



## May 2009 Newsletter

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### June 18th

### Don't "Myth" it!



Save the date! on Thursday, June 18, 2009 from 5:30 - 8 pm the CMCVB will partner with the Higgins Armory Museum to celebrate the opening of their new exhibit "Beyond Belief: The Curious Collections of Professor Rufus Excalibur Bell." We have had a preview of the exhibit and

## 7th Annual CMCVB Golf Tournament

Tee Off For Tourism - May 18th



Thanks to our [Platinum Sponsor - Direct Air](#)

**Register by May 14 - Play - Network!**

Tournament open to all.

Help support the CVB and promote your business or organization in the process.

**Sponsorships still available**

**Bid on fabulous items!**

Here's a sample of live and silent auction items:

- Roundtrip airline tickets donated by DirectAir to Myrtle Beach, SC
- and Fort Myers and Orlando, FL destinations.

it is phenomenal! This will be a fundraiser and a social "knight" out themed on adventures and mythical creatures. The evening will be highlighted with silent auctions, raffles, entertainment, food and music. *Check your mailbox soon for an invitation*

## Mass Value Pass



[Enjoy 25% or more on statewide discounts](#)

## Who Knew?



[Enjoy Cultural Discounts at 8 area locations!](#)

## CMCVB Board of Directors

Larry Davis, *Chair*  
Davis Farmland/MegaMaze

Robert Wilby, *Vice Chair*

-Mini-vacation package which includes round trip airfare and hotel accommodations to Myrtle Beach, SC and the Orlando, FL area.

-Golf outing for you and 11 friends at Blackstone National Golf Club. Includes greens fees, carts, and lunch.

- Many other fantastic auction donations from our area members.

Play to win prizes for Closest to the Pin, Longest Drive (men's & women's) and \$10,000 cash and Taylor Made irons for our hole-in-one contests.

Don't golf? Join us for our networking BBQ or volunteer to help

with the event. We hope to see you there!

Questions? Contact Cliff Carmel at (508) 755-7400 x224 or [ccarmel@worcester.org](mailto:ccarmel@worcester.org) or contact our golf committee members:

Bill Behrens - Travelodge

Marilyn Bieksha - CVB

Darcy Cook - Safety Trainers

Pam Richard - DCU Center

Frank Trapasso - Frank Trapasso Associates

Tracy Turczynski - All Access Physical Therapy

Thank you for your participation...

## Membership News

**NOTE: NEW LOCATION FOR MAY'S HOSPITALITY HOST MEETING**

Join us May 27th at the **Leicester Country Club, 1430 Main Street, Leicester**. Networking beginning at 7:30 a.m.

We look forward to 5 minute spotlight in May from: Jeff Pingeton of [Blazing Signworks](#)

You can always plan on networking, collaborating and FREE breakfast -

Bring a colleague, bring a friend! RSVP to [Cliff Carmel](#) (508-755-7400 x224)

[Are you taking advantage of all your member benefits? Click here](#)

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

Al Rose  
Red Apple Farm

Nancy Salem  
Salem Cross Inn

Henry Tessman  
Double Tree Hotel

## Welcome New Members:



[AMF Town & Country Lanes](#) offers 40 lanes of ten-pin bowling, 6 billiard tables, a full service restaurant and a full lounge. Whether it's a birthday party, a company outing, or just a spontaneous desire to go have some fun...AMF is where America goes bowling. 405 Boston Turnpike, Shrewsbury, MA 01545 508-754-7050

[Palomar Printing](#) is a leader in custom t-shirts, screen printed, and embroidered apparel. They are a professional custom t-shirt printing company that focuses on taking care of its customers efficiently while offering high quality custom t-shirts at great prices. If it needs a logo, Palomar can do it. 774 West Boylston St. Worcester, MA 01606 - 508.856.7237



## Marketing Matters

*Massachusetts*

[massvacation.com](#) wants your info:

Attractions and lodging properties that are not listed on massvacation.com can now enter their own information from the home page. This is also true for those wanting to post events. This can all be done 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!

**Visitor Guide updates** are due June 1, 2009 - We will be sending instructions on how to update on-line this month or send your changes by email to [CMCVB Marketing Department](#)

**We are looking forward to our summertime promotion: "Adventures in Your Own Backyard."** Please email us your events, festivals, fairs, coupons etc. The CVB will promote them in our ongoing summer promotions and on our website for FREE.

**Flyer Inserts - Due May 22** - 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](#)

**Discover New England's 14th Annual Tourism Summit and International Marketplace** was April 27 - 29 in Sunday River,

Boston/Westborough

Mike Vigneux  
Colleges of the  
Worcester Consortium

William Wallace  
Worcester Historical Museum

Jamie Wolfe  
CoCoKey Water Resort

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## CMCVB Staff

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

*President*  
Donna McCabe,

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*

ME. The event drew 60 Tour Operators, Receptive Operators and Travel Press from the US and 7 international countries. We met 1-on-1 with 20 planners and informally with many more. We collected leads and travel trends, and will be following up and distributing tourism packets to the contacts we made.

