

# TALKING TOURISM

February 7, 2010

Each month this space will be devoted to a column written by Debbie Robinson, executive director of the Cambridge/Guernsey County Visitors & Convention Bureau, who will provide information about upcoming events, area attractions, bureau services and projects, and most importantly, communicate the tremendous impact that the travel and tourism industry has on this region.

## Heartland Travel Showcase

The annual Heartland Travel Showcase is set for February 19-21, 2010 in Columbus, Ohio. The VCB will attend along with four area partners – Byesville Scenic Railway, Dickens Victorian Village, the National Museum of Cambridge Glass and The Living Word Outdoor Drama representing all the wonderful group-oriented events and attractions Cambridge/Guernsey County has to offer.

Heartland Travel Showcase is one of the largest shows of its kind in the Midwest covering Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, New York, Ohio, Pennsylvania, Tennessee, West Virginia, Wisconsin, plus Ontario, Canada...which is why it is so important for us to attend each year. Representatives from our four entities will meet one-on-one with group tour leaders/operators and consumers to book groups to our area in 2010-2011.

## 2010 VCB Board of Directors

The Cambridge/Guernsey County VCB welcomes a new 2010 board of directors to its organization. This group, composed of 12 men and women from various backgrounds, volunteer their time and talents in helping to oversee that the VCB stays on point with its marketing efforts. We are grateful for their service and excited to see what a new year will bring as we collectively work to spread the word about the many wonderful attributes this county has to offer visitors.

Steve Allen (Guernsey County Commissioner)

Woody Biggs, *Past-President*

Norm Blanchard (Cambridge Improvement Corp.)

Margy Bucci (Guernsey County Lodging Association/Cambridge Hampton Inn)

Keith Cook (Salt Fork Resort & Conference Center), *President*

Steve Gierhart (Economic & Community Development)

Kitrina Mazaher (The Living Word Outdoor Drama)

Sharon Miller (National Museum of Cambridge Glass)

Ralph Ray (Mr. Lee's Restaurant), *President-Elect*

Jodi Schott (Pritchard Laughlin Civic Center), *Treasurer*

Jo Sexton (Cambridge Area Chamber of Commerce)

Fran Taylor (Cambridge Main Street)

The VCB welcomes two new board members in 2010 – Jo Sexton (Cambridge Area Chamber of Commerce) and Sharon Miller (National Museum of Cambridge Glass).

“We are thrilled to have these two area residents join our VCB board,” says board president Keith Cook. “Jo comes to us with over 20 years of marketing experience. We look forward to continuing our partnership with the Chamber of Commerce. Sharon is a retired school principal who has volunteered many years with the National Museum of

Cambridge Glass. Her discipline and tourism knowledge allows for the perfect background we look for in a board member.”

## National Tourism Week

Mark your calendars now for our week-long celebration May 8-16. We will again present the Volunteer of the Year Award and the Tourism Development of the Year Award. This year to commemorate our 30<sup>th</sup> anniversary, we are also adding The Rose Award (Recognition of Service Excellence) to an individual who has done the most to further the growth of tourism on a professional basis through service excellence. For nomination forms, contact our VCB office or log onto our website and click on Forms under Industry on the home page.

To learn more about the VCB, area events and activities visit the Cambridge/Guernsey County VCB office at 627 Wheeling Avenue, Suite 200 in downtown Cambridge, call 740-432-2022, email [info@visitguernseycounty.com](mailto:info@visitguernseycounty.com), or at [www.VisitGuernseyCounty.com](http://www.VisitGuernseyCounty.com).