

WACO

CVB CONNECTIONS

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WACO CONVENTION & VISITORS BUREAU

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Spring 2011

Spring in the Park

MANDY SPIKES |

AFTER WORKING HARD ALL WEEK, THERE IS NOTHING MORE RELAXING FOR ME THAN A DAY SPENT IN CAMERON PARK; ESPECIALLY NOW THAT SPRINGTIME CAN BE FELT IN THE AIR, AS WELL AS SEEN THROUGHOUT THE PARK.

And speaking of what can be seen in the park, I love our new "River Vessels" sculpture by Patrick Dougherty. Not only is it fascinating to look at, but fun to see visitors and their families running through it, climbing on it, and even adding their own creative element to its design.

All through our 416-acre park, new pavilions, restrooms, bridges, lighting and walkways can be enjoyed. It is truly our shining glory. And what's

gratifying to me is that so many people of all ages are enjoying Cameron Park. Every day of the week, you see joggers, hikers, cyclists, boaters, fishermen, and families enjoying the landscape, picnic areas, cliffs, and trails.

Of course, spring is the perfect time of year to enjoy Cameron Park. It becomes **awash in color with native wildflowers** and plants. For sports enthusiasts there are sand volleyball courts, paths, trails, bridle paths, horseshoe pits and two scenic disc golf courses. For the kids there are wonderful playgrounds and **bragging rights for climbing** our new and improved Jacobs Ladder.

If you haven't been to Cameron Park lately, you really must see it for yourself.

Call 254-750-8696 for more information or pick up a brochure at the Waco Tourist Information Center.

DID YOU KNOW?

75% of the world's supply of Snickers bars are manufactured at Waco's M&M/Mars plant.





Send Us Your Ideas



The surrounding cities of Bellmead, Hewitt, Lacy-Lakeview, Robinson and Woodway have joined with Waco in developing a marketing campaign to enhance the region's tourism. We are working with a communications firm, Hahn, Texas, seeking to develop a unique Greater Waco area brand and identity. We believe that an organized, seamless

and updated internal and external image **will position our region for future economic and cultural success.** As we are asking ourselves questions like, "What do we want to be known for?" and "How can we differentiate ourselves as a region?" **we'd like your input.**

You can email your thoughts and suggestions to info@tourwacoregion.com. Please check the Updates section of

Destination Waco's website at: <http://tourwacoregion.com/about/> for news and future opportunities to offer input as well.

The project includes **research, messaging, identity and creative phases**, and is scheduled to conclude summer 2011. Final deliverables may include a new logo and tagline, as well as a brand standards guide and a marketing plan to attract tourism and economic development opportunities to the Greater Waco region. We welcome your thoughts, ideas and input.

Convention Sales and Service | **CARLA PENDERGRAFT**

Plans are progressing for our annual **Austin Sales Blitz on April 19-20**. The blitz teams up CVB staff, hoteliers and attractions to call on meeting and sports event planners, media, and travel trade in the Austin area.

We are pleased to announce that **Christina Swanson**, Convention Sales Manager, passed the Certified Meeting Professionals (CMP) examination, making her the most recent Waco CVB graduate to earn the prestigious designation of CMP. This brings to four the number of Waco CVB staff who have earned the CMP. In addition to Christina, Sandi Lane, Rhonda Bailey, and Carla Pendergraft have been awarded this designation.

This distinguished credential is designed to increase the professionalism of meeting planners in all sectors of the industry; recognize and raise industry standards; and increase the value of these practitioners to their employers. The CMP designation has been earned by more than 13,000 meeting professionals in 35 countries and territories worldwide.

Obtaining the CMP designation is a two-part process, consisting of an application and a written examination. Eligibility to take the examination is based on an extensive review of professional qualifications. Candidates must have at least three years of employment in the meetings industry and demonstrate responsibility and accountability for successful meetings.

We are all very proud of Christina. She demonstrates the highest level of achievement, which is a true asset to the Waco CVB.

W A C O E V E N T S

DATE	GROUP & EVENT	EXPECTED ATTENDANCE
Apr. 1-30	Emergency Management Assn. of TX Search & Rescue Class	30
Apr. 7-9	Quarter Century Club - DPS Austin Annual Meeting	250
Apr. 10-12	Baylor Alumni Association's Baylor Heritage Club	300
Apr. 13-16	Cypress UMC Senior Adult Travel	45
Apr. 15-17	XTERRA Southwest Cup Series	800
Apr. 18-19	TAPPS Golf State Golf Championship	200
Apr. 21-22	BGCT - Hispanic Evangelism Annual Hispanic Youth Congreso	5,000
Apr. 21-24	Waco Methodist Home Alumni	250
Apr. 28-May 1	Waco Cotton Palace Pageant Annual Reception	700
Apr. 29-May 1	Jaguar Owners Assn. of the Southwest Spring Fling	50
May 5-7	Technology Students Assn. State Competition & Leadership Conf.	3,000
May 12-13	TAPPS Baseball and Softball Tournaments	650
May 18-20	TX Amateur Athletic Federation Mid-May Meeting	120
June 5-8	United Methodists of Central Texas Annual Conf.	950
June 6	Region 12 Education Service Center Education Conf.	200
June 10-12	Church of God of Prophecy Annual Convention	2,500
June 11-15	Nat'l Assn. of Postmasters of the U.S. Chapter 18 State Conv.	250
June 13-15	Starburst Jr. Golf Tournament	1,500
June 23-26	Int'l Order of the Rainbow for Girls Grand Assembly of TX	1,100



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Texas Sports Hall of Fame

The Texas High School Football Hall of Fame (www.tshof.org) announces its Class of 2011. The banquet will be held on April 30 at 6:00 PM at Baylor University's Ferrell Center. Tickets: \$40 for adults and \$10 for students. For tickets: Tiffany Wilkins at tiffnjake@hotmail.com or 210-290-8570.

