

August 18, 2005
Dress: Business Casual

 **2005 FALL CONFERENCE SCHEDULE**
September 26-28, 2005 • The Penn Stater Conference Center, State College, PA

MONDAY, SEPTEMBER 26, 2005

- 1:00 pm – 4:00 pm Conference Registration Desk Open, *Dean's Lobby*
- 2:00 pm – 5:30 pm Exhibitors Set-up: *Dean's Hall*
- 2:00 pm – 5:00 pm Orientation for New TPA Directors and Staff about DCED Matching Fund
and Regional Marketing Initiatives Grants Program, *Room 112*
- Keith Gingrich, Manager, Matching Funds, PA Tourism Office
- 2:00 pm – 5:00 pm Board of Directors' Meeting, *Room 104*
- 6:30 pm – 8:30 pm ***Welcome Reception sponsored by Central PA CVB***, West Terrace
(Exhibitor Area will be open)
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TUESDAY, SEPTEMBER 27, 2005

- 7:30 am – 4:00 pm Conference Registration Desk Open, *Dean's Lobby*
- 10:00 am – 5:00 pm Exhibits Open, *Dean's Hall*
- 7:30 am – 8:30 am Buffet Breakfast, *The Gardens Restaurant*
(Wear your Conference ID and your meal will be master billed)
Sponsor:
- 8:45 am – 8:50 am President's Welcome: Anne Druck, PACVB President, *President's Hall,*
Room 1
- 9:00 am – 10:30 am General Session, *President's Hall, Room 1*
“Making the Case for State Funding”
Rockford's John Groh and Aurora's Sue Vos share the model used by the
Illinois Tourism industry to make a case for continued State investment
and discuss how PACVB may use the model in its lobbying efforts.
- Moderator: Joe McGrath, President & CEO, Greater Pittsburgh CVB,
Chair, PACVB Governmental Affairs Committee
- 10:30 am – 10:45 am Refreshment Break, *Dean's Hall*
Sponsor: Washington Post

- 10:45 am – 12 noon General Session, *President's Hall, Room 1*
“Fam Tour 101”
 A panel discussion on Fam Tour best practices
- Moderator: Carrie Fischer, PA Tourism Office
 Invited Guests TBD
- 12 noon – 1:30 pm Luncheon/Keynote Speaker, *Dean's Hall*
Sponsor:
- Keynote Speaker: Marci Bennett, Executive Director, Missouri Association of CVBs, and Executive Director of the St. Joseph Convention & Visitors Bureau
“Building an Effective State CVB Association”
- 1:45 pm – 3:15 pm General Session, *President's Hall, Room 1*
“Technology & Tourism”
 A panel discussion presented by The Technology Council of Central Pennsylvania
- 3:15 pm – 3:30 pm Refreshment Break, *Dean's Hall*
Sponsor: Marc Laucks & Company
- 3:30 pm – 4:15 pm General Membership Meeting, *Dean's Hall*
 Facilitator: Anne Druck, President of PACVB
- 4:15 pm – 5:00 pm ***Visit Exhibitor Area for chance to win a Travel Package to the Beautiful Laurel Highlands, including a stay at Nemacolin Woodlands Resort!***
- Opportunity for regional meetings and peer networking
- 3:30 pm Registration Table Closes
- 5:00 pm Exhibits Close
- 6:30 pm – 9:00 pm **Doo Wop 50's Party** - Fundraiser for the TravelPAC Fund, *President's Hall, Rooms 3 & 4*
 Cover charge of \$35.00 cash or personal check contribution to the TravelPAC Fund includes 50's food, entertainment, D.J. & dancing, contests, prizes and wine & beer open bar.
 (Please use separate registration form for this event, with payment through personal check or credit card).
Sponsors:

WEDNESDAY, SEPTEMBER 28, 2005

- 7:30 am – 8:30 am Breakfast Buffet, *The Gardens Restaurant*

(Wear your Conference ID and your meal will be master billed)

Sponsor:

8:30 am – 1:00 pm Exhibits Open, *Dean's Hall*
Please thank our exhibitors and sponsors for their continued support.

9:00 am – 10:30 am General Membership Meeting, *Dean's Hall*
Facilitator: Anne Druck, President of PACVB

9:45 am – 10:00 am PA Tourism Office Presentation, Part I

10:30 am – 10:45 am Refreshment Break, *Dean's Hall*
Sponsor: Listrak, E-mail Marketing Intelligence

10:00 am – 12:45 pm PA Tourism Office Presentation, Part II

Winner of ***Travel Package to the Beautiful Laurel Highlands*** announced at Buffet Lunch. **Must be present to win.**

1:00 pm Lunch Buffet, *Dean's Hall*
Can pack and take your "on the road" lunch.
Sponsor:

PACVB 2005 FALL CONFERENCE REGISTRATION FORMS ARE AVAILABLE ON THE PACVB WEBSITE:

Web: www.pacvb.org

Email: erin@pacvb.org

Phone: 1-717-901-0220

Fax: 1-717-901-4055

Payment by check to PACVB or by credit card: American Express, Discover, MasterCard, and VISA

Information and assistance: Erin Reichart, Executive Assistant, PACVB, 717-901-0252

HOTEL LODGING RESERVATIONS

Please call The Penn Stater Conference Center Hotel to make your hotel reservations:
Request the Pennsylvania Association of Convention & Visitors Room Block Room Rate (PAA0926) of \$79 for single or double occupancy and \$89 for triple and \$99 for quad occupancy.

