



**Visitor Industry Council  
Meeting Agenda  
Quality Inn Rochester Airport  
Tuesday, February 17<sup>th</sup>, 2009  
3:30PM-5:00PM.**



**I. Welcome**

- a. Bill Gormont, VIC Chairperson
- b. Beth Iman, Assistant Hotel Manager Quality Inn Rochester Airport

**II. Introductions**

- III.** 2009 Vice Chair: Cheryl Mantia is nominated for the position of Vice Chair and will then be Chairperson in 2010. The Motion is made and seconded. Vote passes with no “nays” or abstentions.

**IV. Spotlight Presentation- Brian Mount, CEO, RARES**

RARES stands for Regional Area Recreation and Employee Services. It used to be Rochester Area Recreation but as RARES grew bigger and began to serve areas outside the Rochester Area, the name changed. RARES is 26 years old, and is a tax exempt non for profit organization. It was started 26 years ago by recreation directors, back when companies had recreation directors and could afford to do that sort of thing. Some of companies were small and others were large. Initially we were formed for the purpose of serving the recreation community solely. At that point in time, Darien Lake one of our members from the very beginning, used to charge large companies one price for tickets and smaller companies another price for tickets. It made sense for that kind of demand pricing. The association was formed with the intent of allowing every member company and therefore their employees, the opportunity to buy at one low price. Since some of our founding members were the big companies, like Kodak, Bausch and Lomb, we got that best price. From that we have expanded over the years to other retail outlets, the theatre community, Geva, Downstairs Cabaret, Black Friars Theatre, are all members. Many of the museums in town, The George Eastman House, Rochester Museum and Science Center, Genesee Village Country Museum are also members. All of these organizations offer discounts to our members. A company will join, and all of their employees get the opportunity to benefit. Right now, we offer over 380 different discounts. Some of them are online, many of them local. For example, car washes, movie tickets, you can get money back when you buy a house, sell a house, or refinance a mortgage. You name it; we offer those kinds of opportunities. So if you are looking for a very, very inexpensive way to enhance your employee benefits look to our association. If you are looking for a way to increase revenues we can offer that as well. In this particular area we have about 135 to 140 companies who are members, they represent around a 140,000 employees. Throughout the northeast we now represent over 200 companies, about 220,000 employees. If you join the association or are willing to give some sort of added value, some way of enhancing the product or service you offer, we can then promote that out to our employees. We do that through our website, and e-mails. When I was asked by Amanda to come up and speak to you today it was with that intent in mind. In this economy, we've actually been doing fairly well. We've seen more organizations choose to join. It is a very inexpensive way to either enhance revenue or added benefit for employees. Thank you.

V. **Panel Discussion**, Featuring Greg Marshall: Packaging, Kelli O'Connor: Customer Service, Amanda Norsen: Member to Member Cooperation.

