

行政院及所屬各機關出國報告

(出國類別：其他)

2004 年國際會議與觀光局聯盟年會  
報告書

服務機關：交通部觀光局

出國人：職稱：副局長

姓名：許銘海

出國地區：美國

出國期間：93 年 7 月 12 日至 19 日

報告日期：93 年 7 月 26 日

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系統識別號:C09302600

公務出國報告提要

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報告名稱:

2004年國際會議與觀光局聯盟年會

主辦機關:

交通部觀光局

聯絡人/電話:

/

出國人員:

許銘海 交通部觀光局 副局長

出國類別: 其他

出國地區: 美國

出國期間: 民國 93 年 07 月 12 日 - 民國 93 年 07 月 19 日

報告日期: 民國 93 年 07 月 26 日

分類號/目: H9/觀光 H9/觀光

關鍵詞: IACVB

內容摘要: 美國國際會議與觀光聯盟(簡稱IACVB)係成立於1914年之會展暨觀光推動組織。會員團體有1200個,主要來自美國本國各地方城市之會展局(Convention and Visitor Bureau,簡稱CVB),約佔90%;其餘則來自十餘個其他國家。本次年會屬第90次舉行。會期為7月13日至7月17日,會議在麻省波士頓Sheraton Boston Hotel舉行。本次活動除了選舉新的幹部外,援例規劃一系列教育訓練課程供與會人員自由參加。本次年會所規劃之課程重點置於會展之經營策略與方法、領導及協調技巧、品牌規劃及促銷方法等內容。講員及參與討論之人士約五十人,絕大多數均來自資深會員、旅館經理人及會展顧問公司重要幹部。

本文電子檔已上傳至出國報告資訊網

## 出席 2004 年美國國際會議與觀光聯盟年會 (IACVB) 報告書

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壹、前言

美國國際會議與觀光聯盟 (International Association of Convention and Visitor Bureaus, 簡稱 IACVB) 係成立於 1914 年之會展暨觀光推動組織。會員團體有 1200 個, 主要來自美國本國各地方城市之會展局 (Convention and Visitor Bureau, 簡稱 CVB), 約佔 90%; 其餘則來自十餘個其他國家。

本聯盟每年定期於七月間舉行一次年會。年會上除了更換新的領導團隊外, 近年來在年會上舉辦教育講習已成定規。因此, 年會就成為會員年度交友聯誼及吸取管理新知識的場合。

## 貳、參加經過

本次年會屬第 90 次舉行。會期為 7 月 13 日至 7 月 17 日、會議在麻省波士頓 Sheraton Boston Hotel 舉行。會議主持人由即將卸任之主席 Mr. Spurgeon Richardson (來自 Atlanta) 擔任。閉幕典禮上則將主席之職務交予新人 Mr. Melvin Tennant (來自 San Antonio)。

此次與會人數為 400 名。除了來自韓國、台灣、南非、巴西、蘇格蘭各一名，澳洲三名、加拿大六名及墨西哥八人外，餘均為美國各地與會展有關之人士。

本次活動除了選舉新的幹部外，援例規劃一系列教育訓練課程供與會人員自由參加。由於此一聯盟有所謂 CDME (The Certified Destination Management Executive) 及 PDM (Professional in Destination Management) 等資格講習，因此與會會展工作人員均能踴躍參與相關課程訓練。本次年會所規劃之課程重點置於會展之經營策略與方法、領導及協調技巧、品牌規劃及促銷方法等內容。講員及參與討論之人士約五十人，絕大多數均來自資深會員、旅館經理人及會展顧問公司重要幹部。

本次年會援例亦規劃有相關顧問服務業（宣傳廣告）之展示商談會。共計有 86 個參展攤位及一個拍賣會（籌措基金）。

### 參、觀感及建議

一、根據個人與會接觸，與會人員中屬第一次到波士頓者佔絕大多數；問及是否到過台灣，所得答案均是「未曾」。問及一般性美國人搭機旅遊的模式時，所獲印象為因工作關係出國可能較多，但如係純觀光，主要去處可能依序以其國內、加拿大、墨西哥、歐洲及中南美洲國家為多。基於這類資訊，建議日後開發美國市場時，除了主力之華人市場之外，似可減少一般性之觀光宣傳，將廣宣資源集中在以年輕學子之文化探討、亞洲歷史之研究、生態研究及台灣經驗（曾在台駐守之退役軍人或有台灣求學、工作經驗者）之回顧等具體主題，針對具體之特定對象團體進行促銷工作。

二、IACVB 年會舉辦多種業者講習之做法值得我國參考。建議我在每年的觀光節上，除了表揚活動之外，亦規劃舉辦二天到三天的業者講習活動（或將平日所舉辦之零星講習活動加以整合），讓全國觀光有關業者選擇參加，增強互動與吸收新知。同時站在政府立場，也可透

過這種活動整合業者之互動關係。

三、鑒於美國社會體系與我大不相同，其 CVB 之組織在台亦闕如，渠等所談工作經驗、面臨問題與思維方式均與我不同。參與此一組織及參加其年會活動並無太多參考意義，建議暫停參與。

四、個人於會中曾與來自韓國會展局 (Korea Convention Bureau) 經理 Ms. Kim, Jong-Sook 交會參與意見。大家認為「遠親不如近鄰」，市場還是在週邊國家，如果台、港、星、韓、日間（或加入其他亞洲國家）能夠有類似年會的聚會，對亞洲國家將會較具參考價值。她同意共同努力，相機反應此一構想。

**MONDAY 12 JULY 2004**

1:00 p.m. - 5:00 p.m.

**EXECUTIVE COMMITTEE MEETING OF THE IACVB BOARD OF DIRECTORS**Boardroom, 3<sup>rd</sup> Floor**TUESDAY 13 JULY 2004**

7:30 a.m. - 12:30 p.m.

**IACVB BOARD OF DIRECTORS MEETING***Sponsored by MPI/ The Meeting Professional Magazine*Constitution Ballroom B, 2<sup>nd</sup> Floor

8:00 a.m. - 5:00 p.m.

**REGISTRATION & INFORMATION***Sponsored by Preprint Publishing Company*Constitution Ballroom Foyer, 2<sup>nd</sup> Floor

8:00 a.m. - 5:00 p.m.

**CDME CORE COURSE: STRATEGIC ISSUES IN DESTINATION MANAGEMENT\* (DAY 1 OF 3)**Beacon, 3<sup>rd</sup> Floor

This course will define "key" factors for successful destination marketing and CVB management and leadership. A complete understanding of destination visioning, CVB strategic planning, community relations activities and destination product development are covered. Interact and discuss the latest thinking and solutions to current destination issues, such as funding, attraction/event development, visitor servicing and industry partnership formation.

Instructor: Don Anderson, CDME, Director, Office of Professional Development, Purdue University

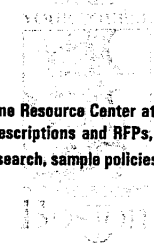
*\*Pre-registration and payment required.*

12:30 p.m. - 1:30 p.m.

