



Central MA Convention & Visitor's Bureau Newsletter October 2008

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CMCVB 41st Annual Meeting

Held Monday, September 29, at the Crowne Plaza in Worcester.

We would like to thank:

Platinum sponsors:

- . **Davis' Farmland and Mega Maze**
- . **Best Western Royal Plaza/Coco Key Water Resort**

Gold sponsors:

- . **Massachusetts Getaway Guide**
- . **DoubleTree Hotel Boston/Westboro**
- . **Centrend**

Special thanks to:

- . **Davis Cox: dynamx.com**
- . **Red Apple Farm**
- . **North Quabbin Woods**
- . **Peter Ziefel**

Our keynote speaker was **Doug W. Petersen**, Commissioner of the Massachusetts Department of Agricultural Resources.

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Board of Directors 2008-2009

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Larry Davis:
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Four
Points by Sheraton
Leominster
- Jay Foster:
Old Mill Restaurant

- Served as a State Representative for 16 years.
- Instrumental in implementing agricultural reforms in MA.
- Squashed an initiative from determined milk processors to repeal the New England Dairy Compact. Had he not been successful, Massachusetts Dairy Farmers would be receiving lower prices for their products.
- Helped local farmers save money through increased technical assistance to integrate pest management techniques.

Speech highlights:

- The start of an "agricultural renaissance" in Massachusetts, urging institutions, schools, and colleges to buy food locally.
- Agricultural community that includes 20 percent of state land.

Senator Stephen M. Brewer, a good friend of the CMCVB, also spoke at the meeting and alerted us to his concerns about the loss of dairy farms.

We had a great past year, and are looking forward to another successful year at the CMCVB and working with all of our members!

What's New: . National Governor's Association . Fly Worcester . SkyFari Skyride

MASSACHUSETTS CHOSEN TO HOST 2010 NATIONAL GOVERNORS ASSOCIATION ANNUAL MEETING:

The Annual Meeting will be held on **July 9-12, 2010 in Boston**. Approximately 1,200 people attend each year!

FLY WORCESTER:

DIRECT AIR, a service of Worcester Regional Airport, has a new **non-stop jet service** that flies to Punta Gorda and Sanford/Orlando Airports in Florida. Flights will be on Thursday, Saturday and Sunday beginning November 22, 2008. Tickets can be purchased on-line by going to www.visitdirectair.com or calling 1-877-432-3473. www.flyworchester.com

SKYFARI SKYRIDE:



The Southwick's Zoo's new Skyfari Skyride allows you to see the zoo from new heights! Open everyday 10 a.m. to 5 p.m. www.southwickszoo.com

The Big E

- Michael Harrington:
Publick House Historic
Inn
- Patricia Hutchinson:
Quinsigamond
Community College
- Richard Kennedy:
Worcester Reg.
Chamber of
Commerce
- Paul LaFlamme:
Centrend
- Ned LaFortune:
Wachusett Brewing
Company
- Paula Lawrence:
Crowne Plaza Hotel
- David McKeehan:
N. Central MA
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
- Justine Southwick
Brewer:
Southwick's Zoo
- Henry Tessman:
Double Tree Hotel
Boston/Westboro
- Mike Vigneux:
Colleges of
Worcester
Consortium
- William Wallace:
Worcester Historical
Museum
- Jamie Wolfe:

1,050,624 attendees for 2008

Thanks to all of the volunteers that helped out for the 17 days of the Big E, and to everyone who sent out brochures and helped promote the event! The numbers changed slightly from last year, down 177,265 from the 2007 record.

Lobbying Effort

Massachusetts Turnpike Tourist Information Centers CLOSING

The CVB continues to work hard to lobby in response to the MTA Visitor's Center closings. We have met with the executive director of MTA, Alan LeBovidge, as well as a number of key representatives.

Mass Pike currently operates three centers that provide a vital service to our visitors. Last year's numbers of people who stopped at these booths asking for information were: Charlton West - 522,982; Charlton East - 236,593; and Lee (eastbound) - 117,947 **FOR A TOTAL = 877,522 visitors.**

Front-line customer service adds to quality of visitor experience! The geographic positions of these centers are critical to service our major feeder markets (CT & NY) as well as residents moving from the heavily populated Boston DMA to other regions in the state. **MOTT and the RTC's have invested a great deal of dollars in promoting tourism in these markets.** Personal interaction providing unbiased information, advice and assistance is essential in forming a travelers' impression of a destination and our ability to cultivate repeat business. There must be continued support to enhance our visitor experiences if we are to stay competitive. The CVB will continue to focus on this important issue.

