

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



## Tuesday's Tourism Tidbits December 7, 2004



---

### MEDIA LEADS!

#### **TRAVEL: HOLIDAY TRAVEL - THE TRAVEL MOM (US)**

I'm looking for information for two pieces for both TheTravelMom.com and "Good Morning America." I need outstanding last-minute holiday travel bargains and great places to celebrate New Year's Eve. No phone calls, please. **Need leads by 06:00 PM US/Mountain DEC 10**

Emily Kaufman [thetravelmom@aol.com] URL: <http://www.thetravelmom.com>

**Eric L. Ash**

Public Relations

Account Manager

**Mullen**

[eric.ash@mullen.com](mailto:eric.ash@mullen.com)

412.402.0186 (p)

412.402.0161 (f)

#### **TRAVEL: GREAT AMERICAN ROAD TRIP - PUBLICATIONS INTERNATIONAL (US)**

Freelance writer doing story on road trips and is looking for interesting facts, lists, stats, quotes, stories, etc. that are relevant to the GREAT AMERICAN ROAD TRIP. The quirrier, the better.

**Deadline is January 5<sup>th</sup>.** Email Eric Peterson at [ept126@msn.com](mailto:ept126@msn.com); url: [www.kindguides.com](http://www.kindguides.com)

Copy to [coliveri@worcester.org](mailto:coliveri@worcester.org) and [eric.ash@mullen.com](mailto:eric.ash@mullen.com).

---

### MEMBERS IN THE NEWS!

**Bill Brown**, formerly of the Baymont Inn, Auburn, has joined the staff of the **Hampton Inn, downtown Worcester**, as Director of Sales. *Congratulations, Bill!*

**Worcester Academy Headmaster Dexter Morse** announced that the school will receive an additional \$1 million from the estate of Jacques Clarence LeBermuth, the former New York banker and bonds trader who attended **Worcester Academy** in the 1920s. The \$1 million comes from the discovery of previously missing "Congo Bonds," located in Luxembourg after an exhausting 7-year search. *Their finding brings the bequest total to \$10.5 million, making it one of the largest ever to a U.S. prep school!*

**Leo's Ristorante**, located off Shrewsbury Street on Bracket Court, Worcester, celebrates its 40<sup>th</sup> anniversary in business on December 12<sup>th</sup>! *Congratulations to Fran Turo and the Leo's team!*

---

### Upcoming Events...

---

**Foothills Theatre**

Foothills Theatre Company presents "A Christmas Carol," the region's holiday favorite! Running through December 23<sup>rd</sup>. For more information visit [www.foothillstheatre.com](http://www.foothillstheatre.com)

**EcoTarium**

Enjoy a "Polar Bear's Journey" with Kenda the polar bear. Take a ride on the Explorer Express and enjoy the holiday season with Santa. December 11, 12, 18 and 19. Visit [www.ecotarium.org](http://www.ecotarium.org).

**Mechanics Hall**

Holiday Pops concert by the Central Mass. Symphony Orchestra. December 11. Call (508) 752-0888.

**Berlin Orchards**

Christmas at the Farm on December 12. Enjoy holiday shopping for decorations, trees and more! Visit from Santa between 11 a.m. and 3 p.m. Call (978) 838-0463 or visit [www.berlinorchards.com](http://www.berlinorchards.com).

**WRTA, Worcester**

Holiday Open House on December 13 from 2 to 5 p.m. Please RSVP at (508) 791-2389.

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

Get to know the "Birds of Massachusetts: Winter Season" during a ten-week class for birdlovers. January 4 - March 8, 2005 from 7 to 9 p.m. Tuesday evenings and some weekend trips. Call (508) 753-6087.

**Higgins Armory**

Founder's Day, Saturday, January 8 from 10 a.m. to 4 p.m. FREE ADMISSION FOR ALL! Meet Joan of Arc and Hernan Cortes, tour the Dungeon and enjoy many medieval presentations! Visit [www.higgins.org](http://www.higgins.org).

**ARTSWorcester**

The Winter Members Exhibition, from now until January 20, 2005. Free and open to the public. Call (508) 755-5142 or visit [www.artsworcester.org](http://www.artsworcester.org)

**Mechanics Hall**

Anthony Kearns, internationally acclaimed Irish Tenor, performs on March 6, 2005 at Mechanics Hall, Worcester. *Tickets make a great holiday gift!* Call (508) 752-0888.

**Under the Ice: Water Animals Get Ready for Winter at Broad Meadow Brook Wildlife Sanctuary**

December 11! Family fun, if you are between the ages of 3 and 5, bring your favorite adult to this popular program! *Also, stop by for the Holiday Open House and Gift Shop Sale on Tuesday, December 7 from 3 to 6 p.m!* 333 Massasoit Road, Worcester, (508) 753-6087.

**Blackstone Valley Chamber of Commerce**

Business After Hours event  
December 9 at The Oyster Cabin, Quaker Highway, Uxbridge.  
Call (508) 234-9090.

**Tower Hill Botanic Garden**

Fran Flynn, the "Magician Extraordinaire" on Saturday, December 18 at 1 p.m.  
Native American Storyteller Christine Parsons, known by her Abenaki name Walks in Peace,  
Sunday, December 19 at 1 p.m. Part of the Holly Days celebration! Call (508) 869-6111.