**Greg Marshall, Senior VP & Director of Marketing, 585-279-8318:** Of the 450 members of VisitRochester, and those of you who participate in the VIC, we don't seem to be doing a good enough job of getting the word out that one of your great opportunities and benefits of membership is the collaboration amongst you to bring forth packages and special offers. We can then take those packages and special offers into the market place for you, on a number of websites, as we hit the road, and in publications. For many years Paula Savage our Director of Tourism Sales has reached out to the membership and said we need your packages and special offers. Packaging is unique because it allows you to do a couple of things. It allows you to identify special markets and create some kind of enticing program, or special offer aimed at them. The good news about packages is they can be made available on only the dates you want business. But perhaps what is most interesting about packages, especially for VisitRochester members is, once you've done it they go up on the VisitRochester website free of charge. With a few additional criteria they go up on the iLoveNY website free of charge, and with a little bit more added to them they go up on a contract we have outside of New York City with jetblue free of charge. I guess what I'm saying is, please listen to this pitch, two or more members can get together and offer a Valentine package, or winter package, or *coldrush* package...it can be the same package over and over again with the same name. We currently have only about 30 packages on our website, while some of our competitors have 200-300. Now, there is a lot of confusion sometimes of, "well if I partner with a hotel, or a theatre, or attraction, who collects all that money and how do we get this disseminated to the various partners in the package, and how do we submit this, and how do we make sure the front desk knows we are offering this package so if a guest calls they can answer their questions". That is Paula's job. She meets day in, day out with members working through those challenges. What we have is the opportunity to take whatever special offers, and packages you develop and push them out into the market place. A few examples of that is the Canadian advertising program we had in the fall of last year. Bob Scott, of Bob Scott Productions, one of your fellow members, put that together and a number of you came forth with packages and programs that we pushed out over our website to Canadians. All you had to do is come up with a package and those markets were available to you. *coldrush* is probably the best example, we do 600,000 *coldrush* publications that any of your packages could have, would have, and should have been included in. This is not to tell you how to package, it is to tell you this is one of your benefits. Whether it is you, or someone in the sales office, or in operations, you might be missing an opportunity to get 10 or 10,000 dollars into your business. There is about 2 ½ million unique visitors to the website, about 28,000 visits to the special offers section. Don't miss that opportunity. There is a perception that the visitor finds it easy but that the members think it is a pain in the neck. We have to get together so it works. We are planning in late March a packaging session/seminar. It won't be free, but it won't be expensive, about \$26 a person. Please watch your Viz Biz, please find the individual in your company who is responsible for filling in empty seats, empty beds, or empty tables and make that person come. We will be putting together packages on the fly and will put them up for the spring and summer at no cost to you. Trust me on this, it is a great benefit, it is not hard, and we can make it happen. If you want to do something now, contact Paula Savage, and say "Greg told me I should contact you if I was interested in doing a better job packaging, I need business" her job is to help you do that. You can call us tomorrow, fill out a simple form and we put it up on the website.

**Amanda Norsen, Director of Member Care and Web Administration, 585-279-8302:** I want to encourage you as members to use myself and our staff as a resource to get the most out of your membership. Also I want to talk to you about member to member benefits, and discount programs. First of all, Greg yells at me all the time because I'm in the office too much. So invite me to your facility and let me talk to you about your benefits and your membership. If I see your facility and I see your place, I get a better understanding of what you, as a company, are about, and can help you find the benefits you may not be taking advantage of that would help you. Any of our staff can make ourselves available to do that. The next thing is the member to member opportunities. We are creating a member to member section on the website, where you can e-mail me special offers you want to make available to any of our other members and I will put it up there. ([amandan@visitrochester.com](mailto:amandan@visitrochester.com)). You can put any restrictions or details you want. If you have a need you can look and see if there are any special offers from other members that will fit that need. We want to encourage participation among members. I also have a pledge form (*see bottom of minutes*) that we are passing around, saying "As a member of VisitRochester I know it is important to support my fellow members whenever possible. By adding my organizations name to this list, I pledge this support." We will keep a running list on the website as well of members who have signed it. These are members who are encouraged enough by the working together spirit to put their name on this list and are committed to doing business with other members. If you want to go and talk to someone at your facility first, you can call me or e-mail to add your name to the list at any time. The entire Steering Committee has already signed and pledges their support. Keep an eye on the member section, we will highlight members and do some really cool stuff, and hopefully get you in the habit of checking it often.

**Kelli O'Connor, Director of Convention and Visitor Services, 585-279-8302:** I'm here to talk about our complimentary, customizable, customer service training program called "Licensed to Serve Rochester". Here is couple of statistics for you, the average unhappy customer will remember and talk about their experience for 23 ½ years, while a happy customer will remember and talk about their experience for 18 months. So we need to make sure that we have a lot more happy customers than unhappy customers. The ultimate goal for the License to Serve Rochester Program is to give front line tourism professionals a fresh perspective toward service while performing their job. This fresh attitude will motivate and increase the confidence of your frontline staff as they interact with visitors and co-workers. Visitors will feel as if they are being hosted by a "true ambassador." Your frontline staff will obtain skills that will serve them well both professionally and personally. Visitors will hopefully want to return because of the service they received from your staff. This is completely complimentary to you, as part of your membership. We can also customize it to fit your needs. We can meet with you and staff for an hour, or a week. We can meet with you for one hour, one day or once a year. There are endless possibilities. We have a trainer on staff who handles the training for us. If you are interested contact Kelli ([kellio@visitrochester.com](mailto:kellio@visitrochester.com)) and I will put you in touch with our trainer. There are signup sheets if you are interested and just leave them at the front table. We try and cover the 4 basic needs of customers in the course. They need to feel welcomed, they need to feel understood, they need comfort and they need to feel important. We go through all of that, and 6 hospitality habits. One, making a good first impression; two, knowing your job; three, knowing the Rochester Area; four, communicating clearly; five, handling problems effectively; and six, making a good last impression. So if you feel you or any of your staff, need a little refresher on any of those topics, give me a call.