Did you see the recent [Telegram & Gazette press coverage](#) of some of our members? (content submitted by CMCVB) Read them now by clicking on these links.

[Some destinations are around the corner](#) ; and  
[Close to home - Vacation destinations can be nearby](#)

and from the [Worcester Business Journal](#) read [MOTT On A Mission To Promote Mass. by Betsy Wall](#)

## Advertising Opportunities & Reservation Deadlines

**TIME SENSATIVE DATES!** Reservation deadlines listed below - copy deadlines to follow:

- **Boston Herald** - Summer Thrills - deadline **NOW!** to reserve space for weekly insertions during the summer - first come . . .
- **Bus Tours Magazine** - bi-monthly publication - ongoing reservations
- **New England Group Travel Planner** - annual publication - May 15
- **Group Tour** - quarterly publication - May 15
- **Worcester Magazine** - 2009 Summer Guide - May 14

**Questions? or ready to reserve? - Contact Karen Matt today.**

## Conventions and Meetings

[Read the recent Worcester Business Journal article about Convention & Meeting sites](#)

Convention Sales E-Newsletter continually needs your **HOT DATES** and **HOT RATES** to be distributed to meeting planners.

**Group Tour & Events-** The CVB is distributing all new group packages to its entire Group Tour database, so please make sure you forward your new packages to [Kathy Ryan](#) so they can be sent out to tour operators right away.

### Quick Links to websites

[www.worcester.org](http://www.worcester.org)  
[www.centralmass.org](http://www.centralmass.org)  
[www.massvacation.com](http://www.massvacation.com)

### Join Our List

[Join Our Mailing List!](#)

### **New Bookings!**

In April the convention sales department booked 2 new softball tournaments that will take place at Ruel Field in Oxford. The tournaments will bring an estimated 445 attendees for a total of 470 hotel overnights for those traveling to the tournament for a 2 night period. These bookings represent an economic impact of \$143,770.

### **Upcoming Events**

There are numerous large events taking place in Central MA beginning in May and continuing throughout the summer. We will be working hard to drive visitors to your business during these events, so be on the lookout for our request for discount coupons and special packages to offer visitors. A list of events and event dates will accompany the request.

### **Hotel Association Meeting**

The next Hotel Association Meeting will take place on Thursday, May 28, 9:00 a.m. at the Worcester Historical Museum in Worcester.

## **Don't Miss These May Events**

### **BRIMFIELD ANTIQUES AND COLLECTIBLES SHOW**

May 13-17 [www.brimfield.com](http://www.brimfield.com)- [Click here for more info](#)

**LINCOLN BICENTENNIAL** - The Friends of the Asa Waters Mansion invite you to the 200th Anniversary Celebration of the birth of Abraham Lincoln. May 16th & MAY 17th 2009 With Special Guest President Abraham Lincoln [Click here for complete event listing](#)

### **TOWER HILL'S - CACTUS AND SUCCULENT SHOW**

Presented by The Cactus & Succulent Society of Massachusetts

Saturday, May 16th, Showroom open 12pm - 5pm and  
Sunday, May 17th, 10am-5pm - [Click here for more info and events](#)

## ***Mother's Day Events - Treat Mom on Her Special Day!***

**Freebies and Specials - please click links below**

[Broad Meadow Brook](#) - free flowers

[Old Sturbridge Village](#)- free admission for Moms

Moms admitted free at [Southwicks Zoo](#)

Brunch and FREE GOLF at [Blissful Meadows Golf Club](#)

Free admission all weekend for Mom with kids at [Davis Farmland](#)

[Tower Hill Botanic Garden](#)- free for Moms all weekend

Receive a \$25.00 [Dzian Gallery](#) gift card with your purchase of \$50.00 or more. Gift card not valid for same day purchase. Only one gift card per person. Offer Expires: Sunday, May 10, 2009.

***Some Mother's Day Menus - click links below***

- [Leicester Country Club](#)
- [Red Maple Inn](#)
- [Blissful Meadows Golf Club](#)
- [Salem Cross Inn](#)
- [Cyprian Keyes Golf Club](#)
- [Wachusett Village Inn](#)
- [The Vienna Restaurant and Historic Inn](#)

Be sure to check out [www.centralmass.org](http://www.centralmass.org) for more news and events

**Coupons - Packages - Deals**



[Accommodation specials and packages always available - see more](#)

[Click here to see great deals offered by members....](#)

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

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