



September 2009 Newsletter

Stepping into September

Greetings! We are at the gateway of fall and that makes us think of orchards, apple picking, Indian summer, foliage, fairs and festivals. We hope you take advantage of the glorious days ahead all within the unique backdrop of Central MA. Following, we offer you CMCVB news, marketing opportunities and a listing of upcoming September events for your perusal. Please consider sharing this newsletter with a co-worker ... pass on the good news!

*Sincerely,
Donna McCabe, President*



Links within this E-newsletter

[Membership News](#)

[Marketing News and Opportunities](#)

[Fairs/Festivals/Events](#)

50 Years of Brimfield



The CMCVB recognizes the [Brimfield Fair](#) on the

Convention Mentions



Some motorcyclists clown around at the Oakwood Christmas Barn, photo courtesy of Jim Devereux

The Harley Owners Group (HOG) Northeast State Rally Tour enjoyed sun, fun and excellent hospitality in the Sturbridge area August 6-8; the CVB helped with organizing this event which brought in over 1,040 registered attendees from across the U.S. who visited

celebration of their **50th Anniversary**. Kudos to all the vendors, organizations and businesses that will be enjoying the **last show of the season from September 8 - 13**. The CVB is proud to be a partner in promoting and marketing these classic antique events every year throughout New England and the world. See the article in the [Sept. 2009 Frommers Budget Travel magazine](#)

Cultural Corner

Thanks & Congratulations to the **Worcester Cultural Coalition** for 10 years of creative city making!



Celebrate Woophoria on Sept. 20th with the WCC, Worcester Art Museum, Higgins Armory Museum, the Willis Center, Worcester County Poetry Association, Worcester Historical Museum, Worcester Womens History Project, Joy of Music Program and others. Festivities to be held in conjunction with stART on the Street along Park Ave.

Cultural Discounts

the **Sturbridge Host Hotel** and the **Sturbridge Townships** during their annual rally. We received rave reviews from local businesses as the motorcyclists toured the area and took in the sights. Special thanks to Bill Behrens of **Sturbridge Travelodge** for his volunteer help at the CVB concierge center.



A mid-day gathering outside the Sturbridge Host Hotel, Sturbridge

photo courtesy of Ann Nicholas

The CMCVB welcomes a new booking - **MA Psychiatric Society** to our area for their fall program. We can look forward to approx. 75 room nights & an estimated economic impact of \$30,000 for this event.

Coupon Book Success: During July and August, the CVB printed and distributed coupon booklets (*at no cost to our members*) along with visitor information, maps and other concierge services to **thousands of attendees at the HOG Rally, U.S. Youth soccer tournaments** and numerous other festivals and events.

The CVB Convention Sales Department will attend the **TEAMS sports trade show with MA Sports Partnership** in October. Several Massachusetts CVBs will participate. With new indoor and outdoor sports facilities situated throughout Central MA, we are looking forward to the many opportunities to schedule numerous sporting events.

Membership News

Welcome new member: The Red Roof Inn in Southborough offers a great rate without the sacrifice of quality or comfort. So if you or your clients are looking for a quiet night's sleep without spending a fortune then give them a call at 508-481-3904 or visit us at 367 Turnpike Rd. Southborough MA 01772
<http://www.redroof.com>

Next Hospitality Host meeting is September 23, 2009 at the Crowne Plaza with networking beginning at 7:30am and program at 8 am. 5-Minute Commercial Spotlight this month will be from Christine Greenawalt with EVENTertainment.



Enjoy Cultural Discounts
at 8 area locations!

Value Added!

Check out these offers
from CVB members

[Deals-Packages-Coupons](#)

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,

From the Marketing Dept.

AD RESERVATIONS & DEADLINES

Yankee Magazine (Nov/Dec issue) Materials deadline:
Sept. 8

Krave (food/drink supplement of Worcester Mag)
reservation deadline: Sept. 18

Holiday Handbook (Worcester Mag's shopping and holiday
resource supplement) reservation deadline: Oct. 23

FAMS

*Thanks to all recent Familiarization tours (FAM) hosts. If you would be
interested in hosting a FAM, or would like information about them - call
Karen at 508-755-7400 x 222!*

Kate Holmquist **Irish Press** FAM - A focus on active
family vacations took Kate to CocoKey Fitchburg;
Southwick's Zoo, Old Mill Restaurant, Publick House,
Sturbridge; Sturbridge Host and OSV in early August.

AutoKrant Benelux **Belgian Press** FAM - August 17-31;
Charles Mahaux and Christiane Goor are a husband and
wife team of journalists writing for the Belgian magazine
Autoloisirs about highlights of MA as seen by car; they also
visited OSV.