## VI. Panel Open for Questions

**Question (from a member):** *Has anyone done the “License to Serve Rochester” training, and was it beneficial?*

**Answer (from a member):** *We did do the training and found it very beneficial. I would strongly encourage taking it. All of my employees took something away from it. It was fun and interactive and I would recommend it.*

**Question (from a member):** *What improvement did you see in your staff from this training?*

**Answer (from member):** *In the interactions the staff has with our guests. They were sometimes timid or afraid to approach them and now they realize that they can and that they should. I see a lot more openness and interaction from them.*

**Question (Bill Wischmyer with covered Wagon Tours):** *What Greg said about packaging is really powerful. I know for instance we’ve got the Lilac Festival coming up. It’s an ideal opportunity to do a day trip, or setting something up as a restaurant. You have to do it now. For example if you are going to market to a bus or tour company from Buffalo, Syracuse, Pennsylvania, or Canada. Keep hitting them up—offer them value. Value is what we have here. The Lilac Festival is a great program, and we can do a group trips, extended trips or individuals.*

**Question (Dave Sek, Instant Signs):** *I make banners and signs for special events. How can VisitRochester help me contact all of these people who are coming into Rochester?*

**Answer (Amanda Norsen VisitRochester):** *One way is that we provide you with the Convention Calendar in the Viz Biz newsletter each month. Kelli is in contact with these conventions. So when she is contacted by the convention with a need, Kelli will then contact our members with that lead. You can send her quotes and Kelli will pass them on to the convention organizers.*

**Answer (Greg Marshall VisitRochester):** *How many people here use signs? (hands raise). You are a member, and as a member you can meet any of these other members. Another opportunity is the spotlight presentation at the VIC meetings. You will see as we go forward that we are encouraging members to do business with members.*

**Answer (Amanda Norsen, VisitRochester):** *and you can take advantage of both opportunities to make a special offer.*

**Answer (Bill Gormont, Empire Magic/ Motivational Vision):** *that Convention Calendar is critically important. My business doesn’t always fit every convention, but I can target those that will. Will you be our spotlight next month? Also the meetings do not start until 3:30 but you can arrive at 3:00 to begin networking at VIC meetings. Don’t just look for those people who are good friends, pay attention to name tags. And come prepared, know what you need and look for someone who can fill that need. Look through the list of members on the VisitRochester website for those members you can work with.*

**Question (Bob Scott, Bob Scott Productions):** *to re-enforce packaging. We discovered something last year from our Canadian campaign that surprised me. I come from a broadcast background and I’m not convinced people read that much in the paper, or will sit and read a pamphlet. If you looked at those who registered for our Canadian campaign, you would be awestruck by the detail that those who registered for prizes and surprises knew. They read the offerings and packages that were in the mini guide and on line. In fact it was surprising to see the response from the website. Keeping your packages concise so that people will read them and keeping them updated is critically important.*

**Question (Helen Gormont, Carpe Diem Travel):** *We’ve done packaging in the past, and in the past packaging sales have been successful, but the challenge we always face is having the vendors that we package with understand the voucher system. That has been a*

*huge challenge; I don't know what VisitRochester can do to help all of the members understand the voucher system.*

