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WILLIAM E. HANNA, JR., CHAMPION FOR TOURISM, 1921-2011



William E. Hanna, Jr., former Montgomery County Council President and member, who was a major champion for Montgomery County tourism, died on January 15, 2011 at the National Naval Medical Center in Bethesda.

Hanna was an early believer in tourism as an essential contributor to the economy of the County. He was instrumental in developing the Tourism Council of Montgomery County, the predecessor of today's Conference and Visitors Bureau. "As the Tourism Council's first executive director, I was privileged to work with a public servant who was so completely dedicated to doing what was right for the County he so dearly loved, including supporting the County's first destination marketing organization at a time when the value of travel and tourism

was not all that well understood at the local level," noted Julie Heizer, now deputy director – industry relations in the Office of Travel and Tourism Industries at the U. S. Department of Commerce.

"Bill Hanna 'got it,'" Heizer continued. "He worked very hard behind the scenes to see that the Tourism Council would receive county funds, and then continued to fight for the annual budget so that it grew into the strong destination marketing organization it is today, the Conference and Visitors Bureau of Montgomery County."

Hanna sponsored and pushed through legislation that devoted a percentage of the room rental transient tax for support of the CVB in 1994. He encouraged the CVB to use a portion of this new funding to market the county as a place for people to extend their stay after a meeting in the county or in the District of Columbia, in order to enjoy the County's entertainment, history and culture.

Hanna also championed the arts, which today are major tourist attractions in the County. Calling Hanna "The Father of Montgomery County Arts," Eliot Pfanstiehl, CVB past president (1991-1992), noted, "He unabashedly promoted the arts as the most resilient legacy mankind leaves to future generations, and called upon his colleagues to support the growth of arts in the community as a public good."

Hanna served as the Council's representative to the CVB Board, and sent his legislative assistant, Ms. Merle Steiner, to meetings when he was unable to attend.

"It might easily be argued that we would not have a CVB as it is today without Bill Hanna's support and encouragement," noted Ralph Deckelbaum, past president of the CVB (1993-1994).

-- Sara Torrence, CMP
CVB Past Board President (1992-1993; 1994-1995)

CVB January 2011 Event

The CVB would like to thank the staff at the Sheraton Rockville for hosting the CVB's January 20 event, B2B with the CVB. This new event format is a combination of the former cluster meetings with a traditional networking/happy hour event. The CVB provides updates in the beginning and then attendees can network with each other, all in one meeting! **Save-the-date for our next event!**

B2B with the CVB
Meeting & Networking Event
 Interact with fellow CVB members and learn what's new with the CVB

March 30, 2011
 3 - 6pm
 Hilton Garden Inn/
 Homewood Suites Rockville

Meeting: 3-4pm
 Networking: 4-6pm

Tourism Legislative Day in Annapolis

On Friday, January 28, 2011, The Maryland Tourism Council and the Maryland Destination Marketing Organizations teamed up for a day of meeting with legislators to educate them about the importance of tourism to the economy of the State and the impact marketing the State has on the industry. The CVB and partners advocated for tourism at this annual event sponsored by the Maryland Tourism Council.



Pictured left to right: Chris Zindash, Crowne Plaza Sleep Inn Rockville; Kelly Groff, CVB; Bethany Mattocks, CVB; Joe Fernandez, AAA World Magazine; Layma Askarzoi, CVB; Ray Napoli, Marriott International

Black History Month on CVB Website

The CVB created a Black History Month page on the Events Calendar and an African-American History page in the Things to Do section. If you have any pertinent items to add, please contact Bethany Mattocks.

Brighter Days Ahead for U.S. Travel Industry

Travelers will continue to demand more in exchange for their travel dollar: more leg room, an upgraded guest room, a more bountiful breakfast included with their hotel room rate, and, yes, free Internet. Value remains in vogue, and this is particularly true for leisure travelers. The horizon line for demand from leisure travelers is encouraging. For more information, visit <http://www.ypartnership.com>.

