



*Newsletter*  
August - September 2019

*From the Executive Director*



Greetings,

We are more than halfway through 2019 and business has been nonstop for our teams at the Pasadena Convention & Visitors Bureau. We've kicked off the summer season by hosting various public and private events at the convention center, with no end in sight. Most recently, our Sales team successfully closed FY19 by meeting its room night goal of 46,000 contracted group rooms. This accomplishment represents the staff's hard work and dedication in promoting Pasadena as a premier meeting and convention destination. We were also fortunate to host the Dakar Plateau, Senegal sister city delegation with an economic round table at the convention center. The intimate morning event was a wonderful opportunity to learn more about the delegates and opportunities in which Pasadena can work closely with Senegal.

With a few months left before the New Year, we look forward to all the events and opportunities coming up to work with each and everyone one of you.

As always, we appreciate your continued support.

Jeanne Goldschmidt

*Upcoming Convention Center & Civic Auditorium Events*

- Enamel Market (Aug. 10)
- Pro-ACT In-Service Instructor Recertification Training (Aug. 12 - 16, 19 - 21)
- World CBD Expo (Aug. 16 - 18)
- Japan World 2019 (Aug. 17 - 18)
- Equipo Vision (Aug. 18)
- AltaMed All Hands Employee Event (Aug. 21)
- Brian Regan (Aug. 22)
- Masters of Musical Whistling (Aug. 23 - 24)
- Brick Fest Live (Aug. 24 - 25)
- International Gem and Jewelry Show (Aug. 30 - Sept. 1)
- Celebration of 70 Years of PRC (Sept. 1)
- LightBox Expo (Sept. 6 - 8)
- CA Hospital Assn. Disaster Planning for CA Hospitals (Sept. 10 - 11)
- City of Pasadena HR Dept. Training (Sept. 12)
- World Journal "Speak, Sweet Memory" (Sept. 13 - 14)
- Blair High School Reunion Class of 67-69 (Sept. 14)
- Bride World Expo (Sept. 15)
- Equipo Vision (Sept. 15)
- Nerd Expo (Sept. 21)
- Tournament of Roses Royal Ball (Sept. 21)
- Bullie Con (Sept. 21)
- CannMed Conference (Sept. 22 - 24)
- APCA Trade Show (Sept. 25)
- Dog Haus International Expo (Sept. 26)
- Story Pro Expo (Sept. 27 - 29)
- Japanese Food & Restaurant Show (Sept. 28)
- LA Chocolate Salon (Sept. 29)



## *Featured Story* **IPW TRAVEL TRADE AND MEDIA SHOW**

In June, the Marketing and Communications team attended U.S. Travel Association's IPW, the leading international inbound travel trade show, driving \$5.5 billion in future travel to the United States. During the four-day conference in Anaheim, CA, the team met with over 40 travel trade operators, built relationships with global destination representatives and attended educational meetings. The Communications team also met with over 25 journalists during Media Marketplace promoting Pasadena's premier attractions. As part of the event, Visit Pasadena also participated in Visit California's Road Trips Plaza with a lounge activation showcasing destinations throughout California.

## **PCMA EDUCON**

*CVB Sales*

The CVB Sales team partnered with the Los Angeles Tourism & Convention Board to kick off PCMA EduCon 2019 at an opening night reception at LA Live's NOVO. The energetic and immersive program attracts thought leaders, event marketers, experience designers, and business events strategists from around the world. EduCon is known industry wide for its innovative approach to education – and the small-group learning that builds lasting relationships.



## **SITE VISITS AND TRADESHOWS**

*Sales efforts*

The Sales team hosted four major site visits in preparation for various bookings for 2020.

- Southern California Edison – February 2020
- Meetings Made Easy – Year 2020
- Ted McGrath – September 2020
- Pasadena Festival of Women Authors – March 2020

The PCVB team also attended two trade shows.

- Helms Briscoe Annual Business Conference – Houston, TX
- IPW Conference – Anaheim, CA



## **NEW MEETING PLANNER GUIDE**

*Meetings and convention resources*

The PCVB released a new Meeting Planner Guide to include its newest hotel, Hyatt Place Pasadena, and the recent renovations to Pasadena hotels. It serves as a resource guide to the city and offers inspirational tips to ensure a memorable convention and meeting in Pasadena.





## DRINK VEGAN

Marketing activations

The Pasadena CVB hosted a branded lounge at Eat Drink Vegan, where over 10,000 food and beverage enthusiasts gathered at the Rose Bowl Stadium. A vegan guide to Pasadena and LATHER all-natural products were given away. For those seeking reprieve from the sun, Visit Pasadena branded parasols were also sold.



## A Playhouse in Pasadena

PLAN A DAY TRIP FILLED WITH CULTURE, MUSIC, HISTORY AND FOOD. BY JENN TANAKA

My first visit to the Rose Bowl had become a family legend. When I was 4 months old, my parents took me to a UCLA football game. My dad and uncle are both alumni of the Santa Anita internment camp. That is until my beloved great-grandfather carried me away from the same alumni section like a fleeing squirrel. I just finished in the general student section. As the game kicked off, my uncle handed me to his friend, who gave me to his girlfriend, who passed me to her other and so on. My mom watched in horror as her little baby was tossed about like a football. Everyone had a great time. Mom never attended another game.

Fast-forward three decades. I am back at the Rose Bowl. This time, I'm peered above the stands in a spacious box suite with my husband and a group of parents. We gathered in Pasadena for a music event over Jay Z and Beyoncé's On the Run II tour. The concert brought our Hollywood glitterati, athletes and influencers, not to mention the

celebrities. It was a pop culture spectacle and a concert to remember. Over the years, the Rose Bowl has transformed into a world-class venue with events ranging from championship football games to Taylor Swift concerts.

