

# Worcester County/Central MA Convention & Visitors Bureau Presents:



## *Tuesday's Tourism Tidbits* October 5, 2004



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### Members in the News

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#### **Newly renovated restaurant to open its doors at the Best Western Yankee Drummer Inn in Auburn!**

Best Western Yankee Drummer Inn-Auburn announces the Grand Opening of Liberty Tavern in celebration of our 43<sup>rd</sup> Anniversary...We are taking you back to 1961. Do you remember what it cost for a meal at your local Restaurant? We'll remind you! **Menu specials will feature prices from 1961 during the week of October 8-15, 2004.** Reminisce the "good ole days" with us! Visit The Best Western Yankee Drummer Inn 624 Southbridge Street, Auburn, MA 508-832-3221.

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### Upcoming Events...

#### **Boston Billiard Club**

Boston Billiard Club will hold a fundraiser for the Boys & Girls Club of Worcester building campaign from **5 to 8 pm October 7** at 454 Grove Street. The event will include free billiards, complimentary appetizers, door prizes, a cash bar and celebrity challenges from local boxing champion Jose Rivera, City Manager Michael V. O'Brien, City Councilor Rick Rushton, Worcester Housing Authority Director Raymond Mariano, Locobazooka's Dan Hartwell and other invited guests. Table fees will be waived. A donation of \$10 per person is recommended. For more information call 508-852-2121.

#### **Worcester Art Museum**

Japanese Masters of Mezzotint, **September 4-November 28, 2004**

Yozo Hamaguchi & Katunori Hamanishi are two contemporary Japanese artists who elevated the European printmaking technique of mezzotint as a creative expression and pioneered the use of color in the printmaking process in their works on display. Worcester Art Museum, 55 Salisbury Street, Worcester, MA, Admission

\$8/adults, \$6/seniors & students.

For more info call: 508-799-4406

#### **Beatlemania Concert**

**October 9, 2004**

Beatlemania again in concert(starring one of the original Broadway cast members) at Mechanics Hall, 321 Main Street, Worcester, MA. Order tickets now at 508-752-0888 or call the BVCC at 508-234-9090 [www.blackstonevalley.org](http://www.blackstonevalley.org). Tickets are \$25 and \$18.

#### **Music Worcester**

**October 18, 2004**

Warsaw Philharmonic-The national Orchestra of Poland

There will be a pre-concert dinner at 5:30 pm (reservations required) and a pre-concert talk by Steven Ledbetter at 7:00 pm. Reserved seating is available at \$44 and \$41 and student tickets are \$20. For tickets and information, call Music Worcester at 508-754-3231

**Broad Meadow Brook Conservation Center and Wildlife Sanctuary**

Holiday Hike at Boo Meadow Brook, **Friday October 22 & Saturday October 23, 6:30 pm-8:30 pm**

At sundown, the sanctuary will be transformed into a magical, slightly haunted forest. Our residential spirits, primarily native wildlife, will greet visitors as they are guided through the woods. During your walk, you will have a chance to learn about some of the creatures of the night and their many fascinating habits. Fee: \$5.00 members, \$6.00 non-members

**Keown Orchards****Pumpkin Fest-October 23 & 24 (all day)**

We will have lots of great activities going on today for kids of all ages. Decorate your own pumpkin. Get your picture taken with Frankenstein. All kids will get a free mini pumpkin today. Wagon rides to the pick your own pumpkin patch and pick your own apples. For more info call 508-865-6706 or visit [www.keownorchards.com](http://www.keownorchards.com)

**Publick House Historic Inn**

15<sup>th</sup> annual scarecrow festival

Adults, children, businesses, groups and artists alike are invited to boast their creativity. Registration and set-up will take place **September 24 - 26, 2004**; viewing and judging will take place from **September 27 - October 23, 2004**. Place your vote for the best scarecrow in each division by visiting the Publick House Bake Shoppe. The thousands of tourists and local residents who will visit the Publick House during the month will determine the winners. The Scarecrow Festival concludes with the Sturbridge Harvest Festival, October 23<sup>rd</sup> and 24<sup>th</sup>. Check our website for more details. [www.publickhouse.com](http://www.publickhouse.com)

**Old Sturbridge Village**

A Quilting Party, **November 6-7, 2004; 9:30 am-4:00 pm**

Come join a celebration of early 19<sup>th</sup> century New England quilting. Stop by a quilting party at one of the village households and learn how this type of gathering was essential and entertaining for early New England women. See quilts and quilted accessories from the OSV collection, try your hand at a quilting activity to take home, enjoy afternoon tea in the tavern with Patricia Cox Crews, director of the International Quilt Study Center in Lincoln, Nebraska (Nov. 6) and learn about the history of this favorite American Activity.

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## Member Action Items...

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**"LAST CHANCE TO REGISTER FOR THE FREE TRAINING SEMINAR ON OCTOBER 14th!  
LIMITED SEATS AVAILABLE!" "Every Customer Counts"**

Plan to send your front line and customer service employees! Thursday October 14, 2004 2:30-3:45 pm, Meeting room E at Worcester's Centrum Centre.