**Answer (Greg Marshall, VisitRochester):** *to a degree that is in part an internal requirement for any business creating a package to make money. In this computer age there are programs with dynamic packaging that essentially do this for us. VisitRochester is working with Travelocity on this. But to go back to what you are talking about, Whoever you package with whether that be a theatre, hotel, or attraction, people end up paying one price for a voucher, and when that happens the person taking that voucher can't say "I don't know what this is", but that is what happens. It certainly is a challenge to packaging; it's why we bring together those people who are interested in working together. One problem is when you set up a package there isn't enough traffic to keep it on the top of everyone's mind. I don't have a simple answer for that. I did overlook one thing that Paula Savage gave me; it's a simple ticket with a number of attractions on it. There are several hotels participating with this and this one way we are trying to make this a little easier. You hit on a good point, and the best answer is to package with people who are willing to make the commitment.*

**Question (Helen Gormont, Carpe Diem Travel):** *Will this be part of the packing seminar?*

**Answer (Greg Marshall, VisitRochester):** *Absolutely.*

**Question (Lisa Altman, Technology Rentals of America):** *With regards to member to member discounts, similar to the people who are accepting the vouchers. How will people answering the phone know it is a VisitRochester member only offer?*

**Answer (Amanda Norsen, VisitRochester):** *We don't have an answer yet, we haven't created the page yet. But what I envision is that you would include a contact name and their contact information with the offer, so that the member would have to contact that one person who can provide the offer. You can also double check on the website that the person is indeed a member. All of our members are on there and it is kept up to date.*

**Question (a member):** *The "License to Serve Rochester" program, can you give some examples of what would be in that training?*

**Answer (Kelly O'Connor, VisitRochester):** *Since it is all customized it can be whatever you need. There are some key components to the program, making a good impression, knowing the area—cross selling, knowing your job, communicating clearly—learning about body language and communicating skills, Thanking the customer, telling them about what is coming up in Rochester and inviting people back. That is a general overview.*

**Question (a member):** *Okay and this can be anywhere from half a day to whole day, or whatever we think?*

**Answer (Kelli O'Connor, VisitRochester):** *Can be whatever your needs are.*

**Answer (Greg Marshall, VisitRochester):** *I just want to add, we have 2 million visitors each year in Rochester. They are a lot easier to reach, engage and to have come back to visit something they didn't know about. Right now every one of our visitor service people and front desk people should be asking "will you be coming back for the Lilac Festival" and when they don't know what that is; they should say visit visitrochester.com and find out more. Today's visitor is your best guest. We have a wonderful program and one of the proposed committees on the Golden Opportunity form is treating existing visitors as a market.*

**Question (Bill Gormont, Chairperson, Empire Magic/ Motivational Vision):** *Is there a card that front desk people could have to give people to direct them to VisitRochester.com?*

**Answer (Greg Marshall, VisitRochester):** *There is our Visitors Guide. But you may have hit on something that we could do, it absolutely a possibility. The guides may not be the best source in the future.*

**Question (a member):** *This question is for Bill Gormont. When you reach out to the convention planners that are coming to Rochester, what is the most successful method for you?*

**Answer (Bill Gormont, Chairperson, Empire Magic/ Motivational Vision):** *When I personally go after them, I send a note, a direct mail kind of thing a year ahead and then 6 months and then 3 months. That works for me; I don't go out earlier than that. After everyone I send out, I call them. I also only send out maybe 5 at a time. I made the mistake of sending out 300 but there was no way I could humanly do that, I'm a staff of one. You have to manage it for you; you know what your business model is. I follow up with a call and ask if they received the information I sent. Sometimes they say "no", so I ask if I can send it again and make sure I have the correct name and address and I send it again. Sometimes I hit and sometimes I don't.*

**Bill Gormont, Chairperson, Empire Magic/ Motivational Vision:** Did you find this interaction helpful to you? If you did, please raise your hand. (Hands go up). If not, what could we have done differently to get the information to you in a different form or way? (No answers). If you don't want to speak out that is okay. You can contact me at [bill@empiremagic.com](mailto:bill@empiremagic.com), send me note.

## **VII. Golden Opportunity Updates—Bill Gormont, Chairperson,**

Not every project as begun yet. The Local Contact Development for Convention Meeting Business Committee is meeting this Thursday to discuss finding local residents who belong to organizations that can be invited to hold a meeting in Monroe County. This includes all of you, if you are part of an organization you can invite. If you don't know what the Golden Opportunity Form is please contact Bill or Amanda. If you haven't signed up yet please do that. It is an opportunity to help drive tourism. If you are not receiving the Viz Biz, please contact Calin Lawrence and she can sign you up to receive it. A lot of the information you are asking about is contained in the Viz Biz. If look at the golden opportunity form you will find listed the staff liaison person, you can call them about what the schedule may be so you can decided what committee (s) you want to be on.

