

# Social Media Engagement Seminar



**Featured Speaker**  
Dave Serino  
TwoSix Digital



**Wednesday, April 24, 2014**

**8:30-10:30 a.m.**

**DoubleTree by Hilton Chicago-Alsip**

**Free to CVB Members and Partners**

**\$25 for Non-Members**

Join us as we welcome Dave Serino, founder and owner of TwoSix Digital to the Chicago Southland. Dave will review key trends that are impacting the way travelers utilize technology and social media to plan and research travel. You will learn why these trends are important and receive tactical tips on how to leverage them for future social media success. He will discuss relevance of mobile, importance of content and search, the options to monitor and "claim your space" with Yelp, Foursquare and Google+. He will also touch on Twitter, Facebook and advertising options.

**To register contact Danielle at (708) 895-8200 or [Danielle@VisitChicagoSouthland.com](mailto:Danielle@VisitChicagoSouthland.com)**



*We had a full house for February's Social Media Engagement Seminar. Register Today!*



# The Chicago Southland Scoop



## CVB Supports Gaming Expansion in Region

President/CEO Jim Garrett had the opportunity to testify in front of the state House committee hearing at the Tinley Park Convention Center on gaming expansion.

The CVB has been engaged in advancing gaming expansion legislation since it was first introduced. We have taken a leadership



role with this legislation because a gaming complex in our region would become a destination driver that would have significant benefits to our communities through job creation and economic development.

Once a gaming site has been announced, it will be vital that we aggressively market the region and the gaming destination with our primary competitor in mind: the four casinos located only five miles over the border in northwest Indiana. If the CVB intends to compete head to head with Indiana and win, it will take dedicated marketing dollars to make that happen.

The Chicago Southland CVB along with the other regional organizations support the expansion of gaming 100%. We encourage our Illinois legislators to pass gaming legislation this spring, and present a gaming bill that Governor Quinn will sign.

## Legislative Fly-In - Washington D.C.

President/CEO Jim Garrett recently participated in the U.S. Travel Association's *Destination Capitol Hill*, the travel industry's premier legislative fly-in. Along with nearly 300 travel professionals, he met with 250 members of Congress to advocate for issues that impact the travel industry.

He was able to meet with the staff of Senators Durbin and Kirk along with Representatives Kelly and Lipinski to discuss the power and value of tourism to the local, state and national economy.

Jim also had a productive meeting with Chung Eng, team leader of the Federal Highway Administration's Manual on Uniform Traffic Control Devices to discuss flexibility with highway signage along Interstate 294.



President/CEO Jim Garret with Illinois Tourism Director Jen Hoelzle outside the U.S. Capitol.

## CSCVB Golf League Back for 2014

Network and enjoy a nine-hole round of golf every Wednesday at the Lansing Country Club. The league will run May 7th - August 27th (17 weeks) starting at 5:00 p.m. with a banquet to follow the season for each player and one guest. The introduction meeting will be April 30th at 6:00 p.m. at the Lansing Country Club.



Register at

[VisitChicagoSouthland.com/GolfLeague](http://VisitChicagoSouthland.com/GolfLeague)

## Recent Local Grant Awards



2014 Annual Convention  
Illinois Funeral  
Directors Association  
Village of Tinley Park  
\$2,274



Proud Lady Beauty Show  
American Health & Beauty  
Aids Institute  
Village of Tinley Park  
\$6,403



2014 First Midwest Bank  
Half Marathon & 10K  
City of Palos Heights  
\$3,290



"Party in the Park"  
Village of Orland Hills  
\$1,260

## Illinois Lobby Day - Springfield

President/CEO Jim Garrett also traveled to Springfield this week as part of a joint Lobby Day with the Illinois Council of Convention & Visitor Bureaus, Illinois Hotel & Lodging Association and the Illinois Restaurant Association.

Jim met with many of our legislators and expressed the importance of continuing to support tourism as an economic development engine. He also expressed support for Rep. Robert Rita's pending gaming bill.



Illinois Council of  
Convention & Visitor Bureaus