



Seattle's CVB Announces a New Partnership

I am very pleased to announce an exciting new partnership for Seattle's Convention and Visitors Bureau with Weaver Multimedia Group. Weaver is a Denver-based company that specializes in producing destination guides for CVBs in many large markets across the country including New York, San Francisco, Vancouver, Boston, Philadelphia and Chicago.

Beginning with the *2007/08 Meeting Planner Guide*, Weaver will produce all of our print publications. The new Weaver sales team is now in place within the SCVB offices where they will work closely with our team to assure our members are being well served.

Below you will find some brief bios of the Weaver sales team in Seattle. Janet Christopher, Heather Stinson and Kim Ellertson have all been active in the Seattle hospitality community the past few years and we are looking forward to having you meet them, if you haven't already. They will be calling on members to introduce themselves and to discuss the marketing opportunities offered through this new partnership.

We are also planning a member luncheon on May 22 to give you a mid-year update and to introduce the Weaver team. Details to follow. Our current publisher, Tiger Oak Publications, will complete production on the 2007/08 Visitors Guide, as well as the advertising billing for that publication. We will be distributing the new Visitors Guide beginning later in May.

During this transition, we are working with Tiger Oak to reconcile any outstanding Meeting Planners Guide ad sales done by them that will need to be transferred to Weaver. I want to thank Tiger Oak Publications for their efforts on behalf of the SCVB the past two years and particularly Lisa Lee for her 13 years of service both as a SCVB employee and more recently as our advertising representative with Tiger Oak.

If you have any questions about the transition to our new publishing partner, please contact our membership director, [Steve Maris](#), at (206) 461-5822.

Sincerely,

Don Welsh,
President & CEO, Seattle's Convention and Visitors Bureau



The Weaver Multimedia Sales Team in Seattle

Kim Ellertson, Account Executive 6 years experience in the hospitality industry. Top manager for Seattle's Hospitality Cruise division. Excels at managing relationships throughout Seattle's tourism realm. Graduate from the University of Washington

Heather Stinson, Account Executive 3 years experience in the hotel industry. Award winning Sales Manager with national hotel chain. Active on the Board of Directors for Meeting Professionals International. Magna Cum Laude graduate from Washington State University with a BA, Hospitality Business Management

Janet Christopher, Director of Sales 12 years experience in the hospitality industry and 3 years experience in the publishing industry. Most recently worked as Director of Sales and Marketing for Alderbrook Resort & Spa (an MTM Luxury Lodging property). Worked in meeting and event planning with Seattle Hospitality Services, and for Four Seasons Hotels and Resorts

Seattle's Convention and Visitors Bureau

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