**Question (a member):** *Some of the statistics I hear in these meetings I get asked questions about. Are they available somewhere I can find them?*

**Answer (Amanda Norsen, VisitRochester):** *They are on the VisitRochester Website under "Media". They used to be on the member page, we could possibly move it back there, but for now all that information is on the "media" page, as are press releases. There is also background information on different topics.*

## **VIII. VIC Orientation—Bill Gormont, Chairperson**

This is a new feature that will begin before the VIC meetings beginning in March. Bill Gormont will lead the session. It is intended for new members, or members who want to learn more about how to utilize VisitRochester and the VIC meetings. The time hasn't been decided yet, but no later than 3:00. An announcement of the session time will be distributed before next month's VIC Meeting. They will be every month.

## **IX. VisitRochester Program Updates**

**Greg Marshall—Senior Vice President/Director of Marketing.**

I want to acknowledge some of the questions you've had for us relative to 2009 and relative to the economy. I have been as upbeat as I can; starting with the train ride we had back in October. It's a little bit crazy for me not to say that we are little concerned about the economic environment. I think what I am most concerned about is the lack of

what we know. Not to sound unclear, but the fact of the matter is we have tried at VisitRochester to be agile in terms of the application and implementation of our 2009 timelines. We depended heavily on you in 2007 and 2008 to define what's possible and needed in 2009, and that goes into a plan that we the staff have put together on your behalf. And from that comes analysis of what we have, what money we have to spend, what we believe our members want, and what the market is telling us the opportunities are. So we put a business plan together and through that plan we identify two things. One is which of our programs can be engaged in cooperative way, by either financial or personal investment from our members. That list is not yet out, it was due the 15<sup>th</sup> of this month, it's probably not going to come out until the end of next week that's because the environment we are in changes daily. Now each of you are good investing members and we appreciate that, our memberships range anywhere from \$200 to \$5,000 a year. There have been some significant corporate hits we have taken. No surprise to you, this will affect some the money we have coming in this year. We knew this was coming, we just don't know to what degree yet. With that we have to remain as fluid as we can. We are very aware, and Bill was aware this was going to be a frustrating year, because we are not fully aware of what we are going to be able to execute. We feel like we have a pretty good handle as of a meeting yesterday in terms of exactly where we are this year. There are some programs on the Golden Opportunity Form that may be inappropriate for us to go down those paths at this time. Bear with us, some of those programs may not take place, because strategically, we may need to curtail some of the programs. Or we may need to add more. It is so important at this stage that you tell us what you are willing to put your time behind. As soon as we get a handle on that we will assign those dates. We are seeing some wonderful committed business coming in this year. We are launching a new program this year, called Cultural Abundance which will be a regional program.

**Patti Donoghue**—VP of Communications & Community Affiliations.

I would like to introduce Claire Wysokowski our new PR Manager. She is recent graduate from Syracuse University. She has been with us for 3 weeks. She will be sending out press releases so we look forward to seeing more of Rochester in the press. I also want to remind you that it is very important to put your events on the website. Years ago it was all typed in by staff, but now you can put the events on the site yourself. This is where we get our information when we are putting together press releases and other kinds of information for the general public. Just go to [www.visitrochester.com](http://www.visitrochester.com) you can go to the events calendar and there is link to add new events. Then the event will come to us, we will check it over and make sure it all the correct information and then approve it and it instantly goes up on the VisitRochester website. This will become more and more important as we don't know how many publications we will be able to print. If we can't do anything else that is where we will send people. The Tourism Showcase is coming up on March 10<sup>th</sup>. Each year around this time the New York Hospitality and Tourism Association and other partners put together the tourism showcase. It's a full day event, we leave early in the morning and then we arrive in Albany. We have an opportunity to meet with our legislators. And then from 5-7:30 is a cocktail reception where we can meet with all the legislators. There are going to be some state wide issues that are going to be of importance to all of us. Then we will put together those that are important to us at VisitRochester. In the past we have had a bus. We have not committed to any kind of transportation because we don't know who has registered. If you have registered, then NYSTHA can tell us who has signed up so we can see if we need transportation. It's a long day but it's a fun day, so I hope you can join us.