Please make reservations today for your staff with Cheryl Oliveri at [coliveri@worcester.org](mailto:coliveri@worcester.org)

**PARTICIPATE IN A NEW AND EXCITING TELEVISION BASED MARKETING CAMPAIGN!**

A full plan presentation by WBZ and their consultant will take place on **October 19 from 10 am to 12 noon** at the Worcester Regional Chamber of Commerce's Fuller Conference Center, 339 Main Street, downtown Worcester. Please contact Cheryl Oliveri to RSVP or for more information at [coliveri@worchester.org](mailto:coliveri@worchester.org).

**MEMBER ACTION ITEM - DEADLINE!**

It's that time again! The CMCVB is gathering events for the Winter/Spring edition of the Official Visitors Guide to Central Massachusetts & Worcester! Please be on the lookout for this form in your monthly mailing. This is only available for CVB members.

**CALENDAR LISTING FOR 2004 CHAIN OF LIGHTS BROCHURE** for events from November 26, 2004-January 1, 2005. **Deadline for information: 5 pm October 28, 2004**, Space is limited! Events will be voted on by tourism committees for each region! Please be on the lookout for this form in your monthly mailing. This is only available for CVB members.

**YOUR BEAUTIFUL IMAGES NEEDED!**

The **Massachusetts Getaway Guide** is **seeking images** from Central Massachusetts for the upcoming 2005/2006 edition! We will be sending what we have, but urge our members to send jpeg images and CD ROMS to: Phyllis Cahaly, MOTT, 10 Park Plaza, Suite 4510, Boston, MA 02116 or [Phyllis.Cahaly@state.ma.us](mailto:Phyllis.Cahaly@state.ma.us). Thank you in advance for your help!

**REMINDER!!!!** Those of you who would like to receive **weekly qualified individual tourist leads** should let me know at [jturnquist@worchester.org](mailto:jturnquist@worchester.org) so I can compile a list of members to send them out to each week. This is just because I don't want to bog down anyone with unnecessary information that does not pertain to them, but I know they are also very useful to many of you!

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## From the membership corner...

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■ **A WARM WELCOME TO OUR NEWEST CVB MEMBER!**

***Worcester's African Cultural Center, 33 Canterbury Street, Worcester, MA 01610***

A place where our community families can reunite, enjoy, participate and learn about the African culture. The Center invites you to visit its art gallery with originals from the entire African continent, gift shop & upcoming programs and events. For more information, please visit [www.african-museum.com](http://www.african-museum.com) or call 508-757-7727.

■ **"TASTE OF TOURISM" EVENT TO BE HELD AT THE PUBLIC HOUSE HISTORIC INN**

The CVB will hold its next **"Taste of Tourism"** event on **Thursday, October 21<sup>st</sup> from 5-7 p.m.** at the **Public House Historic Inn** in Sturbridge, MA. Come & enjoy the historic 18<sup>th</sup> century atmosphere while you sample traditional New England food. The event will also feature tabletop displays highlighting the Greater Sturbridge area and spotlight the Annual Scarecrow festival that takes place during October.

Cost: \$10 for CVB members; \$15 for non-members. Open to the public.

**Come and experience a little "Taste of Tourism" in your own backyard!**

**Please register no later than October 15<sup>th</sup> by clicking on the "Taste of Tourism" icon on our home page at [www.worcester.org](http://www.worcester.org) or [www.centralmass.org](http://www.centralmass.org).**

■ **MARK YOUR CALENDARS FOR THE NEXT “MEMBER TO MEMBER” BREAKFAST!**

Special thanks to **Asa Waters Mansion** for agreeing to host the next “Member to Member” Breakfast. Asa Waters Mansion is a beautiful example of Georgian Colonial style in the country. The Mansion is located in Millbury, Massachusetts and it has a proud history –part of the infamous “Underground Railroad” during the Civil War, it is registered on the National and State Registers of Historic Places.

The next “**Member to Member**” Breakfast will be held Wednesday, November 3, 2004 from 7:30-9 a.m. The morning event will feature coffee, juice and pastry, tours of the Mansion, Commercial Spotlights and more! Stay tuned for more details.

■ **37<sup>TH</sup> ANNUAL MEETING A GREAT SUCCESS!**

The CVB held its **37<sup>th</sup> Annual Meeting** yesterday, September 23<sup>rd</sup> at the **Oliver Wight Tavern, Old Sturbridge Village** in Sturbridge, MA. The luncheon event welcomed in the new Board of Directors for 2004/2005, and was also accompanied by special guest speaker, **Matthew J. Amorello, Chairman & Chief Development Officer** of the **Massachusetts Turnpike Authority**. In addition, the event featured traditional New England food, tabletop displays from our partnering regional organizations and sponsors, as well as, a new live video that will now be included in our presentation as the CVB travels on the road to regional, travel & international trade shows.

