience in the Worcester area, I work cohesively with a core group of previously qualified vendors and have a thorough knowledge of each vendor's equipment and capabilities. Call me - (508) 667-6365" www.donshortman.com
don@donshortman.com

Next Hospitality Host Meeting - July 22, 2009
at the Crowne Plaza. 7:30am Networking begins - bring a colleague, or send a rep from your business or organization. RSVP to ccarmel@worchester.org

Conventions and Meetings

New Bookings!

The convention sales department is pleased to report that the U.S. Youth Soccer National Championships and 11vs 11 Soccer Tournaments - a total of 4 tournaments - have been scheduled to repeat in 2010. These events will bring an estimated 4,000 attendees and 14,000 hotel overnights for an economic impact of over \$3,000,000.

Promoting Summer Events

The CVB has completed a comprehensive brochure that will be distributed to thousands of event attendees this summer. The brochure will feature special packages, promotions, discounts, etc. for lodging, dining, attractions, cultural institutions, college tours, etc. It will be distributed all summer long and will be on the CVB website.

Hotel Association Meeting

The next Hotel Association Meeting will take place on Thursday, July 23, 9:00 a.m. at Four Points by Sheraton - Leominster.

Group Tour & Events

The CVB is distributing all new group packages to its entire Group Tour database, so please forward your tour information, rates, what's new and packages to Kathy Ryan convention@worchester.org so we can inform tour operators immediately.

CMCVB Staff

Reach us at 508-755-7400
or 866-755-7439

Donna McCabe
President

Kathy Ryan
*Convention Sales &
Group Tour Manager*

Cliff Carmel
*Membership Manager
& Special Events Coordinator*

Karen Matt
*Tourism, Public Relations
& Marketing Manager*

Marilyn Bieksha
*Exec. Assistant to the President
& Office Manager*

Monica Elefterion

Paula Wallace
Bookkeeper/Financials

Quick Links to websites

www.worcester.org
www.centralmass.org
www.massvacation.com

Coupons - Packages

What to do in July!

[Click for accommodation savings](#)

[Click here for discounts at area activities and attractions](#)

Send us your coupons! We can feature yours right here.

Join Our List

Join Our Mailing List!

Lakeside Live Music every Fri. & Sat. at the [Oxhead Tavern](#) - enjoy "al-fresco" dining on Cedar Lake, Sturbridge.

[Ecotarium's](#) "Jazz at Sunset" continues with:
July 10: The Worcester Jazz Orchestra
July 17: Nathan and the Zydeco Cha Chas
July 24: Cassandre McKinley

More music ! [Sundown Concert Series at Fruitlands Museum, Harvard, MA](#)
Open for picnicking at 5pm, Concerts begin at 7:30pm. July Concert dates: , 1, 8, 15, 22, 29. (rain dates on following Thursday)

July - Aug. 8 - [Worcester Historical Museum](#). Batter Up! - Peanuts at Bat

July 2-5- [50th Annual Fitchburg Longsjo Classic](#)
July 3-5 - [19th Annual Summer Nationals, Worcester](#)
July 3 - [Worcester Fireworks](#)
July 4 - [Independence Day at OSV](#)
July 14-19- [50th Brimfield Antique and Flea Market Show](#)
July 18 - [ZooBabies Day at Southwicks Zoo](#)

All July Weekends are busy at [Davis Farmland](#) and the Megamaze opens at the end of the month!

Check out www.centralmass.org for more news and events.

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to meleftion@worcester.org by marketing@worcester.org.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Central MA Convention & Visitor's Bureau | 30 Elm Street | Worcester | MA | 01609