**Kelli O'Connor**—Director of Convention and Visitor Services

Lilac Festival is coming up and we have volunteer opportunities for you and your staff members. We will be manning not one, but two information booths. A mobile unit and the information booth at the purple cross walk. If you are interested in putting together a group (who are also well trained) we would love to hear from you.

**Michael Hardy**—Convention Sales

The annual June FAM for meeting planners is coming up. It is a FAM tour for meeting planners all over the United States and Canada to come and see what we have to offer. We will start planning that with a committee made up of full service and limited service Hotel Sales Directors. This will take place the week of the 18<sup>th</sup>—20<sup>th</sup>, during the Jazz Festival, because it creates a wonderful mass of excitement. Tim James, Carol Bartlett, Wendy Ford and I are busy with the trade show season. Hopefully we will make lots of contacts with meeting planners. We had successful Director of Sales retreat yesterday. There was a lot of discussion about strategy, and how to do site proposals, if you want to know about it contact Michael Hardy (michaelh@visitrochester.com).

**Calin Lawrence** —Communications & Member Care Coordinator

In the last Viz Biz we had a call out to our members who are interested in signing up for relocation leads. If you are interested, you can send me an e-mail address and then you will receive monthly leads (calinl@visitrochester.com). I also included a written list (in blue) at the front table. I will keep this out over the next several meetings. There are also lists for group tour and convention leads.

## **X. Member Announcements**

**Hampton Inn Webster**—March 12, 2009. We invite members of VisitRochester to join the Hampton Inn Webster Team for an Evening Reception and Tour of the Hotel Thursday, March 12<sup>th</sup> 5PM to 7PM. Contact Jaime Dengal 585-671-2050 x152

**Memorial Art Gallery**—Now. *Leaded: the Materiality and Metamorphosis of Graphite, The Happy Survivor*, Gregory Van Maanen, and Lincoln in Rochester Exhibits are continuing. Hours Wed-Sun. 11-5, open until 9PM on Thurs. Contact Donna Deford 276-8945

**Technology Rentals of America**—Technology Rentals of America are sponsors for SOHO (Small Office Home Office) Rochester show on April 1<sup>st</sup> at the Riverside Convention Center. Complimentary tickets are available, contact Lisa Altman. 585-370-5800

**Geva Theatre Center**—February 18- March 29. Sweeny Todd on the Mainstage. Also through March see Springfest, 7 local groups perform on the Nextstage. Check out VisitRochester for Discounts for Sweeny Todd.

## **Adjournment**

## Save the Date!

### **March VIC Meeting**

Tuesday, March 17, 2009  
Holiday Inn Rochester  
Marketplace  
3:00 p.m. - Registration

### **March VIC Meeting**

Tuesday, April 21, 2009  
RockVentures  
3:00 p.m. - Registration  
3:30 p.m. - Meeting

**If you are interested in hosting a VIC meeting in 2009,  
please contact Amanda Norsen 585-279-8302.**

## **Steering Committee Representatives**

*The Steering Committee is a representation of the membership. They are here to communicate the needs of each business they represent and be able to "bring to the table" any comments or concerns members might have. As well as make decisions about VIC meetings, guest speakers, and educational seminars.*

