

# G R E A T E R PARKERSBURG Convention & Visitors Bureau N E W S L E T T E R

FALL 2012



## A Message From The President

It has been a year of transition at the Bureau. Steve Nicely, who lead the Bureau since its inception has moved on, and his wife, Jan who also contributed so much to our efforts, has also gone. We wish them well in their new life in Florida and thank them for their years of dedicated service. While I have taken over the leadership role as President of the Bureau, long-time team member Debbie Zyla has moved into Jan's former position as our office manager and my administrative assistant, and Cindy Sheppard has joined us, working as the primary point of contact for both visitors and members. Together, we are working to maintain the same high level of service to our members and our guests that has been the hallmark of the CVB under Steve's leadership, while at the same time exploring new ways to attract visitors to our area.

The Greater Parkersburg Convention and Visitors Bureau is a Destination Marketing Organization.

We promote economic development in the Greater Parkersburg area by working to increase visits from tourists and business travelers. Those visits not only generate revenue, but they also support and create jobs at lodging properties, restaurants, attractions, and shops. The creation of economic development through tourism is our job and our mission, and though the faces here at the bureau may have changed this year, our mission remains the same.

It has been a pleasure for me to return to Parkersburg and I appreciate the opportunity I have been given to use my years of front-line experience to promote tourism here in my hometown. I have enjoyed getting reacquainted with the area and meeting so many good people working to make a difference for our community, and I would like to thank all of our members and marketing partners for their friendship and support. Together, we can make 2013 a great year for tourism.

## CVB Earns Re-accreditation

The bureau recently earned re-accreditation during the 2012 WV Governor's Conference on Tourism Oct. 10. The accreditation is conducted through the West Virginia Association of CVBs along with the WV Tourism Commission and the WV Hospitality and Travel Association.



"This is a significant achievement for a CVB and is the Greater Parkersburg CVB's third accreditation," CVB President and CEO Mark Lewis said. "We were among the first in the state to earn accreditation in 2006, re-accredited in 2009, and again in 2012."



## Video Produced Features North Bend State Park

The bureau recently completed a 2.5 minute video featuring North Bend State Park, Rail Trail and Lake. The video is part of year-long series of short videos featuring regional attractions and major events. The videos were shot by Andy Hall and produced by Stonewall Marketing. To view all videos, visit [youtube.com/parkersburgcvb](http://youtube.com/parkersburgcvb).