CVB Launches Online Product Sales

The CVB is now selling Montgomery County promotional apparel on www.visitmontgomery.com.

The unisex **knit cap** that features a textured moisture-wicking lining. The Montgomery County logo is embroidered in the center. Color options include black, grey, maroon and navy. One size fits most at a price of \$15.00 (excluding sales tax).



Women's baseball ¾ sleeve t-shirts are available in white with either green or brown screen printing of the Montgomery County logo. Sizes available are small, medium and large. Price is \$16.00 (excluding sales tax).

Unisex hooded sweatshirts are available in black and navy with white screen printing of the Montgomery County logo. Sizes available are small, medium and large. Price is \$20.00 (excluding sales tax). Visit the CVB website or contact Layma Askarzoi for orders.

Lace up your bowling shoes!

CVB Networking Event
300 Shady Grove
May 5, 2010 • 4-6pm

Montgomery County Employment and Payroll Pattern for the First Half of 2010

Montgomery County lost 203 jobs during the first half of 2010, according to the 2010 Quarterly Census of Employment and Payroll – Second Quarter published by the Maryland Department of Labor, Licensing, and Regulation. The total number of jobs reported by County businesses was 445,312. With over 359,383 jobs, the private sector accounted for 81% of the total jobs in the county. Although a majority of private industry supersectors lost jobs, the following three industry subsectors gained jobs: leisure and hospitality (1,499); educational and health services (240); and natural resources and mining (221).

Maryland Hotel Lodging Association Awards

The CVB congratulates the Montgomery County winners! Special Event of the Year - **Hyatt Regency Bethesda** and Administrative Employee of the Year Award - Daisy Villasin, Property Accountant at the **Bethesda Marriott Suites**.

CVB Success Story

Staples secures U.S. Open Business

At the CVB's September educational & networking event, Staples Account Manager Kitty Kelly met with the Manager of the 2011 U.S. Open and secured the copy and print production for the tournament.

Please visit the newly remodeled Staples / Congressional North with a new full service Copy Center and Tech Support services.

Contact: Kitty L. Kelly, Account Manager, Staples Copy & Print , 240-401-1367, kitty.kelly@staples.com

Please Welcome Our New Members!

Matchbox Rockville

Alisia Golden, alisia@matchbox369.com

AGAINN Tavern

Nicole Maier, nicole.maier@againntavern.com

McGinty's Public House

Emma Whelan, emma@mcgintyspublichouse.com

Text Design

Christina Renshaw, Chris@textdesign.com

Blue Heron Wellness

Lori Chaikin, lori.s.chaikin@gmail.com

Associations Day in DC: March 29 and 30, 2011

American Associations Day attendees have the opportunity to meet with their members of Congress and discuss important association issues, such as repealing the 1099 requirements and protecting association tax-exemptions. This is an excellent opportunity for small and medium associations "outside-the-beltway" to share with their delegation their presence and impact in the state.

Maryland Senior Olympics Website Awarded Nation's Best by National Senior Games Association

The National Senior Games Association (NSGA), owner of the largest multi-sport event in the world for adults aged 50 and over, honored the Maryland Senior Olympics (MSO) as the nation's top Senior Games website during the media awards luncheon held at the 2011 NSGA annual conference Jan. 28, 2011. The Website Award was awarded to MSO for the second consecutive year.

The site is produced by veteran sports journalist, editor and content developer Dennis Tuttle of Silver Spring, who helps MSO by developing, writing and designing all the content and images on www.mdseniorolympics.org.

