



Convention & Visitors Bureau

## News Release

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### **SAN JOSE CONVENTION AND VISITORS BUREAU WELCOMES NEW DIRECTOR OF COMMUNITY AFFAIRS**

#### **Director will Assist Local Groups with Grassroots Outreach Efforts**

**SAN JOSE, CALIF.** - The San Jose Convention and Visitors Bureau (SJCVB) today announced the appointment of Jose A. Villarreal as the Bureau's new director of community affairs. Jose, who was previously a Program Manager with Joint Venture Silicon Valley, has several years of experience in community development and government relations and brings with him a strong and extensive personal network of relationships from the business, education, government, nonprofit and multicultural communities. Prior to Joint Venture, Jose served as a Field Representative for California State Senator John Vasconcellos.

As Director of Community Affairs, Jose will be responsible for liaising with the local community as well as city/regional government officials, hotels, board members and other stakeholders. He will work directly with the sales and marketing teams to identify and enlist support from local organizations to attract national and regional meetings to San Jose.

"Jose's experience in mobilizing community resources is quite impressive," said Dan Fenton, president and CEO of SJCVB. "He has a strong network of community relationships, and understands that working closely with the local community will help the Bureau better fulfill the needs of our customers. We look forward to having him on board."

"As a member of several association groups, I understand the challenges local organizing committees face when trying to bring a National convention or meeting to the Bay Area," said Carlos Singh, President-elect of the Hispanic National Bar Association. "Often times, associations need assistance with grass roots outreach, fundraising and preparing the bid process. The San Jose CVB has assisted the HNBA in preparing for its September 2003 National Convention at San Jose's Fairmont Hotel. I look forward to working closely with Jose on our convention and future projects."

Jose received his Bachelor of Arts in Political Science from San Jose State University, and is in the process of obtaining his Masters in Public Administration. Jose is also on the Board of Directors for the Hispanic Foundation of Silicon Valley and Los Lupenos de San Jose.

#### **About The San Jose Convention and Visitors Bureau (SJCVB)**

The San Jose Convention and Visitors Bureau's (SJCVB) mission is to enhance the image and economic well being of San Jose by taking the leadership role in marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and

individual visitors a team of professionals who can assist with their destination planning process from beginning to end. For meeting planners and delegates, the Bureau's Destination Services department serves as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San Jose, the Bureau's Visitor Services department can provide tools for learning about and planning a trip to San Jose. For a calendar of events or to receive a copy of the Bureau's Destination Planning Guide, please contact the San Jose Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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