*The 37<sup>th</sup> Annual Meeting was proudly sponsored by:*



*Also, special thanks to our additional 37<sup>th</sup> Annual Meeting sponsors:*



*Special thanks to our Annual Media Sponsors:*



Please visit [www.worcester.org](http://www.worcester.org) or [www.centralmass.org](http://www.centralmass.org), click on “Membership Info” then “Become a Member” to view a complete listing of the FY2004-2005 Board of Directors.

■ **HOSPITALITY HOSTS COMMITTEE – COME BE A PART OF IT!**

Special thanks to Valerie Pontbriand of Four Eyes Joke Shop for her presentation on the value of humor and laughter for September’s meeting. Also a very special thanks to: Marvin Silver of Seder & Chandler who specializes in Estate planning and Donna & Davis Cox of Dynamx.com who specializes in high quality multimedia presentation equipment for their commercial spotlight presentations.

**The next HH meeting will be held on Wednesday, October 20, 2004 at 8 a.m. Crowne Plaza-Worcester. This month's meeting will feature Commercial spotlight presentations from Judy Gorlick of Airsource/Shaklee Distributor and Justine Southwick Brewer of Southwick's Zoo.**

These meetings are open to members and non-members of Central Massachusetts. Please come and activate your membership, get involved and have some fun! It's a great group of star leaders in the community and we would like you to be a part of it! For additional information or to RSVP for October's meeting, please contact Kelley Murphy at (508) 755-7400 ext. 224 or [kmurphy@worchester.org](mailto:kmurphy@worchester.org).

**■ WOULD YOU LIKE TO PARTICIPATE IN THE CVB'S NEXT MONTHLY MAILING?**

Monthly mailings will be sent out on the 4<sup>th</sup> Friday of each month. It will include a snapshot of CVB happenings, events and updates on the latest tourism and convention news. As a member you have the opportunity to include one 8 ½ x 11 flyer in our monthly mailing. To participate, the flyer and/or copies will need to be received by the CVB no later than the 3<sup>rd</sup> Friday of each month. Limit 3 members per mailing. Cost: \$100 or \$75 discounted rate for members who supply their own copies. For more information, please contact Kelley Murphy at (508) 755-7400 ext. 224 or [kmurphy@worchester.org](mailto:kmurphy@worchester.org). ***Special thanks to the Publick House Historic Inn and Tower Hill Botanic Garden for helping to sponsor this month's mailing!***

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## Convention department news...

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***The Worcester County Convention & Visitors Bureau is proud to welcome the following events to the City of Worcester:***

***Rock & Shock Music and Horror Convention October 8-10, 2004***

***Beastie Boys October 12, 2004***

***New England Business Expo October 14, 2004***

***Worcester Ice Cats vs. Springfield Falcons October 16, 2004***

***Welcome back to Hopeville-The Remix Tours October 24, 2004***

***Sarah Brightman October 27, 2004***

***Green Day October 28, 2004***

***Gaither Holiday Homecoming Concert December 2, 2004***

***Boston Pops December 19, 2004***

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## Group Tour news...

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Group Tour Meeting Schedule:

**October 13, 2004**                      **Broad Meadow Brook Sanctuary**

November 10, 2004                      Chocksett Inn

Don't forget to check out the **New Regional Itineraries** being continuously added to the web site. To view please go to [www.worcester.org](http://www.worcester.org) click on *regional information* then *Central Mass suggested itineraries*. Members are encouraged to work with fellow members to create additional itineraries which can be posted as well. Feel free to contact Tania with any questions.

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## CVB Contacts...

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For Tourism and Marketing please contact:  
Cheryl Oliveri @ X 222

For Convention Sales & Marketing please contact:  
John Gibbons @ X 226

For Membership Services please contact:  
Kelley Murphy @ X 224

For questions or concerns regarding this newsletter please contact:  
Jill Turnquist @ X 221

## October 2004

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	1	2
3	4	5	6	7 Boston Billiard Club Fundraiser 5-8 pm	8	9 Beatle Mania Mechanics Hall
10	11	12 Worcester Sales Task Force, 3 pm Worcester's Centrum Centre	13 Group Tour Committee, 9:30 am Broad Meadow Brook Sanctuary	14 "Every Customer Counts" Business expo seminar Worcester Centrum Centre at 2:30-3:45  Officers Meeting, time and location T.B.D.	15	16
17	18 Warsaw Philharmonic Mechanics Hall 8 pm	19 WBZ marketing campaign, Worcester Chamber of Commerce 10 am-12 pm	20 Membership Informational Session, 9:30 am Regional	21 Taste of Tourism at the Public House 5-7 pm	22 Broad Meadow Brook-Holiday Hike at Boo Meadow Brook 6:30-8:30 pm	23 Keown Orchards Pumpkin Fest (all day)  Broad Meadow Brook-Holiday Hike at Boo Meadow Brook 6:30-8:30 pm
24 Keown Orchards Pumpkin Fest (all day)	25	26	27 Hospitality Hosts Committee 8 am Crowne Plaza Worcester	28 Hotel Association Meeting 12 noon Chocksett Inn Sterling	29	30