



Convention & Visitors Bureau

## News Release

FOR IMMEDIATE RELEASE

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### **SAN JOSE CVB, TEAM SAN JOSE CELEBRATE PARTNERSHIP**

#### **Fun, Food Laud Successful Teamwork; Lays Groundwork for Future Endeavors**

**SAN JOSE, CALIF.** - December 22, 2004 - San José's McEnery Convention Center was alive on a cool November night with the warm sounds of laughter, entertainment, and camaraderie as the San José Convention & Visitors Bureau (SJCVB) and Team San José (TSJ) celebrated the first months of what both organizations hope to be a long, fruitful partnership.

Staff members from both groups joined special guests including Mayor Ron Gonzales; South Bay Labor Council's Phaedra Ellis-Lamkins; Councilmember Judy Chirco; meeting and event planners; hoteliers; and other industry partners. Approximately 300 attendees came together to bask in the success that marked the first quarter of TSJ operating the San José McEnery Convention Center and its associated cultural facilities, as well as the relocation of SJCVB's offices into the center.

The event also helped spread the word about San José as a destination for meetings and conventions, said Dan Fenton, president & CEO of the SJCVB and chairman of TSJ.

"We hope this event not only showcases our new partnership, but also forms the foundation for new ones with event planners," Fenton said. "When it comes time for an event, they will remember the first-class facilities and warm atmosphere they found in San José and will want to share those qualities with their attendees."

Those in attendance came away with positive feelings about what the SJCVB/TSJ partnership means not only for San José, but also for their clients and themselves.

"I believe the Team San José approach to convention management will prove to be a model adopted across the country," said Gaylynn Firth, President of Accent Communications. "The *Celebration of Partnerships* event was the first time in 15 years that I've been involved in this industry where I experienced management from the City,

hotels, labor unions and service providers collaborate for the common goal of seamless customer service for the end user and ultimately, for more effective conferences and events. I was impressed.”

The evening also was applauded by local businesspeople who hope such spotlights on San José will add to the local economy.

“We were honored to be included in an evening which truly showcased San José, from its cultural diversity to its ability to welcome large groups with warmth and ease,” said Stephen Smith, executive director of the Silicon Valley Auto Dealers Association.

Entertainment was provided for the 300 people in attendance. The two-and-a-half hour celebration included multicultural celebrations by several groups, including Vovinam Group, a Vietnamese cultural dance group; Los Mestizos de San José, a folklorico dance group that has been around since 1979; Maiko Women’s Drum and Poetry Ensemble; and Kaisahan, a San José-based Filipino dance company. The evening also included the musical stylings of Mr. B and the Jazz People, giveaways, and delicacies by the Convention Center’s own Chef Vincent Lai.

#### **About Team San José**

Team San José, a public benefit corporation, was founded in December 2003, for the exclusive purpose of ensuring that the City of San José’s six convention and cultural facilities are managed more efficiently and responsive to customer needs. The Team San José Board of Directors is composed of local community stakeholders, including hoteliers, organized labor, cultural arts groups and the convention and visitors bureau. These stakeholders share in the sales and marketing of the facilities, and ultimately, the collaboration will enhance customer experience, reduce operating costs and improve the overall economic impact to San José businesses.

#### **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 1.800.SAN.JOSE (1.800.726.5673) or visit <http://www.sanjose.org>.

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