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Contact:

Nanette Traetow

Phone: 630.575.8070, ext. 212

Email: nanette@discoverdupage.com

DUPAGE CONVENTION & VISITORS BUREAU ANNUAL MEETING REPORT

Oak Brook, IL - The [DuPage Convention & Visitors Bureau](#) (DuPage CVB) held its annual meeting at the Oak Brook Hills Marriott Resort on Thursday, October 7, 2010. The keynote speaker was Roger Dow, President and Chief Executive Officer of the [U.S. Travel Association](#).

The meeting was called to order by Bill Weidner, Director of Public Affairs for the [Forest Preserve District of DuPage County](#), who served as the Chairman of the Board for the DuPage CVB for the past year.

Skip Strittmatter, Executive Director for the DuPage CVB, spoke of recent successes and the challenges the CVB will face in the future, primarily due to the current state and local economic situation.

Ms. Strittmatter pledged that "our overall mission remains the same – to position our partners and DuPage County as the premier destination for both business and leisure travel, and to continue to play a vital role in contributing significant and irreplaceable tourism revenue to DuPage County's economy."

Strittmatter recognized the Forest Preserve District of DuPage County with the bureau's 2010 Green Initiative Award.

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“We are honored to receive this award,” stated Forest Preserve District President Dewey Pierotti, Jr., who accepted the award. “The Forest Preserve District has been ‘green’ since it’s very beginning in 1915, and our commitment to the environment remains as strong as ever. In recent years, we have become leaders in the use of technology such as alternative fuels for vehicles, and our internal environmental team has brought forward numerous initiatives that save both money and natural resources.”

Ms. Luz Collins, from the [Crowne Plaza Glen Ellyn - Lombard](#) hotel, received the bureau’s annual SMILES (Service, Magnificence, Imagination, Learning, Enthusiasm and Satisfaction) Customer Service award.

“I am in shock—surprised and excited!” exclaimed Ms. Collins. “It’s great to know that others notice my work and they care. I love working at the front desk. It’s fun. We are like family here, and I feel very lucky to have this job.”

Roger Dow spoke on the current state of the \$704 billion U.S. travel and tourism industry. He discussed the industry-wide movement for creation of the Travel Promotion Act, which has established a first-ever communications and promotion program aimed at increasing international travel to the U.S., and he urged everyone to help defend and strengthen the American travel community by signing up at the [Power of Travel Coalition](#) web site.

Scot Cotton, the General Manager at [Oak Brook Hills Marriott Resort](#) and the incoming DuPage CVB Board Chairman, adjourned the meeting.

For more information about DuPage County, contact the DuPage Convention & Visitors Bureau at 800.232.0502 or info@discoverdupage.com. A copy of their Annual Marketing Summary can be viewed in the Press/Media section at [DiscoverDuPage.com](#).

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About DuPage County and the DuPage Convention & Visitors Bureau

DuPage County is the second most populous county and the second highest tourism revenue generator in Illinois after Cook County, which borders it to the north and east. Together, the two counties account for half of the state's population. One of the nation's wealthiest counties, DuPage is rich in many types of commerce and is second only to Cook in tourism revenue. With its well-developed highway and mass transit system, DuPage is easily accessible from O'Hare and Midway Airports, as well as the City of Chicago.

Established through the efforts of a coalition of DuPage area hotel executives and business representatives in 1987, the DuPage Convention & Visitors Bureau was formally certified in 1989 by the State of Illinois as the official agency to promote the county's multi-billion dollar tourism industry and market DuPage County as an enticing destination for leisure and business travelers, meeting planners, groups and conventions, in order to enhance the economic development of the area.

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