

**VisitPittsburgh**

2012 ■ ANNUAL REPORT

TOURISM  
**ENERGIZES**

# LETTER FROM THE CHAIRMAN

*William T. Cagney*



**T**he “Power of Tourism” is the message that VisitPittsburgh delivered across the board – and around town – throughout 2012. And, as the new chairman of VisitPittsburgh, I was more than delighted to deliver this important economic message to everyone who would listen.

When you consider that visitors to Pittsburgh and Allegheny County spend \$5.3 billion a year here, you’ll see that the Power of Tourism message rings loud and clear. This breaks down to \$1.7 billion spent on transportation, \$1 billion on food and beverage, \$983 million on recreation, \$833 million on retail and \$670 million on lodging, according to Tourism Economics, one of the world’s foremost global research firms. This significant impact to the region’s economy keeps VisitPittsburgh striving to fulfill its mission of generating convention, trade show and leisure travel business for the Pittsburgh region.

And, while we certainly don’t take credit for all of this economic development, VisitPittsburgh does take credit for booking 576 meetings and conventions for 2012 and beyond. The convention sales team sold 223,481 room nights for future years, worth an anticipated direct spending totaling \$189 million. We know that this spending – by conventioners, leisure tourists, sports teams and business professionals who visit the city – contributes significantly to the tax revenue that the city, county and state garner. All told, travelers generated nearly \$320 million in state and local taxes in 2011, the last year that data is available. This provides \$617 worth of government services for every resident household in Allegheny County – something else to consider when you think of the Power of Tourism.

2012 was yet another good year for Pittsburgh’s hotel community. The city experienced the highest occupancy rate within its competitive set for the fourth consecutive year. In 2012, Pittsburgh had an average daily occupancy rate of 67.6 percent – which means that, on average, there were nearly 16,500 visitors in the Pittsburgh area every day! And, they added to our economy by dining in our restaurants, visiting our attractions and shopping in our stores.

Our team is most fortunate to be selling the city of Pittsburgh. It is a city that is repeatedly touted in newspapers and magazines as the – take your pick here – comeback, remade, renewed, revitalized, transformed city that it is. I’m happy to say that the tide has certainly turned in the media’s perception about Pittsburgh.

My favorite headline of the year? “Portland out. Pittsburgh in.” Yes, Pittsburgh is in all right. And, that makes for a bright outlook for the city as the Power of Tourism – and all the energy that comes with it – puts Pittsburgh in high gear going into the future.

Sincerely,

A handwritten signature in black ink that reads "William T. Cagney". The signature is fluid and cursive.

William T. Cagney

# LETTER FROM THE PRESIDENT & CEO

*Craig P. Davis*



**T**his month marks my first full year of serving as president and CEO of VisitPittsburgh. And, it's been a wonderful year with great news to report.

But, I want to first thank my predecessor, Joe McGrath, now executive chairman, who turned over to me the reins of an organization that was already in terrific shape – both fiscally and operationally. And for that I am grateful. On behalf of the entire VisitPittsburgh team, we are appreciative of Joe's hard work over the past 23 years at VisitPittsburgh's helm, and for his role in putting Pittsburgh on the world map as one of the most desirable places to live, work and visit.

The VisitPittsburgh team is known throughout the tourism industry as one that is both professional and progressive; and, it is with their expertise that I will continue to tell the story about Pittsburgh's remarkable transformation. I will continue to boast that Pittsburgh is home to the world's first green convention center and the only one in the country to be both Gold and Platinum LEED certified. And, I will continue to be so very thankful that our "product" – the City of Pittsburgh – is repeatedly named one of the best cities in the world to visit.

Local residents are realizing that the Pittsburgh region is indeed a worthy tourist destination. For many years, travelers from around the world have fallen in love with our city – calling it "America's Best Kept Secret." The city, in fact, was named by *National Geographic Traveler* as one of the world's 20 "must-see" destinations to visit in 2012. For Pittsburgh to be included among the world's most outstanding destinations speaks volumes about the city's journey over the last 30 years.

And, make no mistake: The economic energy that tourism spawns is not to be underestimated. The Pittsburgh region had more than 11 million overnight trips in 2011, the most recent year for which data is available. These visitors generated a whopping \$5.3 billion in spending – and supported more than 38,000 local jobs.

While we are delighted to contribute to this impressive bottom line statistic, we certainly don't claim to do it alone. It is a sought-after destination thanks to our world-class attractions, fine hotels, delicious eateries and one-of-a-kind topography that draws visitors and attracts meetings and conventions. And, it is through the many successful partnerships that we've built throughout the community that work together to continue the momentum Pittsburgh has garnered as a "must-see" destination.