**ANNUAL BUSINESS MEETING LUNCHEON***Sponsored by C.H. Johnson Consulting, Inc.*Constitution Ballroom A, 2<sup>nd</sup> Floor

Make the business of the association your business and have your voice and opinions count at the IACVB 90th Annual Business Meeting. Today is dedicated to conducting the business of the association and Foundation. The schedule includes the IACVB Board of Directors and Foundation Board of Trustees meetings, committee meetings and — for the third year — the Annual Business Meeting Luncheon.

Visit the online Resource Center at [www.iacvb.org](http://www.iacvb.org) for sample job descriptions and RFPs, CDME papers, CVB research, sample policies & more!



IACVB 90th ANNUAL CONVENTION

**TUESDAY 13 JULY 2004 (CONTINUED)**

1:30 p.m. - 3:00 p.m.

**IACVB BOARD OF DIRECTORS MEETING (CONTINUED)***Sponsored by MPI/ The Meeting Professional Magazine*Constitution Ballroom B, 2<sup>nd</sup> Floor

3:00 p.m. - 5:00 p.m.

**COMMITTEE MEETINGS****DESTINATIONS SHOWCASE COMMITTEE**Beacon F, 3<sup>rd</sup> Floor**EDUCATION COMMITTEE**Beacon A, 3<sup>rd</sup> Floor**MEMBERSHIP COMMITTEE**Liberty B, 2<sup>nd</sup> Floor

3:00 p.m. - 5:00 p.m.

**IACVB FOUNDATION BOARD OF TRUSTEES MEETING**Liberty C, 2<sup>nd</sup> Floor

6:00 p.m. - 9:30 p.m.

**IACVB LEADERSHIP DINNER\****Co-Sponsored by ASAE/Association Management Magazine & GWSAE/Executive Update Magazine*

Upstairs on the Square (off-site)

Buses Depart: 6:00 p.m. from the Sheraton Boston Hotel main entrance  
*Transportation sponsored by Association News and SportsTravel magazines.*

Upstairs On The Square is a lavishly designed throwback to 1940's glamour with a modern twist. The dinner is hosted in honor of the IACVB and IACVB Foundation volunteer leadership for their contributions to the association.

*\*By invitation only.*



IACVB 90th ANNUAL CONVENTION

SCHEDULE AT A GLANCE

**MONDAY 12 JULY 2004**

1:00 p.m. - 5:00 p.m. Executive Committee Meeting

**TUESDAY 13 JULY 2004**

7:30 a.m. - 12:30 p.m. IACVB Board of Directors Meeting

8:00 a.m. - 5:00 p.m. Registration & Information

8:00 a.m. - 5:00 p.m. CDME Core Course: Strategic Issues in Destination Management

12:30 p.m. - 1:30 p.m. Annual Business Meeting Luncheon

1:30 p.m. - 3:00 p.m. IACVB Board of Directors Meeting

3:00 p.m. - 5:00 p.m. Committee Meetings (Education, Destinations Showcase & Membership)

3:00 p.m. - 5:00 p.m. IACVB Foundation Board of Trustees Meeting

6:00 p.m. - 9:30 p.m. IACVB Leadership Dinner at Upstairs on the Square

**WEDNESDAY 14 JULY 2004**

7:00 a.m. - 4:00 p.m. IACVB Foundation Golf Tournament

8:00 a.m. - 6:00 p.m. Registration & Information

8:00 a.m. - 5:00 p.m. CDME Core Course: Strategic Issues in Destination Management

12:00 p.m. - 4:00 p.m. Fundamentals of Destination Management

2:00 p.m. - 4:00 p.m. MINT Committee Meeting

✓ 4:30 p.m. - 6:00 p.m. New Member/First-time Attendee Orientation

✓ 6:00 p.m. - 8:00 p.m. Opening Reception at the Prudential Center

**THURSDAY 15 JULY 2004**

7:00 a.m. - 1:00 p.m. CDME Core Course: Strategic Issues in Destination Management

8:00 a.m. - 6:00 p.m. Registration & Information

8:00 a.m. - 7:30 p.m. Business Exchange & Silent Auction

8:00 a.m. - 9:00 a.m. Continental Breakfast in the Business Exchange

8:00 a.m. - 9:00 a.m. Companion Welcome & Coffee

8:30 a.m. - 2:00 p.m. Future Leaders Conference for Students & Educators

✓ 9:00 a.m. - 11:00 a.m. Opening Ceremony & Keynote Presentation

11:00 a.m. - 11:15 a.m. Refreshment Break

✓ 11:15 a.m. - 12:30 p.m. Education Sessions

12:30 p.m. - 2:00 p.m. Buffet Lunch in the Business Exchange

SCHEDULE AT A GLANCE

**THURSDAY 15 JULY 2004 (CONTINUED)**

1:00 p.m. - 2:00 p.m. Media Roundtable

2:00 p.m. - 3:15 p.m. Education Sessions

3:00 p.m. - 6:00 p.m. CDME Elective Course: Shopping Tourism in Destination Management

3:15 p.m. - 4:15 p.m. Dedicated Business Exchange Hours ...with Dessert!

4:15 p.m. - 6:00 p.m. Interactive Learning Shirtsleeves Sessions

6:00 p.m. - 7:00 p.m. CDME Reception

6:30 p.m. - 7:30 p.m. Reception in the Business Exchange

7:00 p.m. - 10:00 p.m. Executive Committee & Past Chairmen's Dinner

7:30 p.m. Open Evening

**FRIDAY 16 JULY 2004**

8:00 a.m. - 6:00 p.m. Registration & Information

8:00 a.m. - 5:00 p.m. CDME Elective Course: Shopping Tourism in Destination Management

8:00 a.m. - 4:00 p.m. Business Exchange & Silent Auction

8:00 a.m. - 9:00 a.m. Continental Breakfast in the Business Exchange

9:00 a.m. - 10:30 a.m. General Session

10:30 a.m. - 10:45 a.m. Refreshment Break

10:45 a.m. - 12:00 p.m. Education Sessions

12:00 p.m. - 1:30 p.m. Buffet Lunch in the Business Exchange

1:30 p.m. - 3:00 p.m. Mayor's Panel & CDME Graduation

3:00 p.m. - 4:00 p.m. Dedicated Business Exchange Hours ...with Dessert!

4:00 p.m. Silent Auction & Business Exchange Close

4:00 p.m. - 5:30 p.m. Interactive Learning Shirtsleeves Sessions

6:00 p.m. - 10:30 p.m. An Evening Under the Sea & Stars

**SATURDAY 17 JULY 2004**

8:00 a.m. - 11:00 a.m. Registration & Information

8:00 a.m. - 8:30 a.m. Morning Coffee

8:30 a.m. - 9:45 a.m. Education Sessions

9:45 a.m. - 11:30 a.m. "Miracle Brunch," with Closing General Session



## WEDNESDAY 14 JULY 2004

7:00 a.m. - 4:00 p.m.

