



Convention & Visitors Bureau

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News Release

FOR IMMEDIATE RELEASE

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SAN JOSE CVB PRESIDENT DAN FENTON TO TALK CONVENTION CENTER, BUREAU MERGERS AT D.C. CONFERENCE

PCMA Panel to Discuss Growing Trend

SAN JOSE, CALIF. – March 17, 2005 – As the face of the meetings and conventions industry has changed, convention centers and convention and visitors bureaus have worked to keep up. The latest trend? Teaming up to get the job done.

Dan Fenton, President and CEO of the San José Convention and Visitors Bureau (SJCVB) and Chairman of Team San José (TSJ) will share his insights into this trend as he joins a panel of industry leaders to address the Capital Region of the Professional Convention Management Association (PCMA) at the Omni Sheraton Hotel in Washington, D.C. on April 6.

Fenton along with local San José hoteliers, arts groups and labor leaders joined together to form Team San José in December 2003, in response to the City of San Jose's Request for Proposals for the management and operations of the San Jose Convention & Cultural Facilities. Since June 2004, Team San Jose's innovative public-private partnership has produced a more streamlined booking process, improved customer service, increased revenue, and a reduction in operational costs.

PCMA's panel will discuss the trend toward convention center/CVB consolidation, its implications for the meeting industry, and its impact on clients and meeting planners. Fenton will be joined on the panel by facilitator Linda Higgison of TCI Companies, Thom Connors, vice president of convention centers for SMG and Melvin Tennant of the International Association of Convention and Visitors Bureaus.

"Team San José and the San Jose Convention & Visitors Bureau are pleased to be on the forefront of this wave of new partnerships," said Fenton. "It is my hope that other industry professionals can learn from our experiences and discover avenues that allow them to better serve their customers."

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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