### **Chairperson**

Bill Gormont, Empire Magic  
585-227-9760

### **Vice Chairperson**

Cheryl Mantia, Clarion Riverside Hotel  
585-546-6400

### **See & Do**

Colleen Brown, Geva Theatre Center  
585-232-1366

Jenna Chard, George Eastman House  
585-271-3361 x238

### **Community**

Open Position

### **Sleep**

Open Position

Nancy Sweazy, Hampton Inn North  
585/663-6070

### **Regional Representative**

Michael Fults, Ramada Geneva Lakefront  
315-789-0400 ext. 2602

### **Eat & Drink**

Karen Heroux, Simply Crepes  
585-314-6036

### **Shop**

Karen Dodson, Waterloo Premium Outlets  
315-539-1100

### **Services**

Eric Van Camp, Enterprise Rent-A-Car  
585-729-7122

Open Position

## **2009 VIC Meeting Schedule**

<b>VIC Meeting Date</b>	<b>Time</b>	<b>Location</b>
March 17 <sup>th</sup>	3:30 pm	Holiday Inn Rochester Marketplace
April 21 <sup>st</sup>	3:30pm	RockVentures

**Attendees:**

Victoria Benz	Artisan Works
Steve Ouriel	Artisan Works
Bob Scott	Bob Scot Productions
Melanie Plummer	By the Basketful
Helen Gormont	Carpe Diem Travel
Cheryl Mantia	Clarion Riverside Hotel
Vicki Schmitt	Corn Hill Navigation
Bill Wischmeyer	Covered Wagon Tours
Yvonne Graham	Doubletree Hotel Rochester
Renée Veniskey	E.J.D. Marriot
Bill Gormont	Empire Magic / Motivational Vision
Eric Van Camp	Enterprise Rent-A-Car
Deborah Stankevich	Genesee Country Inn
Dawn Kellogg	Geva Theater Center
Colleen Brown	Geva Theater Center
Barbara	
Morgenstern	Golf Week
Nancy Sweazy	Hampton Inn North
Joe Demars	Hampton Inn North
Jaime Dengal	Hampton Inn Webster
Dave Sek	Instant Sign Center
Carlos Mercado	KCM
Donna Deford	Memorial Art Gallery
Miranda Kenyon	Monroe County Sports
Beth Iman	Quality Inn Rochester Airport
Gail Stubits-Allan	Radisson Hotel Rochester Airport
Brian Mount	RARES
Dave Mallaber	Rochester Shuttle Express
Karen Heroux	Simply Crepes
Pat Rebholz	Society for Genesee and the Lakes
Trish Kolb	Solutions Studio and Spa
Kathey Craig	Strathallan
Amy Lute	Strathallan
Kim Javis	Tasteful Connections
Lisa Altman	Technology Rentals of America
Bill Gilchrist	The Dealers
Carol White- Llewellyn	Travel Host
Wendy Ford	VisitRochester
Greg Marshall	VisitRochester
Kelli O'Connor	VisitRochester
Amanda Norsen	VisitRochester

Calin Lawrence	VisitRochester
Patti Donoghue	VisitRochester
Claire Wysokowski	VisitRochester
Michael Hardy	VisitRochester

**First Time Attendees:**

Kristina Silloway	Comfort Inn West
Brent Palmer	Comfort Suites
Nicole Taft	Holiday Inn Express Irondequoit
Jenni Kohler	Homewood Suites by Hilton
Alicia Thompson	New York Wine and Culinary Center.
Ryan Marks	Signs Now
Chad Taggart	Time Warner Cable
Ben Gonyo	Time Warner Cable

# visit Rochester

*As a member of VisitRochester I know it is important to support my fellow members whenever possible. By adding my organizations name to this list, I pledge this support.*

*Artisan Works  
Memorial Art Gallery  
Technology Rentals of America  
KCM Services  
The Dealers  
Signs Now  
Bob Scott Productions  
Quality Inn Rochester Airport  
Holiday Inn Express Irondequoit  
Comfort Inn and Suites  
Homewood Suites  
Geva Theatre  
Tasteful Connections  
Carpé Diem Travel  
Corn Hill Navigation  
Covered Wagon Tours  
Instant Sign Center  
Thruway/information Center  
Solutions Studio and Spa  
Double Tree Hotel Rochester  
Rochester Marriot Hotels  
Comfort Inn West  
Simply Crepes  
By the Basketful  
Hampton Inn Webster  
Empire Magic/ Motivational Vision  
Clarion Riverside Hotel  
George Eastman House  
Hampton Inn North  
Ramada Geneva Lake Front  
Enterprise Rent-A-Care*

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Bob Scott  
Beth Iman  
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Michael Fultz  
Eric VanCamp*