**IACVB FOUNDATION GOLF TOURNAMENT***Signature Sponsors: Passkey & VNU Travel Network**Additional Sponsors: Concierge Media Group, Inc., David Green Organization, Fortune, GWSAE, The Map Network, USDM.net®*

Pinehills Golf Club

Buses Depart: 7:00 a.m. from the Sheraton Boston Hotel main entrance

*Transportation sponsored by Association News and SportsTravel magazines.*  
Tee time 9:00 a.m. (Estimated driving time is 75 minutes.)

Join your friends and help raise money for the IACVB Foundation when you play in this year's tournament at the world-class Pinehills Golf Club, home of the U.S. Open Qualifier, in Plymouth, Massachusetts! While there, network with your colleagues and enjoy our challenging contests for incredible prizes.

8:00 a.m. - 6:00 p.m.

**REGISTRATION & INFORMATION***Sponsored by Preprint Publishing Company*Constitution Ballroom Foyer, 2<sup>nd</sup> Floor

8:00 a.m. - 5:00 p.m.

**CDME CORE COURSE: STRATEGIC ISSUES IN DESTINATION MANAGEMENT (DAY 2 OF 3)**Beacon, 3<sup>rd</sup> Floor

12:00 p.m. - 4:00 p.m.

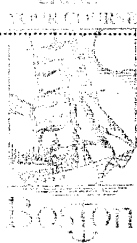
**FUNDAMENTALS OF DESTINATION MANAGEMENT\***Beacon F, 3<sup>rd</sup> Floor

This introductory program is recommended for professionals new to IACVB and/or the industry. This informal program is designed to provide:

- A welcoming and networking session over lunch.
- An interactive session on the world of CVBs and the profession of destination marketing and management.
- An adaptive learning process to assist you in gaining value from IACVB membership.

Active moderators and leaders will include members of the Board and senior management of IACVB, and representative executive officers of various CVBs worldwide.

Presenters: Don Anderson, CDME, Director, Office of Professional Development, Purdue University; Jack Wert, FCDME, Executive Director, Greater Naples, Marco Island & Everglades CVB

*\*Pre-registration and payment required.*

IACVB 90TH ANNUAL CONVENTION

## WEDNESDAY 14 JULY 2004 (CONTINUED)

2:00 p.m. - 4:00 p.m.

**COMMITTEE MEETING****MINT COMMITTEE**Beacon E, 3<sup>rd</sup> Floor

4:30 p.m. - 6:00 p.m.

**NEW MEMBER/FIRST-TIME ATTENDEE ORIENTATION***Sponsored by The New York Times*Back Bay Ballroom A, 2<sup>nd</sup> Floor

Meet your fellow new members, first-time attendees, and your Annual Convention Mentor – all while discovering the benefits of IACVB membership! The IACVB leadership will give an overview of IACVB initiatives, programs, events, products and services. Cultivating new relationships is challenging...with IACVB's Mentor Program, we make meeting your CVB colleagues easy! Come be a part of the IACVB network.

The group will participate in activities designed to foster quick friendships and contacts.

6:00 p.m. - 8:00 p.m.

**OPENING RECEPTION AT THE PRUDENTIAL CENTER***Sponsored by the Greater Boston CVB*Prudential Skywalk, Prudential Tower, 50<sup>th</sup> Floor

The Prudential Tower is located within the Copley Square Complex, just a few steps from the Sheraton.

Enjoy award winning cuisine, view spectacular panoramic views of Boston, and network with your colleagues at the Prudential Skywalk attached to the Sheraton Boston Hotel.



IACVB 90TH ANNUAL CONVENTION

## THURSDAY 15 JULY 2004

7:00 a.m. - 1:00 p.m.

**CDME CORE COURSE: STRATEGIC ISSUES IN DESTINATION MANAGEMENT (DAY 3 OF 3)**Beacon, 3<sup>rd</sup> Floor

8:00 a.m. - 8:00 p.m.

**REGISTRATION & INFORMATION**Sponsored by Preprint Publishing Company  
Constitution Ballroom Foyer, 2<sup>nd</sup> Floor

8:00 a.m. - 7:30 p.m.

✓ **BUSINESS EXCHANGE & SILENT AUCTION**

Hall A, Hynes Convention Center

✓ 8:00 a.m. - 9:00 a.m.

**CONTINENTAL BREAKFAST IN THE BUSINESS EXCHANGE**Sponsored by Travelocity  
Hall A, Hynes Convention Center

8:00 a.m. - 9:00 a.m.

**COMPANION WELCOME & COFFEE**

Apropos Private Dining Room, Lobby Level

All registered companions are encouraged to attend the Companion Welcome & Coffee. Representatives will be on hand to give an overview of all that Boston has to offer!

8:30 a.m. - 2:00 p.m.

**FUTURE LEADERS CONFERENCE FOR STUDENTS & EDUCATORS**

Gathering Spot: IACVB Booth, Hall A, Hynes Convention Center

IACVB is honored to have several students and educators attending the opening day of the IACVB 90th Annual Convention. At 8:30 a.m. IACVB's Doug Price, Senior Vice President of Professional Development, will welcome students and educators at the IACVB booth in the Business Exchange. After a brief welcome, students and educators are invited to sit in on the opening keynote session, Marcus Buckingham's "Now, Discover Your Strengths." Following the general session, plan to attend T101: Future Leaders Educational Workshop for Students & Educators (see page 13 for additional information) and then join everyone in the Business Exchange for lunch.



## THURSDAY 15 JULY 2004 (CONTINUED)

9:00 a.m. - 11:00 a.m.

**OPENING CEREMONY & KEYNOTE PRESENTATION**Opening Ceremony sponsored by Greater Boston CVB  
Keynote Presentation sponsored by PCMA/Convene Magazine  
Grand & Independence Ballrooms, 2<sup>nd</sup> Floor**NOW, DISCOVER YOUR STRENGTHS**

Marcus Buckingham

Marcus Buckingham, a highly sought after speaker and consultant, has spent the last 10 years focusing on how to find, harness the talent of, and keep the best employees.



Buckingham has taken his broad experience in management practices and employee retention and put it into an amazing book called *First, Break All the Rules* — written with fellow Gallup Organization consultant Curt Coffman. Using case studies from a study of 80,000 managers in 400 companies — the authors conclude that discipline, focus, trust, and most important, willingness to treat each employee as an individual are the overall secrets for turning talent into lasting performance. Buckingham's latest, *Now, Discover Your Strengths*, co-written with Donald Clifton, fully describes 34 positive personality themes (such as Achiever, Developer, Learner, and Maximizer) and explains how to build a "strengths-based organization" by capitalizing on the fact that such traits are already present among those within it.

11:00 a.m. - 11:15 a.m.

