



Convention & Visitors Bureau

News Release

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FOR IMMEDIATE RELEASE

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THE SAN JOSE CONVENTION AND VISITORS BUREAU TO HOST THE NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS 2007 ANNUAL CONVENTION

Bureau Continues its Successful Efforts Towards Diversifying Business

SAN JOSE, CALIF. – September 23, 2003 – The San José Convention and Visitors Bureau (SJCVB) today announced the win of the National Association of Hispanic Journalists (NAHJ) 25th Annual Convention. This prestigious group, which includes over 2,000 Latino members, represents the Bureau's continued success towards diversifying business beyond the high tech and tradeshow market segments.

The NAHJ Annual Convention will be held June 13-16, 2007, and is expected to attract over 2,000 attendees. In addition to utilizing the San José McEnery Convention Center, the NAHJ, which represents over 2,100 room nights, has chosen the recently opened San Jose Marriott Hotel as the headquarter hotel with additional rooms held at the Hilton San Jose & Towers and Fairmont Hotel. The NAHJ Annual Convention will produce an estimated economic impact of over \$1.5 million to the City of San José.

"San José is the ideal city to host our 25th Annual Convention," said Iván Román, Executive Director of the NAHJ. "San José has a significant Latino population, and the city's leaders are strong proponents of diversity. When local Latino journalists got involved in the pursuit to bring the Annual Convention to San José, it spoke highly of the city and its commitment to our organization."

Local Members Help Bring NAHJ to San José

In an effort to attract more association business to San José, the SJCVB proactively collaborated with local association chapters to bring National meetings to the city. Local members including: Jerry Ceppos, Vice President of News for Knight Ridder; Rigo Chacon, South Bay Bureau Chief for ABC News/KGO TV Channel 7; Joe Rodriguez, Editorial Columnist, and Anne Vasquez, Race and Demographics Editor for the San Jose Mercury News; Damian Trujillo, News Reporter for NBC11; and Jonathan Ruiz, News Director for KSTS-TV 48, were strong supporters in bringing the NAHJ to San José, and collaborated with the Bureau to secure the meeting.

"Having local association members involved in the sales process is a key ingredient to securing business and driving economic impact to the City," said Dan Fenton, President and CEO of the

SJCVB "Most everyone belongs to an association of some kind, whether it is professional or social. The Bureau will soon launch a formal campaign focused on working with local association members to bring their National or State Association meeting to San José. We believe this campaign is an opportunity for the Bureau to build relationships and generate business within the Association market."

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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