Class of 2011

BOBBY LACKEY – *Weslaco High School* – 1950's, Pat Culpepper – *Cleburne High School* – 1950's, Junior Miller – *Midland Lee High School* – 1970's, Harvey Williams – *Hempstead High School* – 1980's, Drew Brees – *Austin Westlake High School* – 1990's, Quan Cosby – *Mart High School* – 2000's, David Barron – *Special Category - Sportswriter*, Emory Bellard – *Coach Ingleside, Breckenridge, San Angelo Central & Spring Westfield*

The banquet will also include presentations to the 2010 state championship coaches.



Services United for Service People

The Clarion Inn Near
Baylor University
is honoring our

soldiers overseas by sending postcards of appreciation to them. We have postcards available in the hotel lobby for guests, and anyone in the Waco community that would like to fill them out. As the project progresses, the Clarion Hotel plans to invite area school districts and companies to take part in this great cause. Come by the Clarion Inn Near Baylor University and **write a letter of thanks to a soldier overseas.**

Camille House Bed and Breakfast

Joe and Camille Ward, Sr. built the extravagant home, perfect for entertaining guests, in the early 1920s. The original home had a sleeping porch and a grand center staircase; but over the years, the home fell into disrepair. In December, 2008, Ronnie and Michael Fanning realized their dream of **restoring a property to its elegant** beginnings and becoming innkeepers. During remodeling, the couple found a fireplace as well as architectural details that had been covered and abandoned. All the hardwood floors were refinished, and period pieces were incorporated into The Camille House to add the charm of yesteryear.

Ronnie and Michael's dedication to the house shines through, from its room décor to the beautiful lawns to **the delicious breakfasts offered in the morning**, and snacks and beverages in the evening. Staying at the Camille House is truly a memorable and enjoyable experience. The Innkeepers pride themselves on excellent service and making their guests feel welcome.

Waco Civic Theatre

My Fair Lady May 13-15, 20-22, and 27-29.

Susan Anderson will direct this final show of the 2010-2011 Season. Tickets for Opening Night: \$17 for adults and \$15 for students and seniors over the age of 60. All other performances: \$15 for adults and \$13 for students and seniors. *For tickets call 254-776-1591* or visit the Box Office at 1517 Lake Air Drive. Box Office hours are Mon. – Fri., 10AM to 4PM.

Waco Symphony Orchestra

World-renowned classical guitarist **Pepe Romero** will join the Waco Symphony Orchestra at 7:30 PM, April 12, to perform Rodrigo's *Concierto de Aranjuez*, at Waco Hall on the Baylor University campus. The orchestra, under the baton of **Maestro Stephen Heyde**, will also perform Glinka's *Russian* and *Ludmilla: Overture*, Brahms' *Symphony No. 4*, and Borodin's *In the Steppes of Central Asia*. For ticket information, call 254-754-0851 or visit www.WacoSymphony.com.

>> **Waco Symphony Orchestra** is preparing to celebrate its 50th Anniversary Season, and the 25th season with Maestro Stephen Heyde conducting the orchestra. The WSO will perform a special free concert at Indian Spring Park on June 3 as part of Brazos Nights, and the regular season will begin in September.



WWW.WACOCVB.COM
WACO CVB CONNECTIONS
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Congratulations to Waco Hotel Winners

Hampton Inn & Suites Wins National Connie Award

This award is given to the top eight Hampton Hotels each year. Waco's Hampton Inn & Suites has been recognized as one of the top hotels in the chain's more than 1,800 global hotels, coming in second, behind the property in Rockport, Texas. The award is based on high product and service scores, as judged by guests, as well as top ratings on Quality Assurance inspections conducted by the company.

The Quality Inn & Suites Hotel Wins Platinum Hospitality Award & "Inn of the Year" Nomination

Waco's Quality Inn has been named one of the top performing properties among the company's more than 4,800 U.S. franchised hotels. The hotel is among the top three percent

of properties within the Quality brand. As one of the company's top franchised hotels operating under the Quality flag, the hotel has demonstrated an exceptional focus on guest satisfaction and dedication to providing superior service.

Comfort Suites Waco Wins 2011 Choice Gold Hospitality Award

Hotels that achieve the prestigious Gold Award represent the top 10% of hotels within each Choice brand. The awards are based on a ranking system that measures guest satisfaction, product quality, room condition and cleanliness, and staff service. These properties have a proven track record of providing exceptional guest service and facilities.

Social Networking

The Waco Convention & Visitors Bureau has both a Facebook page and a Twitter page! You can see all the upcoming events and information at the Facebook page: www.facebook.com/wacocvb or the Twitter handle: [@WacoTexasCVB](https://twitter.com/WacoTexasCVB).

FEEDBACK!

If you have changed your address please let us know by e-mailing mandys@ci.waco.tx.us or call (254) 750-5805.

WE WELCOME COMMENTS AND CONTRIBUTIONS! PLEASE SEND TO: WACO CVB CONNECTIONS, P. O. Box 2570, Waco TX 76714-8052. Fax: (254) 750-5801. A special thanks to all who contributed!



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