**REFRESHMENT BREAK**Sponsored by Strategic Advisory Group  
Grand & Independence Ballrooms, 2<sup>nd</sup> Floor

11:15 a.m. - 12:30 p.m.

**Education Sessions****T101: FUTURE LEADERS EDUCATIONAL SESSION (FOR STUDENTS & EDUCATORS)**Gardner, 3<sup>rd</sup> Floor

An introduction for students to the tourism industry, this workshop will present an overview of the CVB industry. In a Q&A, industry experts will help define career tracks, explain how they got where they are, and provide advice to those who seek to enter the industry.

Moderator: George Fenich, Ph.D., Professor, University of New Orleans  
Panelists: Paul Griffin, Assistant Director of Convention Services & Special Events, Greater Boston CVB; Kitty Ratcliffe, President, Jacksonville and the Beaches CVB

**T102: ESSENTIALS OF CVB MANAGEMENT (PDM REQUIRED COURSE)\***Fairfax B, 3<sup>rd</sup> Floor

This session provides key bureau business principles and practices, highlights standard CVB operations and effective leadership, and reveals the secrets of managing a successful CVB.

Presenter: Tom Galyon, CDME, President &amp; CEO, Corpus Christi CVB

\*PDM required course limited to 50 attendees. Pre-registration required.

## THURSDAY 15 JULY 2004 (CONTINUED)

11:15 a.m. - 12:30 p.m.

## Education Sessions (continued)

**T103: INTEGRATED MARKETING: CLARIFYING AN ILLUSIVE CONCEPT***Sponsored by Candant Travel Distribution Services*Commonwealth, 3<sup>rd</sup> Floor

Everyone seems to be talking about integrated marketing, yet few seem to be accomplishing it. Certainly it makes sense to coordinate all of your marketing efforts, but where do you begin? With real examples, this session will explain:

- What is Integrated Marketing?
- Why change your current approach?
- What are the key components?
- Who needs to be involved, and how to get them involved?
- What is a workable step-by-step model that is user-friendly?
- How will I know it is successful?

Presenters: Joe Lathrop, President, OCG; Bill Peeper, President, Orlando/Orange County CVB

**T104: IACVB BRAND LEADERSHIP CAMPAIGN; THE KEYS TO YOUR CVB'S SUCCESS; BE A GENUINE BRAND!***Sponsored by USDM.net®*Republic Ballroom B, 2<sup>nd</sup> Floor

Are you struggling with how your community leaders evaluate success? What is your answer when your Board asks, "What's our destination's promise?" Brands are no longer just for consumable products such as apparel and food. Leading destinations are using brand power to maximize the number of visitors and tourism dollars generated. Successful destinations must be perceived as distinctive, with a promise that delivers emotional and functional benefits to their visitors. In this interactive session you will:

- Look inside IACVB's crystal ball to reveal the perceptions of thousands of visitors and stakeholders, including how they perceive CVBs.
- Discover "Best Demonstrated Practices" to help you succeed in today's marketplace.
- Learn about Destination Brand research "done the right way."
- Uncover five success factors for brand projects RFPs.
- Examine the power of a BrandPromise® Commitment and what it means for your destination.

Presenter: Duane Knapp, President of BrandStrategy, Inc.

## THURSDAY 15 JULY 2004 (CONTINUED)

11:15 a.m. - 12:30 p.m.

## Education Sessions (continued)

**T105: HEADQUARTERS HOTEL DEVELOPMENT: BRINGING THE ENTIRE PROCESS TO YOU***Sponsored by David Green Organization*Republic Ballroom A, 2<sup>nd</sup> Floor

Whether you have been struggling to attract a convention headquarters (HQ) hotel for years or are simply curious as to what it would take to have a HQ developed in your market, this session can help. Community leaders and hotel developers, who have survived the process, will tell you how to handle:

- Hotel Investment Money
- The Hotel Development Experience
- The Competitive Public Process

Unbiased and proven Public-Sector Advisory Services will also be presented.

Moderator: Tony Peterman, Partner, Strategic Advisory Group

Panelists: Thomas Fredericks, Assistant City Manager, City of Winston-Salem, NC; John Q. Hammons, Chairman & CEO, John Q. Hammons Hotels, Inc.; Herb Malone, President & CEO, Alabama Gulf Coast CVB; Julian Prosser, Assistant City Manager, City of Raleigh, NC; Dick Stormont, Managing Director, Stormont-Noble Development; Jerry Thoele, President & COO, Hospitality Division Garfield Traub Development

**T106: INTERNET MARKETING: ARE YOU LEAVING MONEY ON THE TABLE?***Sponsored by The Map Network*Fairfax A, 3<sup>rd</sup> Floor

CVBs interested in tapping into the latest technological tools to increase leisure volumes and adapt to the coming group environment will find this session a must! Find out how to generate more business for members, plus profit from through the online marketing world. In this session, discover a group market model that:

- Generates more leisure business.
- Provides a solution for convention attrition.

Plus, hear a real life example of how to 'Google' your way to success; the advantages of avoiding third party housing providers; and the underlying lessons of how leisure travel patterns are migrating into the group market.

Presenter: Steve Morris, President & CEO, Seattle's CVB; Don Welsh, Senior VP for Sales & Marketing, Seattle's CVB; Elias Calderon, Director of Internet Marketing, Seattle's CVB

12:30 p.m. - 2:00 p.m.

**BUFFET LUNCH IN THE BUSINESS EXCHANGE***Sponsored by FamilyFun & Disney Magazine*

Hall A, Hynes Convention Center

1:00 p.m. - 2:00 p.m.

**MEDIA ROUNDTABLE**Beacon D, 3<sup>rd</sup> Floor

A discussion between IACVB leadership and press and media individuals attending the convention.

## THURSDAY 15 JULY 2004 (CONTINUED)

2:00 p.m. - 3:15 p.m.

## Education Sessions

**T201: CAPTURING TRAVELERS ON THE WEB – LEVERAGING FREE & PAID SEARCHES TO DRIVE TOURISM TO YOUR DESTINATION***Sponsored by Yahoo!*Commonwealth, 3<sup>rd</sup> Floor

What is "search engine optimization"? How does a bureau get its listing to appear higher in search engine results? How do I get placement in a premium "sponsored listing" position? This informative session will provide answers to these questions and more, while covering the best practices to capture travelers on the Web through free and paid Internet searches.

Moderator/Presenter: Matt Garton, Managing Director, Matt Garton & Associates  
Panelists: Search providers and CVBs currently engaging in search marketing

**T202: DIMENSIONS OF THE CONVENTION & LEISURE TRAVEL INDUSTRY (PDM REQUIRED COURSE)\***Fairfax B, 3<sup>rd</sup> Floor

In this session, examine the CVB industry in the context of all visitor types and future opportunities for market segment growth at the community level. Explore topics such as identification of a destination visitor experience and sustainable destination tourism.

