



Convention & Visitors Bureau

News Release

125 S. Market Street • Suite 300 • San Jose, CA 95113
phone: 408-295-9600 • fax: 408-295-3937 • www.sanjose.org

FOR IMMEDIATE RELEASE

CONTACT: Marie Rothhauser, 408.792.4125
mrothhauser@sanjose.org

SAN JOSE CONVENTION AND VISITORS BUREAU SUCCESSFULLY COMPLETES SALES RECRUITMENT PROCESS

Bureau Promotes Donald Piazza to Sales Manager

SAN JOSE, CALIF. – October 20, 2003 – The San José Convention and Visitors Bureau (SJCVB) today announced the successful completion of its sales recruitment process. With the recent promotion of Donald Piazza from Sales Assistant to Sales Manager, the SJCVB sales team is now fully staffed, operating with a total of eight sales managers and two support staff.

To support the Bureau's business diversification initiative and to direct sales efforts beyond the high tech and tradeshow markets, the SJCVB shifted its resources to better support the association selling process. The Bureau made a big push in its sales recruitment and in the last year, has hired five National Sales Managers, each representing a key market segment: Tradeshows, National Associations, California State Associations, SMERF and the Mid-West Association/Corporate markets.

The increased number of sales staff means more accessibility for meeting professionals. In addition to the San José office, the Bureau will have a sales manager based in Sacramento, Calif., Washington, D.C., and Las Vegas, NV.

"We are very pleased to have a fully functional sales team in place," said Dan Fenton, President and CEO of the SJCVB. "Over the past year, the Bureau has built a team of accomplished and experienced sales managers that are prepared to achieve our strategic business diversification objectives. What this means for the customer is that they can expect to have a committed team ready to assist with their needs, whether is it an Association meeting, religious conference or trade show."

New Sales Manager to Focus on Small Group Meetings

Donald Piazza, who has been with the Bureau for nearly three years, has been promoted to Sales Manager and will focus on small group meetings for all market segments. Before joining the SJCVB in 2001, Donald served as a small business owner for three years; a sales manager for a software management developer; and a publications advertising account manager. Additionally, Donald's experience in the hospitality industry includes 10 years of food and beverage management.

Donald is a member of Meeting Professionals International (MPI), and as a native San Joséan, he is involved with several community organizations. Donald has served as President of the Gay and Lesbian San Jose/Silicon Valley Business Connections, a networking group for the Gay and

Lesbian community, and was a founding Board Member and PR Chair for the Gay and Lesbian Rainbow Chamber of Commerce.

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>.

###