



Convention & Visitors Bureau

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## News Release

FOR IMMEDIATE RELEASE

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### FORMER SONOMA COUNTY TOURISM DIRECTOR SELECTED TO LEAD SAN JOSE CVB'S MARKETING DEPARTMENT

**SAN JOSE, CALIF.** – July 19, 2004 – The San José Convention & Visitors Bureau (SJCVB) appointed former Sonoma County Tourism Executive Director, Sheila Walker, as the Bureau's Director of Marketing, a position that has been vacant for nearly a year.



*Sheila Walker, SJCVB's  
newly appointed  
Director of Marketing*

Sheila, a seasoned tourism professional, served five years with the Sonoma County Tourism Program and was recognized for her role in developing a countywide marketing organization among nine incorporated cities in the county. Under her direction, Sheila implemented new publicity campaigns including its "Good Wine, Good Food, Good Natured," advertising program, which increased Sonoma County's exposure as a recognized tourist destination. In 2003, her program was the recipient of the "Grand Prize for Excellence" by the California Association of Local Economic Development for her process and results in developing the organization.

Prior to Sonoma County, Sheila was the Executive Director for the Fairbanks Convention and Visitors Bureau where she was accountable for leading the marketing, sales, visitor services and administrative departments of the private, non-profit, 400+ membership organization. During her three year stint, Sheila developed long-term plans to develop the destination's convention and leisure business.

"We are pleased to welcome Sheila to the San José team," said Dan Fenton, president and CEO of the San José Convention & Visitors Bureau. "Her depth of experience in marketing and management is significant, and will be essential in leading the seven-member Marketing team. We are confident that under Sheila's leadership, the marketing department will positively advance San José's visibility to a broader audience."

**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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