

# WHAT IS A MENTOR?

*Someone who has significant beneficial effect on the life or style of another person, generally as a result of personal one to one contact. A mentor is one who offers knowledge, insight, perspective, or wisdom that is especially useful to the other person. .*  
... Gordon P. Shea

Remember how you felt when you first started working with the PACVB membership? Of course you do! So why not volunteer to become a PACVB mentor? Please fill this out if you are interested in mentoring new Association members or TPA staff members.

Name \_\_\_\_\_

CVB/TPA \_\_\_\_\_ DCED Region \_\_\_\_\_

Position \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## MENTOR RESPONSIBILITIES

Expectations from new staff members and new directors often differ. Please keep in mind these differences when volunteering your mentorship:

### New Staff Expectations

- need general industry information
- need a broader picture of tourism/hospitality
- need to know the importance of establishing industry networks
- need to be introduced to professionals matching their specific interests

### New Director Expectations

- networking opportunities
- PACVB benefits
- building industry relationships
- want to know how to get "the most" out of a workshop

Area of Expertise:

Executive Level

Finance

Group Sales, Convention,  
Motor Coach

Information Centers

Marketing (Communications,  
Advertising, Planning)

Memberships

Public Relations

Strategic Planning

Technology (email,  
software, hardware)

Web Development & Web  
Marketing

Please FAX the survey to PACVB at (717) 232-8948. Mentor information will be posted on the PACVB website as a resource.