Room block will be protected until Thursday, August 25, at which time reservations will be accepted upon availability at prevailing hotel rates. Reservations: Toll free: 1-800-233-7505.

The Penn Stater Conference Center Hotel

215 Innovation Boulevard

State College, PA 16803

Tel: 814-863-5000

<http://www.pshs.psu.edu/pennstater/pshome.asp>

PARKING

Flat lot parking is available free of charge

Valet Parking also available free of charge

DIRECTIONS TO THE PENN STATER:

By *car*:

Located in the heart of Pennsylvania, The Penn Stater Conference Center Hotel is easily accessible by car. Driving directions are below.

By *plane*:

University Park Airport (SCE) (Private-UNV) offers daily flights to and from Philadelphia, Washington (Dulles), Detroit and Cincinnati.

There is a free shuttle from the airport to The Penn Stater Conference Center Hotel. Limousine and taxi service are available for all flights.

University Park Airport: 814-865-5511

For reservations & information:

US Airways Express: 800-428-4322

United Express: 800-241-6522

Northwest Airlin: 800-225-2525

Delta Connection: 800-221-1212

By *bus*:

Fullington Trailways and Greyhound Lines are available to and from State College.

Fullington Trailways: 814-238-1100

Greyhound: 814-238-7971

By *train*:

State College is serviced by AMTRAK via stations in Harrisburg, Altoona, Lewistown, and Huntingdon.

Driving from New York City and the East: Take I-80 W in PA to Exit 161 (Bellefonte). Follow PA 26 S to US 220 S, and take Exit 74 for Innovation Park/Penn State University. For the Penn Stater Conference Center Hotel: Stay in the right lane of the exit and follow the sign for Innovation Park. Turn right at the end of the ramp onto the Park Avenue extension, and turn left at the stop sign onto Innovation Boulevard. The Hotel is on the right.

From Philadelphia: Take the PA Turnpike/I-76 W to Exit 247 (Harrisburg East), and follow signs for the next 15 miles to Route 322 W. Take 322 W past Lewistown toward State College (staying on 322W at Boalsburg), and take the Penn State University/Innovation Park Exit. For the Penn Stater Conference Center Hotel: Turn left at the stop light, and follow signs for Innovation Park Exit A directly to the Hotel in Innovation Park.

From Harrisburg: Take 322 W past Lewistown toward State College (staying on 322W at Boalsburg), and take the Penn State University/Innovation Park Exit. For the Penn Stater Conference Center Hotel: Turn left at the stop light, and follow signs for Innovation Park Exit A directly to the Hotel in Innovation Park.

From Pittsburgh: Take Route 22 E to Duncansville. Merge onto Route 220/I-99 N toward Altoona and go north for 24 miles. Turn right onto US 220 toward State College for 11 miles; merge onto Route 322 E to State College. For the Penn Stater Conference Center Hotel: Stay on Route 322 and later the 322 East/US 220 N bypass to the Penn State University/Innovation Park Exit. Turn left at the stop light, and follow signs for Innovation Park Exit A directly to the Hotel in Innovation Park.

From the West: Take I-80 E in PA to Exit 161 (Bellefonte). Follow PA 26 S to US 220 S, and take Exit 74 for Innovation Park/Penn State University. For the Penn Stater Conference Center Hotel: Stay in the right lane of the exit and follow the sign for Innovation Park. Turn right at the end of the ramp onto the Park Avenue extension, and turn left at the stop sign onto Innovation Boulevard. The Hotel is on the right.

From Washington, DC: Take Route 270 N toward Frederick and then I-70 west and north to the PA Turnpike W. At Bedford take US 220/I-99 N toward Altoona and go north for 24 miles. Turn right onto US 220 toward State College for 11 miles; merge onto Route 322 E to State College. For the Penn Stater Conference Center Hotel: Stay on Route 322 and later the 322 East/US 220 N bypass to the Penn State University/Innovation Park Exit. Turn left at the stop light, and follow signs for Innovation Park Exit A directly to the Hotel in Innovation Park.

The Penn Stater Conference Center Hotel
Innovation Boulevard
State College, PA 16803
814-863-7500

8/18/05 Subject to change