Presenter: Jack Wert, FCDME, Executive Director, Greater Naples, Marco Island & Everglades CVB

*\*PDM required course limited to 50 attendees. Pre-registration required.*

**T203: CONTEMPORARY ATTRIBUTES OF TODAY'S CEO***Sponsored by Fortune Magazine*Fairfax A, 3<sup>rd</sup> Floor

What are boards, search committees, and public officials saying about the skill set needed to successfully lead a bureau? In this session, original research will be presented highlighting stakeholder groups' sentiments from various communities regarding what they need from an effective CVB leader. Hear from industry veterans – and first time CEOs – about how the expectations of the CVB leader have changed, and explore what characteristics are most important in today's economy.

Moderator: Mike Gamble, President & CEO, SearchWide  
Panelists: Leslie Doggett, President & CEO, Baltimore Area CVA; Bruce MacMillan, President & CEO, Tourism Toronto/Toronto CVA; Reint Reinders, President & CEO, San Diego CVB

## THURSDAY 15 JULY 2004 (CONTINUED)

2:00 p.m. - 3:15 p.m.

## Education Sessions (continued)

**T204: TRANSPARENCY & ACCOUNTABILITY**Gardner, 3<sup>rd</sup> Floor

Back by popular demand – This spring if you missed Lanny Davis, former special counsel to Bill Clinton, and Drew Smith, partner of the nation's largest provider of accounting and consulting services to the not-for-profit industry, don't miss them now! This dynamic duo will revisit their presentations from IACVB's New Dawn seminar and the IACVB CEO Forum, and provide an update on the current business climate and lead a discussion on transparency and accountability. Every bureau professional will benefit from the strategic communications and legal advice that Davis and Smith have to share.

Presenters: Lanny Davis, Partner, Orrick, Herrington & Sutcliffe and regular commentator to FOX, CNN, and MSNBC; Drew Smith, CPA, Partner, Langan & Associates

**T205: REGIONAL TOURISM: IS BEING GOOD NEIGHBORS ENOUGH?**Republic Ballroom A, 2<sup>nd</sup> Floor

Has your promotional strategy evolved with your market? In this session, evaluate how to promote leisure tourism at a regional level, without losing focus of the convention and group meetings market. Bureau professionals working in regions with multiple CVBs or complex metropolitan areas will not want to miss this session, as this panel delves into the following issues:

- Is it possible to see a market through the eyes of a leisure tourist – one market, one marketing effort? Or, do local politics preclude evolution?
- What happens when you have one region, but multiple bureaus?
- What happens when the central city no longer has the majority of the products?

Moderator: Charlie Johnson, President, C.H. Johnson Consulting, Inc.  
Panelists: Matthew Summy, Vice President, C.H. Johnson Consulting, Inc.; and other CVB professionals

**T206: PERFORMANCE MEASUREMENTS & BENCHMARKING***Sponsored by DVD Vacations*Republic Ballroom B, 2<sup>nd</sup> Floor

The latest industry recommendations from the Performance Measurement Team (PMT) will be presented, focusing on the areas of ROI calculations, convention and travel trade sales, and marketing and communications. Learn to implement standard performance measurements into your bureau operations. Attend this session and ask questions about the application and practical issues of a productivity project that can be the basis for industry-wide benchmarking surveys.

Presenters: Wil Brewer, COO, Performance Management Group; David Camner, Principal, Performance Management Group; Ruth Nadler Trojan, President & CEO, Nadler & Associates; Doug Price, CMP, Senior Vice President of Professional Development, IACVB; Christine Shimasaki, Executive VP of Sales & Marketing, San Diego CVB; Melvin Tennant, CAE, Executive Director, San Antonio CVB

**THURSDAY 15 JULY 2004 (CONTINUED)**

3:00 p.m. - 6:00 p.m.

**CDME ELECTIVE COURSE: SHOPPING TOURISM IN DESTINATION MANAGEMENT\* (DAY 1 OF 2)**  
Beacon, 3<sup>rd</sup> Floor

Learn about the latest thinking on the shopping visitor experience! In this course, recognize the roles and responsibilities of the CVB in shopping tourism development, acknowledge key issues and trends in retailing and shopping tourism, and interact with industry colleagues on alternative planning approaches. Plus, acquire practical advice on the development of shopping entertainment districts, a retail visitor destination plan, and shopping tourism packaging opportunities.

Instructor: Don Anderson, CDME, Director, Office of Professional Development, Purdue University

*\*Pre-registration and payment required.*

3:15 p.m. - 4:15 p.m.

**DEDICATED BUSINESS EXCHANGE HOURS...WITH DESSERT!**  
*Sponsored by The Kliman Group*  
Hall A, Hynes Convention Center

Don't miss this chance to make critical contacts with IACVB's Partners! Bring your business cards, and take advantage of this time to learn more about products and services that these companies offer, or schedule a private meeting or demo. (see page 27-56)

4:15 p.m. - 6:00 p.m.

**INTERACTIVE LEARNING SHIRTSLEEVES SESSIONS\***

During these sessions, meet with your CVB colleagues in similar functional areas and discuss hot issues and topics specific to your areas of expertise. This is a great opportunity to network with others who "do what you do." These colleagues can become great resources for dealing with problems and solutions in the future.

CEO	Exec. Leadership, Under US\$1M	Gardner, 3 <sup>rd</sup> Floor
CEO	Exec. Leadership, US\$1-3M	Republic Ballroom B, 2 <sup>nd</sup> Floor
CEO	Exec. Leadership, US\$3-6M	Fairfax B, 3 <sup>rd</sup> Floor
CEO	Exec. Leadership, Over US\$6M	Republic Ballroom A, 2 <sup>nd</sup> Floor
CM	Convention Sales & Marketing	Commonwealth, 3 <sup>rd</sup> Floor
CO	Communications	Jefferson, 3 <sup>rd</sup> Floor
CS	Convention Bureau Services	Kent, 3 <sup>rd</sup> Floor
FA	Finance & Administration	Hampton A, 3 <sup>rd</sup> Floor
IN	International	Boardroom, 3 <sup>rd</sup> Floor
MA	Marketing	Fairfax A, 3 <sup>rd</sup> Floor
MC	MINT Coordinators	Clarendon A, 3 <sup>rd</sup> Floor
ME	Membership	Exeter A, 3 <sup>rd</sup> Floor
RE	Research	Dalton A, 3 <sup>rd</sup> Floor
SE	Students & Educators (NEW!)	Dalton B, 3 <sup>rd</sup> Floor
TE	Technology	Clarendon B, 3 <sup>rd</sup> Floor
TM	Tourism Marketing	Hampton B, 3 <sup>rd</sup> Floor
VS	Visitor Services	Exeter B, 3 <sup>rd</sup> Floor

*\* Sessions open to CVB Professionals only.*

**THURSDAY 15 JULY 2004 (CONTINUED)**

6:00 p.m. - 7:00 p.m.

