

Social Media Engagement Seminar

February 27th - 8:30-10:30 a.m.

CSCVB Offices - 2304 173rd Street, Lansing

Free to CVB Members and Partners

Join the CVB and Mary Joan Schultheisz, owner of NuZoo Media, for a Social Media Engagement Seminar highlighting how to create your own blog through WordPress and increase engagement through other social media channels. Mary Joan will discuss how to customize your WordPress site with e-commerce, registration forms and video. WordPress is the perfect web development tool for business owners who want to have control over their web sites. It's free, easy to use and is built for search engine optimization and blogging.

Scott Bort and Danielle Sparavalo from the Chicago Southland CVB will go over how to get your brand on social media channels and engage with your fans. Scott will quickly go over Facebook's ad program that helps extend your reach and increase your fan base, and Danielle will talk about how you can use Twitter to bring attention to your products and business. This is an exclusive benefit for our members and partners in the Chicago Southland. Call Danielle at (708) 895-8200 or email Danielle@VisitChicagoSouthland.com to reserve your spot today!

Social Media Engagement Seminar



The Chicago Southland Scoop



Frankfort Tea Room Owner Wins Illinois Tourism Award

Cindy Vassell of the Pickwick Society Tea Room, Gifts & Antiques in Frankfort, was presented with a Lincoln Award from the Illinois Office of Tourism Monday, February 3rd during the Illinois Governor's Conference on Travel & Tourism at the Palmer House in Chicago.

Vassell was one of five Illinois residents recognized as an unsung hero of the Illinois tourism industry that goes above and beyond for her customers. Using an Olympic theme for the 2014 Lincoln Awards, Vassell was given the

Continued on Page 2



Cindy Vassell talks with travel writers during a CVB Media Familiarization Tour in September, above, and in October, below, at the Pickwick Society Tea Room in Frankfort.



By the Numbers

19.5 Million

Passengers Handled by Midway International Airport in FY13

101 Million

Visitors Welcomed to Illinois in 2012

Continued From Page 1

Ice Hockey Gold Medal for “a team player who fights hard to better his or her community.”

“Cindy brings a new definition to hospitality,” said Jen Hoelzle, Director of the Illinois Office of Tourism. “She is fun, engaging and so smart with her marketing and social media. She is the perfect example of a tourism ambassador.”



From left, Chicago Southland CVB President/CEO Jim Garrett, Illinois Office of Tourism Director Jen Hoelzle and Pickwick Society Tea Room owner Cindy Vassell talk after Vassell won a Lincoln Award from the Illinois Office of Tourism February 3rd during the Illinois Governor’s Conference on Travel & Tourism.

“Cindy deserves this accolade because of her passion for hospitality and her commitment to building up historic downtown Frankfort as a destination,” said Jim Garrett, President/CEO of the Chicago Southland CVB. “She has hosted several of the CVB group tour and travel media familiarization tours, and every tour participant walks away raving about Cindy and the Pickwick Tea Room.”

Vassell was nominated for the Lincoln Award by Jim Garrett, President/CEO of the Chicago Southland CVB. The Pickwick Tea Room was the CVB’s 2013 Member of the Year.

Mark Your Calendars with These 2014 CVB Events!

National Tourism Day	Annual Meeting	Holiday Membership Reception
Wednesday, May 14 th	Wednesday, Oct. 1 st	Wednesday, Dec. 3 rd
5:00-7:00 p.m.	11:30 a.m.	5:00 p.m.
CSCVB Office	Homewood Suites	Georgios Comfort Inn
2304 173 rd Street	16245 S. LaGrange Road	& Conference Centre
Lansing	Orland Park	8800 W. 159 th Street
		Orland Hills

Win a Half-Page Ad in the CVB’s 2015 Visitors Guide

During 2013, one of the Tourism Task Force groups helped develop an entertainment/informational web button for municipalities, chambers of commerce, attractions and restaurants to place on their home page directing people to the CVB website. Painting a positive



picture to the public is one of the primary purposes for our five-year strategic plan.

The CVB is offering a contest for our all of our members, chambers and municipalities who place the button on their website by June 30th for a chance to win for a free half-page ad

in the 2015 Visitors Guide valued at \$2,110. Contact Bernice@VisitChicagoSouthland.com or (708) 895-8200 when the web button is in place or for instructions on how to place the button.

Don’t forget to submit your Festivals & Events!

The Chicago Southland Convention & Visitors Bureau is currently collecting information on festivals and events. The CVB uses this information to promote festivals and events in the Chicago Southland Festivals & Events Guide, our website, across our social media channels and to local and national media. The deadline to be included in the Spring/Summer Guide (May-Oct.) is March 1st. Head to VisitChicagoSouthland.com/FEForm to submit your festival or event online.