Conference and Visitors Bureau (CVB) Staff Directory

Director

Kelly Groff
240-777-2062
kgroff@visitmontgomery.com

Marketing & Communications Manager

Bethany Mattocks
240-777-2064
bmattocks@visitmontgomery.com

Administrative Assistant

Bridget Asante-Ansong
240-777-2061
bridgeta@visitmontgomery.com

Visitor Services & Housing Coordinator

Layma Askarzoi
240-777-2066
laskarzoi@visitmontgomery.com

February

5-26

A Walk in Father Henson's Footsteps

Enjoy free guided tours of the historic Josiah Henson Historic Site during Black History Month. Josiah Henson Special Park, North Bethesda, 12PM-3PM, H, 301-650-4373, www.montgomeryparks.org

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African-American Family History Seminar

Come learn the skills that will help you discover the rich history of your family. Washington DC Temple Visitors Center, Kensington, 10AM - 1PM, H, 301-587-0144, www.ldschurchtemples.com/washington

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Discover Strathmore

Performers, music, workshops, sample classes, fine art & more. The Music Center & Mansion at Strathmore, 11AM - 4PM, H, 301-581-5100, www.strathmore.org.

March

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11th Annual St. Patrick's Day Parade

Celtic dancers, floats, bag pipe bands, equestrian units and much more. Washingtonian Center, Gaithersburg, 10AM, Free, H, 301-258-6350, www.gaithersburgmd.gov

\$ = fee involved
H = accessible to disabled

For a complete listing of events visit

www.visitmontgomery.com

American Bus Association Convention

Kelly Groff attended the American Bus Association (ABA) Marketplace in Philadelphia, PA on January 9-13, 2011.

More than 3,400 ABA member delegates and industry professionals packed Philadelphia and the Pennsylvania Convention Center. The focus of the show are appointments where buyers, who are bus owners and tour operators, meet one-on-one with sellers representing destination marketing organizations, attractions and hotels.

There were over 25 representatives in Maryland's delegation attending the trade show and marketplace. The 2012 Marketplace will be held in Grapevine, Texas.



We Need More Friends, Fans and Followers!

Join the fan page for Montgomery County, MD Tourism on Facebook, and follow us on Twitter.

Visit <http://facebook.com/MOCOTourism> to fan us on Facebook!

Visit <http://twitter.com/MOCOTourism> to follow us on Twitter!

Monthly Summary of Top 5 Advertising Leads

FISCAL YEAR 2011 (January 2011)

Publication	Total (Jul-Jan)
AAA World	464
America's Best Vacations	1,566
Preservation Magazine	165
Southern Living	125
USA Weekend	490
Total (July 1, 2010 - January 31, 2011)	4,074*

* Total number includes all advertising publications. For a complete list of publications, please contact Bethany Mattocks.

Facebook

Twitter Results

FISCAL YEAR 2011 (January 2011)

Month	Cumulative Followers
DEC	350
JAN	462

"Liking Campaign" Results

FISCAL YEAR 2011 (January 2011)

Month	Likes
DEC	85
JAN	60
Total New Likes	145

Monthly Summary of All Inquiries

FISCAL YEAR 2011

	December	January	Total (Jul - Jan)
Phone Calls	5	27	93
Letters/Faxes	2	4	14
Relocation	1	2	56
Media	4	1	20
Bulk Brochure Orders	2	1	34
Advertising	121	130	3,081
Website	10	30	4
CVB Web Group RFPs	5	2	
Sales Group Leads	5	11	
Conference Service Requests	0	1	
Misc.	0	0	
Total	155	209	3,532

CVB Sales Booking Chart Analysis

FISCAL YEAR 2011

Fiscal Year	Booked	Lost	Total Potential Revenue Generated by CVB
2004	\$305,000	\$675,000	\$1,400,500
2005	\$1,557,622	\$5,193,682	\$7,587,252
2006	\$1,907,370	\$3,194,906	\$6,446,968
2007	\$4,135,321	\$5,169,391	\$9,304,712
2008	\$1,241,272	\$3,150,960	\$4,392,232
2009	\$2,694,282	\$1,375,658	\$4,069,940
2010	\$2,053,690	\$1,708,991	\$3,762,681
2011	\$982,296	\$964,706	\$1,947,002

The Conference and Visitors Bureau of Montgomery County, MD, Inc.
111 Rockville Pike, Suite 800 • Rockville, MD 20850