### **First Night Worcester**

Enjoy this day long, family friendly celebration of the New Year in downtown Worcester! More than 100 performers at a diverse selection of venues! Buy your buttons now! Call (508) 799-4904. *First Night Worcester buttons make great stocking stuffers!*

### **Worcester African Cultural Center New Year's Eve Celebration**

Enjoy a live performance by Mamadou and ring in the New Year! Free champagne and appetizers at midnight! 33 Canterbury Street, Worcester. Visit [www.african-museum.com](http://www.african-museum.com) to check out Worcester's newest museum! (508) 757-7727

### **Swim and Stay Package at the Wyndham Westboro**

\$99 a night includes breakfast for two! Enjoy the pool, Jacuzzi or fitness facility at this special rate through March 15, 2005. Call (800) Wyndham for reservations. 5400 Computer Drive, Westboro.

### **Mark Your Calendars for the Second Annual Sturbridge Area Maple Days**

March 11 - 13 and March 18 - 20

Old Sturbridge Village joins local sugarhouses, restaurants and other establishments in this celebration of the change of season! Visit [www.sturbridge.org](http://www.sturbridge.org).

---

## Member Action Items...We need your help!

---

### **LETTER OF SUPPORT TO THE MASSACHUSETTS TURNPIKE AUTHORITY!**

The **Central Massachusetts Convention and Visitors Bureau** has applied for a grant from the 2004 Massachusetts Turnpike Authority Tourism Grant Program. The project is a full-scale, multi-media branding campaign for **Central Massachusetts, the Heart of New England!** This aggressive project would market and promote the entire region to target audiences such as leisure travelers, group tours, the student market, meeting and convention planners, the media and the general public. We would engage a number of partners in each region to work with us. The goal is to increase awareness and recognition of **Central Massachusetts, the Heart of New England** as an affordable, desirable destination filled with amenities. We hope you will support our grant application with a letter of support or phone call to MTA Chair Matt Amorello. A sample letter is below. (Please send us a copy of your letter for our records.) His phone number is (617) 248-2800. Thank you in advance for your support!

### ***Sample Letter of Support***

Matthew J. Amorello, Chairman  
Massachusetts Turnpike Authority  
Ten Park Plaza, Suite 4160  
Boston, MA 02116

Dear Chairman Amorello:

The **Central Massachusetts Convention and Visitors Bureau**, the state-appointed Regional Tourist Council for the 58 cities, towns and communities in this region, is the leading voice for travel and tourism in Worcester County. The CMCVB works in conjunction with area tourist associations, cultural groups, grassroots committees, group tour operators and special event & meeting planners to increase visitation to this region and to positively impact the local and regional economies.

I write this letter in support of funding for the CMCVB's marketing initiatives to develop a branding campaign for *Central Massachusetts, the Heart of New England* through the **MTA's 2004 Tourism Grant Program**. This multi-media campaign will be geared towards a wide variety of target audiences, including the leisure traveler, group tours, the student market, meeting and convention planners, the media and the general public. It is our hope that this collaborative effort will make the region a chosen destination.

The CMCVB has successfully partnered with the region's hotels, museums, family attractions and restaurants in the past and this new marketing effort will once again bring together all facets of the hospitality industry to present a unified brand for the region. The special offers, enticing collateral materials and exciting new events will bring more visitors to Worcester County and also help the CMCVB and its partners to identify exactly who is visiting our region and how to effectively continue to reach this target audience while reaching out to new clientele who have not yet experienced the "**Heart of New England.**"

Thank you for your careful review of this proposal.

Sincerely,

*CVB Member  
CVB Partner*

**REMINDER TO MEMBERS!**

**Enter Your Events on SocialWeb.Net!**

Please be sure you are entering all your events on the [www.socialweb.net](http://www.socialweb.net) and requesting it be listed on the appropriate calendars (WCCVB, City, etc.) This calendar is the reference point used by a number of organizations to pull events to promote, let clients know about, etc. You can set up a free account.

## From the membership corner...

♥ **First of all, we would like to welcome our newest member to CVB team, Julie Zomar!** Julie was a 2003 graduate from the University of Massachusetts at Dartmouth. She graduated with a Bachelor's Degree in Visual Design: Photography/ Electronic Imaging, as well as a Business Administrative minor where she focused on Marketing. Upon graduating from college, Julie worked as an Account Executive for Conversent Communications where she focused on selling phone and Internet service for the Central Massachusetts area. She has come on board as the CVB's Membership & Special Events Director, and can be contacted at 508-755-7400 ext. 224 or by email at [jzomar@worchester.org](mailto:jzomar@worchester.org).

---

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.

## ■ 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 Julie Zomar at (508) 755-7400 ext. 224 or [jzomar@worcester.org](mailto:jzomar@worcester.org). ***Special thanks to the Accurate Staffing Services, the Publick House Historic Inn, Believe in You and Wachusett Brewing Company for sponsoring 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:***

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

### **Direct On-line Reservation Service (DORS)**

Bill Catania from Direct On-line Reservations made a presentation of this new online booking service for hotels and inns at the November Hotel Association Meeting. The service is only available to members of the CVB. The introductory rate is \$75.00 per year if reserved by December 31, 2004. Beginning on January 1, the service will cost \$100.00 per year. For more information visit [www.getdors.com](http://www.getdors.com) or call John Gibbons or Julie Zomar at the CVB at 508 755-7400.

---

## Group Tour news...

---

Group Tour Meeting Schedule:

January 12, 2005      Publick House Historic Inn, Sturbridge

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.

---

## CVB Contacts...

---

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:  
Julie Zomar @ X 224

For questions or concerns regarding this newsletter please contact:  
Cheryl Oliveri, ext. 222