**CDME RECEPTION**  
*Sponsored by Orbitz*  
Constitution Ballroom A, 2<sup>nd</sup> Floor

6:30 p.m. - 7:30 p.m.

**RECEPTION IN THE BUSINESS EXCHANGE**  
Hall A, Hynes Convention Center

Wrap up a productive day by visiting our Alliance and Business Partners during this networking reception (for a list of Partners attending, see page 27-29).

7:00 p.m. - 10:00 p.m.

**EXECUTIVE COMMITTEE & PAST CHAIRMEN'S DINNER\* (OFF-SITE)**  
*Sponsored by IMEX*  
Hampshire House

Bus Departs: 7:00 p.m. from the Boylston Street entrance of the Hynes Convention Center  
*Transportation sponsored by Association News and SportsTravel magazines.*

*\*By invitation only.*

7:30 p.m.

**OPEN EVENING**  
Make plans to join your colleagues to enjoy the sights of Boston.

## FRIDAY 16 JULY 2004

8:00 a.m. - 6:00 p.m.

**REGISTRATION & INFORMATION**

Sponsored by *Preprint Publishing Company*  
Constitution Ballroom Foyer, 2<sup>nd</sup> Floor

8:00 a.m. - 5:00 p.m.

**CDME ELECTIVE COURSE: SHOPPING TOURISM IN DESTINATION MANAGEMENT (DAY 2 OF 2)**Beacon, 3<sup>rd</sup> Floor

8:00 a.m. - 4:00 p.m.

**BUSINESS EXCHANGE & SILENT AUCTION**

Hall A, Hynes Convention Center

8:00 a.m. - 9:00 a.m.

**CONTINENTAL BREAKFAST IN THE BUSINESS EXCHANGE**

Sponsored by *The Meetings Group/Primedia Business*  
Hall A, Hynes Convention Center

9:00 a.m. - 10:30 a.m.

**GENERAL SESSION**

Sponsored by *Miles Media Group*  
Grand & Independence Ballrooms, 2<sup>nd</sup> Floor

**EMERGING LIFESTYLES & TRAVEL TRENDS: IMPLICATIONS FOR DESTINATION MARKETING**

Peter Yesawich, Chairman & CEO,  
Yesawich, Peppardine, Brown & Russell (YPB&R)



YPB&R's Peter Yesawich will expand on the latest consumer attitudes and travel trends during this general session. Yesawich will provide attendees with an in-depth look at the most recent results of the YPB&R/Yankelovich Partners 2004 National Travel Monitor, which projects the travel habits, preferences and intentions of Americans. Now in its twelfth year, the report reveals specific implications for destination marketing organizations.

10:30 a.m. - 10:45 a.m.

**REFRESHMENT BREAK**

Sponsored by *Strategic Advisory Group*  
Grand & Independence Ballrooms, 2<sup>nd</sup> Floor

10:45 a.m. - 12:00 p.m.

**Education Sessions****F101: MARKETING, PROMOTION, AND COMMUNICATIONS IN DESTINATION MANAGEMENT (PDM REQUIRED COURSE) \***Sponsored by *WeatherBug*Location: Fairfax B, 3<sup>rd</sup> Floor

Explore new program initiatives for marketing your destination to visitors and local constituents. This course will provide examples of the best practices in destination marketing, including research and planning. Being innovative and creative in your marketing programming and relationship building is paramount for a CVB's success today.

Presenter: Barry Biggar, CDME, President & CEO, Bryan-College Station CVB  
\*PDM required course limited to 50 attendees. Pre-registration required.

## FRIDAY 16 JULY 2004 (CONTINUED)

10:45 a.m. - 12:00 p.m.

**Education Sessions (continued)****F102: DEVELOPING DESTINATION LEADERSHIP**

Sponsored by *WorldRes*  
Commonwealth, 3<sup>rd</sup> Floor

Regardless of how proficient you are at destination marketing and management, your Board maintains an increasingly vital role in advancing your CVB's mission. From derailing media attacks to advocating for destination development, a Board of true Destination Leaders can make or break your bureau ... and your career! In this session delve into breakthrough ways in which to work with your Board. From a radical new design for the Board nomination process to recommendations on how to focus your Board and Committee meetings on the big picture (rather than the color of next month's ad campaign), you will come away from this session ready to transform your Board into the Destination Leaders that you need ... and that they want to be.

Presenter: Bill Geist, President, Zeitgeist Consulting and Host of DMOU Teleseminars

**F103: TOURISM IMPACTS: A DISCUSSION OF METHODS & ACCOUNTABILITY**Republic Ballroom B, 2<sup>nd</sup> Floor

Accurately assessing the impact of tourists, along with their characteristics, is an increasingly important function of CVBs. In this session, an expert panel will share their research methods for accurate assessments and analysis. Each panelist will discuss the strengths (and weaknesses) of their methodology providing a complete understanding of the different approaches and accountability issues.

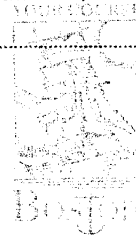
Presenters: George G. Fenich, Ph.D., Professor, Kabacoff School of Hotel, Restaurant & Tourism Administration, University of New Orleans; Adam Sacks, Managing Director, Travel & Tourism, Global Insight; Bill Siegel, Ph.D., Chairman, Longwoods International

**F104: BESTCITIES.NET - CREATING BUSINESS THROUGH GLOBAL PARTNERSHIP**

Sponsored by *Development Counsellors International*  
Republic Ballroom A, 2<sup>nd</sup> Floor

In an increasingly competitive global environment, it can be challenging for bureaus to meet the demands of convention clients. In this session learn how eight bureaus work closely together through BestCities.net to deliver the world's best service experience for the meetings industry. Plus, discover the benefits that staff members can gain through networking and knowledge exchange with a global peer group.

Presenter: Steen Jakobsen, Director, Industry Relations and Chair of BestCities.net, Wonderful Copenhagen CVB; Dorte Ottesen, Convention Director, Wonderful Copenhagen CVB



## FRIDAY 16 JULY 2004 (CONTINUED)

10:45 a.m. - 12:00 p.m.

## Education Sessions (continued)

**F105: CITY SALES AUDITS: POSITIONING YOUR CITY FOR SUSTAINABLE COMPETITIVE ADVANTAGE**Fairfax A, 3<sup>rd</sup> Floor

In this session learn how to position all the key components of your destination (convention center, hotel community, restaurant community, city attractions, CVB) to attract and retain high-value convention accounts. Learn to turn research into knowledge and action which will separate your CVB from the competition and deliver long-term exceptional results. You will walk away from this session with:

- A recent case study assessment conducted for Louisville, Kentucky, an emerging major player in the convention destination segment.
- A business case for conducting an audit, including how to engage your staff, Board, and stakeholders.
- Key lessons from each step in the audit process, including methodology, communications, and measuring outcomes.
- A CEO perspective on how to leverage research to implement positive change.

