



Convention & Visitors Bureau

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News Release

FOR IMMEDIATE RELEASE

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EX-NCPCMA PRESIDENT JOINS THE SAN JOSE CVB SALES TEAM

Christine Carchia, CMP, Enlisted to Develop Bureau's Tradeshow Business



*Christine Carchia,
SJCVB's new National
Sales Manager for the
tradeshow market.*

SAN JOSE, CALIF. – July 13, 2004 – The San José Convention & Visitors Bureau (SJCVB) welcomes Christine Carchia, CMP and former President of the Northern California Chapter of PCMA (NCPCMA), as the Bureau's new National Sales Manager. Christine, a 14-year veteran of the tradeshow industry, will be responsible for developing San José's tradeshow business.

Prior to joining the Bureau, Christine served eight years with GES Exposition Services most recently as a Senior Sales Manager in the San Francisco Bay Area. In this capacity, Christine managed several clients including IDG World Expo and Conference Planners/George P. Johnson. As an Account Executive, Christine was directly responsible for the production of tradeshows and special events in the Washington, D.C. market.

Previous to GES, Christine spent six years moving up the ranks with Intelligence Press, Inc., a publishing company, based in Sterling, VA. From Assistant Conference Director to Exhibit Director, Christine was responsible for managing exhibit space and registration for Gas Mart, a national trade show of over 300 exhibits.

Christine is past president of NCPCMA, a member of the PCMA's Chapter Leadership Council and on the Advisory Board for Cal State Hayward's Hospitality Management Program.

"Christine has a wealth of tradeshow experience that will be of valuable service to the Bureau," said Dan Fenton, president and CEO of the San José Convention & Visitors Bureau.

"Tradeshows are a key market for San José, which over the last few years, has been somewhat stationary in terms of new business. With Christine's expertise and network of associates, we hope to revive San José's presence in the tradeshow market."

Ex-NCPCMA President Joins the SJCVB Sales Team, July 13, 2004

About The San José Convention & Visitors Bureau (SJCVB)

The San José Convention & Visitors Bureau's (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José 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. To receive a copy of the Bureau's *Meeting Planning Guide* or *Official Visitors Guide*, please contact the SJCVB at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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