THIS JUST IN:

THE GENERAL COURT OF MASSACHUSETTS STATE HOUSE,
BOSTON, 02133-1053 THERESE MURRAY PRESIDENT OF THE
SENATE SALVATORE F. DIMASI SPEAKER OF THE HOUSE OF
REPRESENTATIVES FOR IMMEDIATE RELEASE.

Contacts: David Falcone David Guarino

October 2, 2008 Senate President Speaker

(617) 722-1500 (617) 722-2500

Senate President Therese Murray and House Speaker Salvatore F. DiMasi
joint statement regarding state finances.

"The Legislature is taking action to address the ongoing effects of our

Royal Plaza Hotel &
Trade
Center

national economic downturn. As state leaders, we have been watching these developments closely and understand it is imperative to act now and share the responsibility.

"The Governor has asked us, along with the constitutional officers and Judiciary, to cut 7 percent. The Senate and House of Representatives will go even further than this request by reducing our collective budget in FY09 by 10 percent, sending \$9.1 million to the General Fund for other critical spending priorities.

"The Legislature agrees with the Governor on the need to make cuts now across state agencies under his statutory authority and we will cooperate in that effort and in our continuing efforts to find greater savings and efficiencies in state government."

Marketing Opportunities & Updates



Massachusetts Getaway Guide



The CMCVB is excited to present the opportunity to co-op advertise in 2008-2009 Massachusetts Getaway Guide. 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-oping with the CMCVB, you as members receive the **highest discount**, AND you will also receive a **10% rebate!**

Please contact The Marketing Department at 508-755-7400 ext 227 or Kristen Gillespie at 978-213-9952 or k_gillespie@comcast.net to reserve your space today! Don't forget to ask for the CMCVB member rebates! Don't miss out. This is the number one fulfillment piece for the state!

The Central Massachusetts **Fall/Winter 2008-2009 Visitors Guide** is now out. If you would like to receive a copy please contact Brenna at 508-755-7400 x221 or bruchala@worchester.org.

Boston Spirit Magazine, November/December

A classy publication printed with amazing full color photography and pertinent editorials that reaches out to the Gay and Lesbian community throughout MA. The target market is mostly upscale individuals with disposable income. Circulation is 60,000 and GROWING. Advertising through our co-op is only \$375.00 per bi-monthly issue (that's only \$187.50 per month!). Check out www.bostonspiritmagazine.com for a sampling. Contact The Marketing Department at jcohen@worchester.org or 508-755-7400 ext 227 by **October 8th, 2008**.

Worcester Magazine's Holiday Gift Guide

Central Massachusetts' leading gift guide. Maximize your fourth quarter

revenue and exposure with this great product featuring gift ideas and recommendations. A great holiday resource - Don't miss out! The CMCVB was able to save **28% off** the regular advertisement price.

Advertisements start at only \$250 per spot. If you would like to be a part of our co-op please contact The Marketing Department at jcohen@worchester.org or call 508-755-7400 ext 227 by **October 10, 2008**.

Radio Campaign

CMCVB has purchased numerous radio spots running every weekend for the past couple months with a total of over 200,000 listeners. These spots run throughout New England and focus on the short overnight family fun vacation. If you would like to participate in any of our radio campaigns please contact The Marketing Department at jcohen@worchester.org or call 508-755-7400 ext 227.

Boston Herald

A section in the Boston Herald called "Cheap Thrills" has a spot for only two advertisements per week at an incredibly discounted rate for a limited time only. The focus of this campaign is the quick getaway and weekend activities. This advertisement will now be extended through October because of the popularity of the advertisement. If you would like to reach 695,000 Boston Herald readers for a starting price of only \$500.00 please contact The Marketing Department at jcohen@worchester.org or call 508-755-7400 ext 227.

Don't forget to promote your organization on www.centralmass.org! If you have any press releases, announcements, or special events you would like to promote, please submit them to the CVB for our new and improved website. Don't forget to submit your events through the Social Web to the CVB as well. To submit information contact Brenna Ruchala at bruchala@worchester.org or call 508-755-7400 ext 221.

Membership Update

Hospitality Host Meeting - Hospitality Host Meeting - Next Meeting **October 22, 2008** at the Crowne Plaza at 8am, come network and promote your Fall Events! Please RSVP to Brenna at 508-755-7400 x224 or bruchala@worchester.org

Spotlight your Organization**

**Interested in promoting your business and or special events at the Hospitality Host Meeting??? Limited to 2 spots per meeting - Reserve Your Spot Now!! This month is full, contact bruchala@worchester.org for future dates.