Presenters: John S. Parke, President & CEO, Leadership Synergies, LLC; Jim Wood, President & CEO, Greater Louisville CVB

**F108: USING NEW TECHNOLOGY TO DEVELOP LUCRATIVE CUSTOMER RELATIONSHIPS**Gardner, 3<sup>rd</sup> Floor

Don't miss this opportunity to discover the newest most effective online marketing tools! In this session, marketing managers for leisure and group sales will learn how to attract, win, and expand relationships with niche leisure markets and meeting planners. Attend and compare case studies to your own programs and determine if you are taking advantage of all available marketing tools.

Presenter: Jennifer Barbee, V.P., Consulting, USDM.net®

12:00 p.m. - 1:30 p.m.

**BUFFET LUNCH IN THE BUSINESS EXCHANGE***Sponsored by Forbes*

Hall A, Hynes Convention Center

1:30 p.m. - 3:00 p.m.

**MAYOR'S PANEL & CDME GRADUATION***Sponsored by GES Exposition Services, Inc.*Grand & Independence Ballrooms, 2<sup>nd</sup> Floor

Presenters: David N. Cicilline, Mayor of Providence, Rhode Island; J. Thomas Cochran, Executive Director, U.S. Conference of Mayors; Spurgeon Richardson, Chairman of the IACVB Board and President & CEO of the Atlanta CVB

This panel will discuss what mayors are doing to promote tourism and travel through CVBs.

## FRIDAY 16 JULY 2004 (CONTINUED)

3:00 p.m. - 4:00 p.m.

**DEDICATED BUSINESS EXCHANGE HOURS...WITH DESSERT!***Sponsored by OCG*

Hall A, Hynes Convention Center

Wrap up another education-filled day by visiting our Alliance and Business Partners (see page 27-56). Plus, don't miss this opportunity to bid on one of the many great packages in the IACVB Foundation Silent Auction (see page 57-70). The auction will close at 4:30 p.m. today.

4:00 p.m.

**SILENT AUCTION & BUSINESS EXCHANGE CLOSURES**

Hall A, Hynes Convention Center

The Silent Auction will close at the stroke of 4:00 p.m., when the bid sheets will be collected by auction staff. (See page 57 for more information.)

4:00 p.m. - 5:30 p.m.

**INTERACTIVE LEARNING SHIRTSLEEVES SESSIONS**

See page 18 for locations.

Continue your discussions from yesterday or start completely new ones! Here is one more chance to learn from and interact with your peers!

6:00 p.m. - 10:30 p.m.

**AN EVENING UNDER THE SEA & STARS***Co-sponsored by The Meeting Professional Magazine/ Meeting Professionals International and Yahoo!*

The New England Aquarium

Buses Depart: 6:00 p.m. from the Sheraton Boston Hotel main entrance  
*Transportation sponsored by Association News and Sports Travel magazines.*

Where can you be immersed in the world of water, surrounded by exotic and unusual aquatic animals, and be under a blanket of Boston stars? The New England Aquarium, of course! The aquarium, opened 35 years ago, is home to penguins, dolphins, sharks, and jellyfish. The centerpiece of the New England Aquarium is a 200,000 gallon tank, with a reef that accommodates sea turtles, barracuda and moray, as well as hundreds of smaller exotic tropical fishes.

Join us in this wonderful place – recognized as one of the most detailed and scientifically accurate recreations of its kind – and enjoy delicious foods and libations. You won't want to miss this event, complete with great entertainment!

**SATURDAY 17 JULY 2004**

8:00 a.m. - 11:00 a.m.

**REGISTRATION & INFORMATION**

Sponsored by Preprint Publishing Company  
Constitution Ballroom Foyer, 2<sup>nd</sup> Floor

8:00 a.m. - 8:30 a.m.

**MORNING COFFEE**Grand Ballroom Foyer, 2<sup>nd</sup> Floor

8:30 a.m. - 9:45 a.m.

**Education Sessions****S101: INFORMATION TECHNOLOGY FOR DESTINATION MANAGEMENT (PDM REQUIRED COURSE)\***Fairfax B, 3<sup>rd</sup> Floor

This session, an assessment of marketing technology, will explore the future of technology as it applies to CVBs. Stay ahead and learn about online marketing and new technological applications for visitor bureau operations and accountability. An overview of successful electronic marketing tools will be provided.

Presenter: Maura Gast, FCDME, Executive Director, Irving CVB

*\*PDM required course limited to 50 attendees. Pre-registration required.*

**S102: SELLING VISITOR SAFETY & SECURITY – CREATING A COMPETITIVE DESTINATION MARKETING ADVANTAGE**Gardner, 3<sup>rd</sup> Floor

Does your destination merit five stars for visitor safety and security? Are you able to answer the tough questions meeting planners and travel professionals ask regarding the safety and security of your area hotels and attractions? In this session, learn the compelling results of a year-long field survey on visitor attitudes in regards to this subject. (Survey conducted by CIC Research for the AOCVCB and SCTSSA.) Discover:

- How to turn visitor concerns into a positive sales message and competitive marketing advantage.
- What role safety and security plays in today's travel decision making process.
- How to partner with local law enforcement to educate area hotels, attractions, and clients about visitor safety and security.
- How to effectively address visitor concerns in your destination sales message - a unique sales tool!

Presenters: Ann Gallagher, Director, Tourism Development, Anaheim/Orange County VCB; Officer Dave Wiggins, Past President of the Southern California Tourism Safety & Security Association (SCTSSA)

**SATURDAY 17 JULY 2004 (CONTINUED)**

8:30 a.m. - 9:45 a.m.

**Education Sessions (continued)****S103: CRAFTING WINNING PROMOTIONS: TALES FROM THE FRONT LINES**Republic Ballroom B, 2<sup>nd</sup> Floor

Looking to stretch limited marketing dollars to reach potential travelers? Learn from a panel of experts the secrets for crafting strategic consumer promotions that reach the right targets, benefit all partners, and bolster your database. Best of all . . . they are often free!

Presenters: Peggy R. Bendel, Senior Vice President/Travel Marketing, Development Counsellors International; Andy Levine, President, Development Counsellors International; Doug MacKenzie, Director of Communications, Greater Phoenix CVB

**S104: THINKING OUTSIDE THE BOX! BEST PRACTICES FROM TOURISM VANCOUVER**Fairfax A, 3<sup>rd</sup> Floor

Don't miss this case study on how Tourism Vancouver benefited from a third party, independent best practices review. A third party review can help your CVB fully understand what the hotel community and other key stakeholders truly expect from their CVB, (e.g., brand ownership, market intelligence, quality leads, definite/booked business). For Vancouver, best practices emerged identifying new and effective ways for the bureau and stakeholders to communicate, ways to build trust and stronger alliances, and differences in performance measurement and "selling" metrics between hotels and CVBs. The review also emphasized the importance of CVBs and convention centers being on the same page. If you are interested in building better bridges to connect with your stakeholders, creating stronger alliances, and capturing more (and better) business, attend this session!

