

Worcester County/Central MA Convention & Visitors Bureau Presents:



Tuesday's Tourism Tidbits October 19, 2004



Members in the News

Worcester Area RSVP held its 33rd annual volunteer recognition celebration on October 12, 2004 at the Holiday Inn in Worcester. We congratulate and thank all of our RSVP volunteers who make all we do at the CVB possible.

Thanks to all of you who attended the free training seminar held during the **New England Business Expo at the DCU Center on October 14, 2004**. There were close to 70 participants present at the "every customer counts" seminar presented by Bonnie H. Reiner of BHR Training Inc.

Upcoming Events...

Worcester Art Museum

Photography at the Worcester Art Museum: Keeping Shadows will be on view at the Museum, 55 Salisbury Street, from **October 10, 2004 through January 2, 2005**, before beginning a national tour. View over 100 select photographs from the museum's collection that represent innovators and masters of the medium, including Eadweard Muybridge, Timothy O'Sullivan, Alfred Stieglitz and many more. For more information call 508-799-4406 or visit www.worcesterart.org

Music Worcester

October 23, 2004

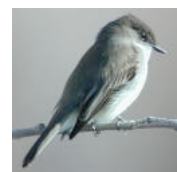
The Luxembourg Philharmonic Orchestra, 7 pm pre-concert talk by Dr. Paul Shannon, 8 pm concert at Mechanics Hall, 321 Main Street, Worcester, MA. Tickets are \$44 and \$41 students are \$20. For more information call Music Worcester at 508-754-3231 or visit www.musicworcester.org

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



For the adults...

Newton Hill Birders

October 23, 7:30 am-9:00 am, November 27, 8-9:30 am, Free
September through November on the last Saturday of every month (except October), we will continue offering a bird walk to all interested parties. Our hope is to document the many birds that use this park and to start a regular sightings list. Meet at the Newton Square tennis courts on the corner of Pleasant and Highland streets. Look for the Mass Audubon instructor. For more information on these or any of the many other programs at Broad Meadow Brook please call 508-753-6087 or visit www.massaudubon.org

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



Publick House Historic Inn

15th 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 23rd and 24th. Check our website for more details. 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 19th 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.

Tower Hill Botanic Garden

"In Search of Paradise" Standard Flower Show

Friday-Sunday, November 12-14, 2004, 10am-5pm

This show will feature standard flower arrangements, miniature designs, educational exhibits, artistic crafts and horticultural designs. Don't miss this rare opportunity to experience the enchanting beauty and the exhilarating variety of plants on display at this show. Admission is \$8 adults, \$5 seniors 65+, \$5 youth 6-18 yrs. And free for children under 6 yrs. For more information please call 508-869-6111 or visit www.towerhillbg.org

Member Action Items...

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. Those who were unable to attend this meeting but would like more information should contact Jill Turnquist at jturnquist@worchester.org to have follow-up information sent to you.

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. 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 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!

From the membership corner...

■ **"TASTE OF TOURISM" EVENT CANCELLED !**

Due to a large volume of competing events and a low response rate in registration, the CVB will be postponing the Taste of Tourism Event at the Publick House on October 21 until further notice. Please stay tuned for details of when the next Taste of Tourism event will be held.

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

Salisbury Singers, 370 Main Street, Worcester, MA 01608

The managing organization of two performance groups: Salisbury Singers and Salisbury Lyric Opera. It was founded in 1973 by the late Malama Robbins Collinsworth to provide a cultural, educational, artistic and musical outlet for the citizens of Central Massachusetts and to foster the highest standards of the musical arts. For more information please visit www.salisburysingers.org or call 508-892-4466

Spring Hill Suites, 100 Sherman Avenue, Devens, MA 01434

New hotel opening in the Spring of 2005, we look forward to more details as the opening date gets closer! For more information visit www.springhillsuites.com or www.devenscommoncenter.com

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 or call 508-757-7727.

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

The next HH meeting will be held on Wednesday, October 27, 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.

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

Monthly mailings will be sent out on the 4th 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 3rd 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. *Special thanks to the Publick House Historic Inn and Tower Hill Botanic Garden for helping to sponsor this month's mailing!*

Convention department news...

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

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

Group Tour news...

Group Tour Meeting Schedule:

November 10, 2004

Chocksett Inn, Sterling MA

Please RSVP to Jill Turnquist at jturnquist@worcester.org if you will be attending this meeting.

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 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.

CVB Contacts...

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

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

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 "Keeping Shadows" Photography exhibit at the Worcester Art Museum open through January 2, 2005	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	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 and Newton Hill Birders 7:30- 9 am Luxembourg Philharmonic 8pm at Mechanics Hall Sturbridge Harvest Festival
24 Keown Orchards Pumpkin Fest (all day) Sturbridge Harvest Festival	25	26	27 Hospitality Hosts Committee 8 am Crowne Plaza Worcester	28 Hotel Association Meeting 12 noon Chocksett Inn Sterling	29	30