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 out 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 prior 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 Bill Behrens at bbehrens@worchester.org or call 508-755-7400 x224 to sign up today.

Convention Sales Department News

WORCESTER SHARKS TO HOST 2009 AHL ALL-STAR CLASSIC

The Worcester Sharks are proud to host the 2009 AHL All Star Classic January 25-26 at the DCU Center in Worcester, MA. This event will showcase the best young hockey players in the world. Various levels of corporate sponsorship are available. **Don't miss out on this excellent opportunity to promote your business at next year's highly visible event.** The Sharks organization has carefully designed each sponsorship level to insure that sponsors receive the maximum recognition possible. Please contact Kathy Ryan 508-755-7400, ext. 225 or e-mail convention@worchester.org. In addition, you can visit www.ahlsharks.com for more information, or contact the Sharks directly at 508-929-0500.

The Convention Sales Department will be attending the TEAMS sports expo in Pittsburg later this month. Last year's show was a tremendous success, and the CVB booked a number of exciting events in FY '08 in large part due to the results of sales opportunities received at TEAMS last year. In anticipation of this year's show, Jonathan Paris, Executive Director of Massachusetts Sports Partnership, was invited as guest speaker at the CVB's September Hotel Association. His presentation was very timely and he described the services MSP provides on behalf of sports event organizers and throughout the Commonwealth. The CVB will attend TEAMS in partnership with MSP and other RTC's throughout the state.

Recently the Convention Sales Department distributed more than 150 sales leads and a number of RFP's received from the New England Society of Convention and Visitors Bureaus as a result of their attendance at MPI and Affordables trade shows recently, and additional sales opportunities were received from ASAE '08 which Central MA attended in August were distributed throughout the region.

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 date TBD.

Hotel Association - The CVB hosts a monthly meeting attended by hotel representatives throughout the region with the goal of developing new ways to bring business into Central Massachusetts and discuss ongoing events and special projects. The next meeting will be held Thursday, November 20, 12:00 noon at the Best Western Royal Plaza and Trade Center in Fitchburg. The meeting will include a tour of the facility.

Sampling of October Events

Shades of Autumn: Saturday, October 11-Monday October 13, 10 a.m. to 5 p.m. Annual celebration of the harvest season at Tower Hill Botanic Garden in Boylston-- includes farm animals, garden produce, and entertainment for all ages. \$10 adults, \$7 seniors, \$5 youth, children under 6 free. For more info, e-mail aturner@towerhillbg.org.

Campfire Stories: Spooky Tales from the Valley October 28, 29 and 30 at 6:30 p.m. Blackstone Valley tales told around a traditional National Park Service Ranger Campfire on the lawn of Worcester Historical Museum's future home, the Worcester Blackstone Visitor Center. FREE www.worcesterhistory.org

Heritage Starlight Celebration, Friday, October 24, 7:00 p.m.- 10:00 p.m. at Manchaug Mills, 9 Main Street Manchaug MA 01526. Reservations Required. www.blackstonevalley.org

Wachusett Mountain's 25th Annual AppleFest held on October 18-19 & 25-26. 10 a.m. - 5 p.m. daily. wawa.wachusett.com

19th Annual Harvest Festival on the Sturbridge Town Common Saturday, October 18, 2008 from 10:00 a.m. to 5:00 p.m. and on Sunday, October 19, from 11:00 a.m. to 4:00 p.m. - RAIN OR SHINE! www.sturbridge.org

Village Cinema is located in the **Stephen M. Brewer Theater** located in the Visitor Center at Old Sturbridge Village. Enjoy memorable movie classics in a comfortable setting. Tickets at the door. Popcorn and snacks available! Village Cinema now features Surround Sound. **All Shows \$5.** <http://www.osv.org/visitor/movieschedule.html>

*This list is a **small sampling of events** in October. For a complete list of events in your area check out www.centralmass.org

Did You Know?!

Why Leaves Change Color:

- Leaf pigments
 - Determined by amount of chlorophyll
- Length of night
 - As nights grow cooler & longer, the biochemical processes begin
- Weather



[US Department of Agriculture](#)

If you have a unique fact or trivial tidbit, please email it to: The Marketing Department at jcohen@worchester.org, with Subject "Did You Know?"

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