Alidays **Italian Trade** FAM - Sept 2 - 9; Twelve leisure
travel sales representatives from Alidays Italian Tour
Operators discover MA and experience what a fall trip
would be like. Alidays is one of the top medium-sized
Italian tour operators producing business for MA in FITS,
groups, self-drive tours and escorted tours. Itinerary
includes overnight at La Quinta - Auburn, a visit to
OSV, dinner at the Publick House and a visit to Brimfield
Antiques and Collectibles Show.

MARKETING OPPORTUNITIES

MOTT /Massvacation.com wants your info. Attractions
and lodging properties can now enter their 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!**

The Big E - Volunteers needed. This is a great
opportunity to promote tourism in Central
Massachusetts! Last year's attendance for the 17 days of
the fair was 1,050,624 people! MOTT has purchased booth
space in the Massachusetts State Building, where the
CMCVB will display literature from the Central MA region.
**The Big E runs from Sept. 18 - Oct. 4, 2009. We
need volunteers to work several 6 hour shifts during
the course of the 17 days.**

Shifts are 9:30AM - 3:30PM and 3PM - 9PM. Time slots are

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
Boston/Westborough

Mike Vigneux
Colleges of the
Worcester Consortium

William Wallace
Worcester Historical Museum

Jamie Wolfe
CoCoKey Water Resort

CMCVB Staff

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

Donna McCabe
President

filled on a first come, first served basis. Please contact Monica at 508-755-7400, ext. 227 or melefeterion@worchester.org to participate.

Register your cultural festival with MOTT Worldfest, contact: John_Alzapiedi@state.ma.us to register your cultural festival.

Fall packages are up on our website - please feel free to send more! These are FREE promotions - We encourage members to continue to submit packages to promote on our website, at events and in the Visitor E-Newsletter. Please contact Karen 508-755-7400 x 222 if you would like to participate!

Newsletter Flyer Inserts - Due in our office September 25 - 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 with Cliff Carmel 508-755-7400 x 224.

PARTNERING

The CMCVB was a presenting sponsor of Worcester Restaurant Week and owners reported a noticeable increase in August business. This culinary event was well received by the public, the media and best of all ... participating restaurants. There were many sponsoring partners involved and we send sincere thanks to ALL participants.

The Worcester Historical Museum seeks partners for 3 holiday festivals coming up at the Salisbury Mansion: on October 8-11 - "Hot Stuff"; November 12-15 - "Thanks Giving"; and Dec. 17-20 - "Home for the Holidays". These are opportunities for farms, orchards and/or holiday related businesses to set up for FREE - register by Sept. 15 to take advantage of related press, visibility and promotions. Contact [Holly Izard](mailto:HollyIzard@whm.org) at the WHM for details.

Upcoming Fairs, Festivals & Events

Ongoing throughout Sept. - Art in the Park- Visit Elm Park, Worcester to witness unique outdoor sculptures
Sept 4 - 7, 2009 - Spencer Fair
Sept 6th - Family Day at Fruitlands Museum, Harvard
Sept 10th - Celebrate Worcester's 325 years at the Worcester Historical Museum's exhibit opening
Sept 11-13th - Sterling Fair, Sterling Airport
Sept 12th - Preservation Worcester's Better Than your Average Yard Sale, 10 Cedar Street, Worcester

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

Kathy Ryan
*Convention Sales &
 Group Tour Manager*

Cliff Carmel
*Membership Manager
 & Special Events Coordinator*

Karen Matt
*Tourism, Public Relations
 & Marketing Manager*

Lauren Carroccia
Office Administrator

Monica Elefterion
Project Coordinator

Paula Wallace
Bookkeeper/Financials

Join Our List

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Sept 12th - Drummers Call at OSV, Sturbridge

Sept 12th - Harvey Robbins' Royalty of Doo Wopp at Hanover Theatre, Worcester

Sept 12th - The Gardener's Emporium: Fall Plant & Garden Accessory Sale at Tower Hill Botanic Garden, Boylston

Sept 12th - Canalfest 2009, Harding St., Worcester

Sept 12-13th - Wachusett Mountain Musicfest

Sept 13th - Drover's Roast at Salem Cross Inn, W. Brookfield

Sept 13th - Pet Rock Festival, Quinsigamond C.C.

Sept 13th - Canal Diggers 5K & 1/2 Way to St. Patrick's Day Celebration at Hibernian Cultural Centre, Worcester

Sept 19th - Festival of Ale- Higgins Armory Museum, Worcester

Sept 20th - stART on the Street Festival/Woophoria, along Park Ave., Worcester

Sept 25th - The 9th Annual Harvey Ball, Worcester Country Club, honoring Mary DeFeudis, sponsored by Worcester Historical Museum

Sept 26th - Nov 1 - The Sculpture Show at Tower Hill Botanic Garden, Boylston

Sept 26-27th - Wachusett Mountain KidsFest

Visit www.centralmass.org for more news & events.

Quick Links to websites

www.worcester.org

www.centralmass.org

www.massvacation.com

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