

DC Sales Office Opens

Recognizing the need to have a day-to-day presence in the country's largest association market, the GRCVB has opened a Washington, D.C. satellite office. More than 2,400 national trade associations are headquartered in the Washington area.



Kumi Anzalone has been hired as National Convention Sales Manager to oversee the new sales office, which also includes the Maryland and Virginia territories. Focusing on promoting the new 500,000 square-foot Raleigh Convention Center, Anzalone will target all national association markets, excluding religious, fraternal and minority that will use the center.

Awarding Excellence

The GRCVB is currently accepting nominations for the Isaac Hunter Excellence in Service Awards and the Horizon Awards, both of which will be presented at the GRCVB Annual Luncheon in September. The Isaac Hunter Award recognizes excellence in customer service by

front-line employees while the Horizon Award showcases exemplary attitude and professionalism of a management-level employee. For more information, or to complete a nomination form online, visit www.visitraleigh.com/awards.

Awards Season

Never one to be overlooked, the Raleigh area celebrates its recent inclusion on four notable "Best Of" lists. CNNmoney.com lists the Raleigh area as #20 on the list of "Best Places to Live and Launch" citing a thriving tech industry, central location and business center, while Forbes.com ranked the area third on its list of "Most Wired Cities" up from #5 in 2007. *American Style* has named the area as a "Top 25 Arts Destination," while Wake Med Soccer Park was listed as a "Best Place to Watch Soccer" by Goal.com



Breaking Ground

The NC Museum of Natural Sciences broke ground on the Green Square Project, a two-block, multi-use sustainable development project that will bring North Carolina's state

environmental offices and a nationally significant Nature Research Center (NRC) to the heart of North Carolina's capital city. The Green Square complex will provide experiential learning opportunities focused on the current scientific research and environmental issues affecting our daily lives. Expected completion date is 2011.

Raleigh on the Road

The GRCVB Sales Department has been busy selling the Raleigh area as a premier meeting and convention destination to planners across the nation. Team members from the GRCVB, Raleigh Convention Center, Sheraton Raleigh Hotel and Marriott Raleigh City Center participated in "Raleigh on the Road," a sales mission to Chicago which has already brought in two site visits and a list of interested planners. Members of the Capital Cities Collection, which includes CVB's from Raleigh, Providence, Baton Rouge and Saint Paul, hit a home run during a client event at the newly opened National Park, home of the Washington Nationals. More than 30 planners enjoyed rooting for the home team for nine innings against the Atlanta Braves.

May is gearing up to be a busy month with the following sites and presentations: the National Coalition of Black Meeting Planners, the American Medical Writers Association and the American Library Association. Associate Director of Sales, Malinda Pettaway, was nominated for the Patsy B. Smith Award, and both Malinda and Sales Manager Loretta Yingling were nominated for the MPI Tomorrow's Leader Award.

Meet and Greet

Tourism Marketing Manager, Charissa Todd traveled to Ireland and the UK on a sales mission sponsored by the N.C. Division of Tourism. Throughout the weeklong trip, Charissa met with 85 travel professionals, 80 individual travelers who frequent the United States and 40 travel journalists who write for major daily papers and mainstream magazines throughout Europe.

Ryan Smith of the GRCVB partnered with The Umstead Hotel & Spa for tea with travel and lifestyle media based out of Washington, DC. The event, coordinated by the N.C. Division of Tourism, treated journalists to the Ritz Carlton Hotel for a traditional southern tea.



National Tourism Week

Discover Great American Traditions is the theme of this year's National Tourism Week, May 10-18. To celebrate, the GRCVB, along with tourism partners from around the state, will participate in National Tourism Day on May 13, with exhibits throughout the halls of the Legislative Building.

Customer Service – Carolina Style

The Community Hospitality Partnership, an initiative spearheaded by the GRCVB, Wake Tech, the NC Restaurant and Lodging Association, along with community restaurants, hotels, venues and visitor attractions, has completed its first training session at the N.C. Museum of Art. The session, which included front line employees, Visitor Services staff and Information Desk volunteers from the museum, featured training on four key concepts: standard levels of service, teamwork, guest challenges and communication techniques. With the success of the first training session, this program will be implemented community wide in June. For more information, or to get involved in the Community Hospitality Partnership, email Julie Brakenbury at jbrakenbury@visitraleigh.com

5/3 28th Annual Meet in the Street Arts & Crafts Festival. Downtown Wake Forest; Free; (919) 556-1519

5/3 PeakFest. Downtown Apex; Free; (919) 730-9439

5/6-11 *Avenue Q*. Broadway Series South. Progress Energy Center for the Performing Arts; \$21-\$57; (919) 831-6060

5/10-6/1 2008 ASID Designer Showhouse. Ramblewood at North Hills; \$15-\$20; (919) 782-5599

5/12-18 Triangle Restaurant Week. Restaurants throughout the Triangle; Price Varies; (919) 673-3974

5/15-5/18 *Sleeping Beauty*. Carolina Ballet. Progress Energy Center for the Performing Arts; \$21-\$57; (919) 831-6060

5/17 4th Annual Downtown Raleigh Hometour. Downtown Raleigh; \$10; (919) 807-8479

5/17-18 Artslosure – The Raleigh Arts Festival. Moore Square & City Market: Downtown Raleigh; Free; (919) 832-8699

5/24 An American Celebration. Triangle Wind Ensemble and Concert Singers of Cary. Koka Booth Amphitheatre; \$12-\$25; (919) 462-2052

5/29-6/1 *Sesame Street Live: Elmo Makes Music*. RBC Center; \$12-\$30; (919) 861-2323

5/30-6/1 *Madama Butterfly*. The Opera Company of North Carolina. Progress Energy Center for the Performing Arts; \$17-\$74; (919) 792-3850