On July 23rd, the Rose Bowl will celebrate the 50th anniversary of Neil Armstrong's first steps on the moon with an immersive Apollo 11 adventure show. Take your child aside to see another roll of this-world's summer experience: The Rolling Stones on Aug. 22. Oh, some anticipation as you watch Mick Jagger dance at the Rose Bowl with the stars twinkling above. Wild horses couldn't stop us.

**BUILD A LEGACY**  
Turn your kid into an architecture aficionado. Pasadena neighborhoods offer a plethora of building styles. The Gamble House, constructed in 1906, remains a monumental example of American craftsmanship. Though tucked away on an unassuming street, the home,



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## EARNED MEDIA COVERAGE

Media placements

As a result of working with and hosting COAST magazine's managing editor, Jenn Tanaka, Pasadena earned a two-page print story in their summer June issue. Tanaka also wrote "LA Staycation - Past, present, future: Pasadena inspires" for COAST's digital edition. The feature highlighted: Rose Bowl Stadium, Gamble House, Kidspace Children's Museum, Norton Simon Museum, Vroman's Bookstore and Lincoln Pasadena.

COAST is a premier publication in Orange County with 150k readers per issue.



## SILVER TELLY AWARD WINNER

Recognition of achievements

The PCVB was pleased to win a Silver Telly Award in non-broadcast, travel and tourism for our Where Great Minds Meet video. The Telly Awards showcases the best work created within television and across video, for all screens. Receiving over 12,000 entries from all 50 states and five continents, Telly Award winners represent work from some of the most respected advertising agencies, TV stations, production companies and publishers.

## Featured Story DC CLIENT EVENT

The Pasadena CVB Sales team hosted a mission where they facilitated sales calls and office visits in Washington, D.C. with their sales partner, The Westin. Highlights include meeting with Smith Bucklin, the largest association management company in the U.S., and NASA Research and Education Support Services. The client event gave the CVB important exposure to future meetings in Pasadena. It was held at a DC music venue with 13 clients in attendance.



## My Pasadena

An Insider's Perspective



As the executive director of the Pasadena Convention Center, I oversee all facets of the center's operations, in-house service partners, and aesthetics for a facility that hosts approximately 320 events annually, showcasing our venue to 420,000 visitors annually. I work closely with all operations departments and service partners to ensure first-class service in order to exceed clientele and guest's expectations.

I fell in love with Pasadena because of its diversity, majestic city hall, and big city atmosphere. I grew up in Houston (4th largest city), and I was absolutely in awe with the amount of diversity and the amount of people walking through beautiful and charming Old Pasadena when I moved here 12 years ago. I had never experienced anything like that growing up in the South. Pasadena has so much to offer from a plethora of amazing restaurants, great shopping, arts, and charming alleys.

For the vast array of people visiting our beautiful center and city, there is so much to see and so much to do. I would highly recommend a stroll through Old Pasadena, in search of tucked away stores and restaurants along Mills Place and One Colorado (great Instagram shots). While at One Colorado, dine at Café Santorini for fantastic food, great service and great ambiance. My friends and I frequently unwind at Urth Caffè in the Playhouse District for a variety of teas and coffee, as well as fresh and healthy dishes. The Spanish latte is my favorite! Last, but not least, Vroman's Bookstore (yes, a bookstore), for not only their extensive book inventory, but also for their wide range of gifts from unique pens, stationary, jewelry, and much more.

Naz Sabripour  
Executive Director of the Pasadena  
Convention Center

## EMPLOYEE ANNIVERSARIES

Recognizing 40 years of service

This July, we celebrated the 40th anniversary of Roberto Aguilar. "Roberto's contributions to the PCOC, our clientele and guests over the years, are greatly appreciative and well respected. His commitment and dedication to PCOC is truly evident not only by the number of years he has worked here, but also by his perseverance and hard work," said Naz Sabripour, executive director of the Pasadena Convention Center.



## IMPROVEMENTS AT THE CONVENTION CENTER AND CIVIC AUDITORIUM

Installation and upgrades

During FY 2019, the following improvements were made to the Pasadena Convention Center and Pasadena Civic Auditorium:

- The installation of show/bulk power and four electrical floor boxes in Hall C (Historic Exhibition Hall)
- Internet upgrades throughout the facilities including increasing bandwidth from 250k to 1GB and expanding the availability of Wi-Fi to Hall C
- Upgrade of the Civic Auditorium's production lighting system, which includes fixtures, dimmers, and the lighting console
- Painting, new house sound, and new operable partitions installed in the Conference Building
- Upgrade of the facility's security system and security cameras
- Waterproofing repairs to the parking garage

## Pasadena Convention and Visitors Bureau

Jeanne Goldschmidt, Executive Director  
Christine Susa, Director of Marketing & Communications  
Crystal Williams, Senior Manager of Marketing & Communications  
Jessica Yeh, Marketing Specialist

## Pasadena Center Operating Company

Michael Ross, Chief Executive Officer

## Board of Directors

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Phillip Hosp, Locke Lord, LLP  
Blair Salisbury, El Cholo  
Siamak Nassipour, The Westin Pasadena

## Our Mission

To promote Pasadena as a meeting and travel destination in an effort to maximize economic impact through the development of meetings, conventions, entertainment events and tourism by providing professionally managed facilities and first-class service.

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