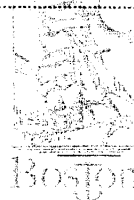
Presenters: Rick Antonson, President & CEO, Tourism Vancouver; David M. Brudney, ISH, Partner, FRONTLINE SM; David R. Evans, CHME, Partner, FRONTLINE SM.

**S105: BEST PRACTICES IN GOLF TOURISM, MANAGEMENT & MARKETING**

Sponsored by Concierge Media Group/The Golfer's Concierge  
Republic Ballroom A, 2<sup>nd</sup> Floor

Are you getting your fair share of the golf market? In this session gather specific tools that highly successful destination marketing organizations use to attract and retain golf customers. Discover how golf tourism pays, and how to make it pay for you. Learn how to create world class golf destinations by leveraging partnerships, building long-lasting structures, and adopting successful technology and research tools. You'll learn how some groups have maintained control of their inventory and even controlled the weather!

Presenter: Mike Tinkey, Deputy Executive Director, NGCOA





**SATURDAY 17 JULY 2004 (CONTINUED)**

**S106: CVB EMPLOYEE BENEFITS**  
Commonwealth, 3<sup>rd</sup> Floor

"Fiduciary responsibility" and "procedural prudence" are big words that may sound intimidating, but in this session, Terry Jones will get down to basics and discuss the best practices for managing your employee benefit plans. You will leave understanding:

- Who is a fiduciary?
- The Basic Steps in Avoiding Fiduciary Liability
- The ERISA Prudence Standard
- Co-Fiduciary Liability
- How Self-Directed Plans Fit In Under ERISA
- 404(c) Residual Liability
- Procedural Prudence
- Why Internal Employee Benefits Reviews Make Sense?

Presenter: Terry Jones, Principal/Cofounder, Maselan & Jones; Kevin McGrath, Founder & CEO, McGrath Companies

9:45 a.m. - 11:30 a.m.

**MIRACLE BRUNCH WITH CLOSING GENERAL SESSION**

Starring Jim Craig, Gold Medal winning goalie for the 1980 U.S. Olympic hockey team  
*General Session sponsored by Smith Travel Research*  
Grand & Independence Ballrooms, 2<sup>nd</sup> Floor

In 1980, 20 college kids, coached by one of the greatest motivators and taskmasters of all-time, headed to Lake Placid, New York, for the 1980 Winter Olympic Games. For two incredible weeks, they gave a discouraged America — a country unnerved by the plight of 52 hostages held by Iran — a renewed sense of national pride. Nothing matches the excitement and emotion generated by the 1980 U.S. Olympic Hockey Team's "Miracle on Ice."



Earlier this summer, Walt Disney Pictures' adapted story of the "Miracle on Ice," starring Kurt Russell, was released on DVD. Today, here in Boston, IACVB brings to you... Jim Craig, the gold medal winning goalie of that team!

The picture of Craig, standing draped in the Stars & Stripes after he and his team had defeated Finland to capture the Gold Medal, is one of the most lasting images of that euphoric celebration. This excitement was revisited at the 2002 Winter Olympic Games in Salt Lake City, Utah where the "Miracle On Ice" teammates lit the cauldron to begin the 19th Winter Olympic Games.

Currently, Craig is a market service consultant and senior vice president of business development for Keystone Incentives in Easton, Massachusetts. Join us as he shares experiences that have inspired him to strive for great achievements.

**SEE YOU NEXT YEAR!**  
**IACVB 91<sup>ST</sup> ANNUAL CONVENTION**  
**9-12 JULY 2005**  
**SAN DIEGO, CALIFORNIA**

**PARTNER DIRECTORY**

The Business Exchange provides bureau professionals with the best accessibility to key companies in the arenas of meetings, tourism and business services. Whether your need is a cutting-edge business product or consulting services, you'll find it here.

With nearly 90 exhibiting companies focused on servicing bureaus and tourist boards, the Business Exchange is a "must attend." These companies tailor their products and services to enhance your bureau operations and have a positive impact on your bottom line.

The Thursday night reception, all continental breakfasts, and the buffet lunches will take place in the Business Exchange, in Hall A of the Hynes Convention Center. Additionally, we have added "Dedicated Business Exchange Hours... with Dessert" to the convention schedule both Thursday and Friday.\*

Visit the Alliance & Business Partners to discuss your specific needs and forge new partnerships! Please feel free to schedule a private meeting or demo directly with the Partners.

*\*The Business Exchange will not be open on Saturday 17 July.*

**90TH ANNUAL CONVENTION BUSINESS PARTNERS\*\***  
By Product/Service Category with Booth Numbers

\*\*as of 30 June 2004

**Airlines**

**Convention & Visitor Bureaus**

Boston Convention & Visitors Bureau	Constitution Ballroom Foyer (2 <sup>nd</sup> Floor Sheraton Hotel)
San Diego Convention & Visitors Bureau	132

**Customer Acquisition Services**

David Green Organization	419
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**CVB Marketing Technologies & Design**

Concierge Media Group, Inc	504
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**CVB Services**

Conference Archives	130
PC/NAMETAG	229

**Display Products & Graphics**

Colad-cvbpackaging.com	134
McRaeUSA	204

**Executive Search Firms**

SearchWide	208
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**Exhibition Organizers**

GES	No Booth
IMEX	No Booth



IACVB 90th Annual Convention Attendee List

Last, First	Title	Company	Email	City	State	Country	Work Phone
Aarons, Karen	Dir., Tourism Mktg	Atlantic City CVA	kaarons@accva.com	Atlantic City	NJ	USA	609-449-7132
Abel, John D	Exec Dir	Greene Cnty CVB	jabel@greenectnyohio.org	Beavercreek	OH	USA	937-429-9100
Adam, Randie	Exec Dir	Hocking Hills Tourism Assn	radam@1800hocking.com	Logan	OH	USA	740-365-2750
Ahlers, Charles	President	Anaheim-Orange Cnty VCB	cahlers@anaheimoc.org	Anaheim	CA	USA	714-765-8840
Al Seghayer, Awedh	Director	Dubai Convention Bureau	malhourfi@dubaicitourism.ae	Dubai	UAE	USA	971 4 2010220
Al, Hutchinson	Dir. of Conv Sales and Mktg	Virginia Beach CVB	alutichin@vb.gov.com	Virginia Beach	VA	USA	757-437-6470
Allen, Donna	VP Sales	North CVB	dallen@norfolkcvb.com	Norfolk	VA	USA	757-664-6620
Allen, Joni	Travel Industry Sales	Central FL CVB	jallen@sunsational.org	Winter Haven	FL	USA	863-288-7565
Amelia, Margot	VP of Mktg	Baltimore Area CVA	mamelia@baltimore.org	Baltimore	MD	USA	410-659-7131
Amezoua, Eduardo	Deputy Dir.	Mexico Tourism Board	amezoua@visitmexico.com	New York	NY	USA	212-308-2110
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