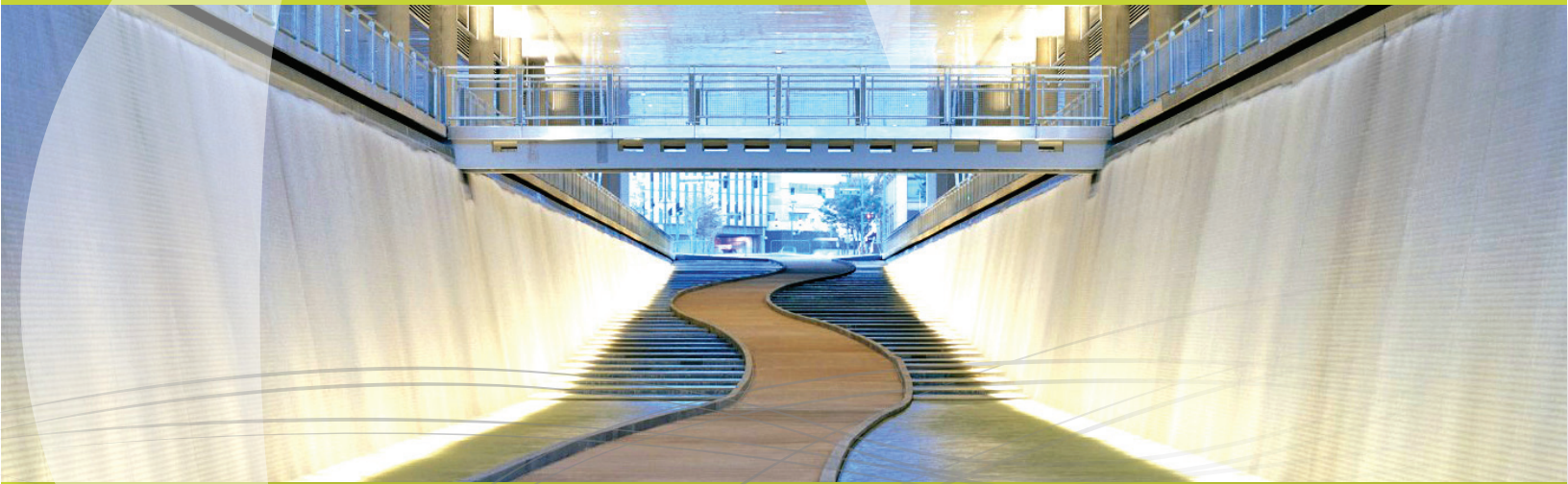
Sincerely,

A handwritten signature in black ink that reads "Craig P. Davis". The signature is fluid and cursive.

Craig P. Davis

# CONVENTION SALES

*Effectively selling Pittsburgh as a perfect meeting, convention and sporting events destination*



## *Convention Sales Results*

- Sold 223,481 room nights for 2012 and future years
- Booked 576 meetings and conventions; direct spending for these events valued at \$189 million
- Contributed 267,305 rooms to the overall room night consumption in Allegheny County in 2012
- Booked 46,521 value season (slow season) room nights for 2012 and the future
- Hosted 265 customers through site visits and familiarization tours
- Bring It Home (BIH) Campaign resulted in booking 346 meetings, representing 106,151 room nights and a direct spending estimate of \$100 million – the BIH campaign encourages local leaders of national organizations to bring meetings and conventions to the Pittsburgh area

## *2012 Pittsburgh Hotel Statistics\**

- Pittsburgh: Experienced the highest occupancy rate within its competitive set for the fourth consecutive year
- Held the second-highest average daily rate (ADR) – \$109.41 – within its competitive set
- Pittsburgh ADR was higher than Atlanta (\$85.75), Dallas (\$86.16), Denver (\$100.56), just to name a few
- Outperformed the national averages for occupancy, ADR and RevPAR (revenue per available room)

*\* Smith Travel Research*

# CONVENTION SALES

*Continued*

## *Marcellus Shale and the Bottom Line*

The hospitality industry in the Pittsburgh region is reaping great benefits from the Marcellus Shale boom in western Pennsylvania. Case in point: Since 2009, twenty energy-related or scientific conferences with a significant number of energy-related sessions have been booked. These bookings account for more than \$35 million in direct spending to the local economy.



## *Three Sister-Cities Partnership*

This unique sales and marketing partnership between VisitPittsburgh, TravelPortland (Oregon) and Visit Milwaukee – together branded as “Three Cities Making a Difference” – continued successfully in 2012. By partnering at major trade shows and cross selling destinations, VisitPittsburgh successfully booked a conference as far out as 2023!

## *Top 10 Groups Booked in 2012\**

1. American Institute of Chemical Engineers – 2018 Annual National Fall Meeting – 10,110 room nights
2. Anthrocon – 2015 Annual Convention – 5,270 room nights
3. Competitor Group Inc. – 2015 Pittsburgh Rock ‘n’ Roll Half Marathon - 5,200 room nights
4. American Trucking Associations – 2014 National Truck Driving Championships – 5,020 room nights
5. Pennsylvania Association for Adult Continuing Education – 2014 Annual Conference – 3,615 room nights
6. National Collegiate Athletic Association – 2015 NCAA Division I Men’s Basketball Championships – 3,229 room nights
7. East Coast Volleyball – 2014 East Coast Championships – 3,143 room nights
8. USA Hockey – 2013 Boys Tier 1 National Championships – 2,600 room nights
9. North American Catalysis Society – 2015 Biennial North American Meeting – 2,210 room nights
10. National Association for Court Management – 2016 Annual Conference – 2,156 room nights

*\* By room nights*

“Pittsburgh recycled itself.  
Today, a thriving arts  
community boasts exciting architecture and important  
public art by major sculptors...”

*– American Style*



# CONVENTION SERVICES

*Committed to doing whatever it takes to make a successful event*

## *Convention Services*

- Recipient of the Gold Service Award from *Meetings & Conventions* magazine for providing quality service – the award is the mark of excellence for outstanding conventions and visitors bureaus throughout the world
- Managed hotel reservations for three city-wide conventions, generating nearly \$1.6 million in room revenue for hotel partners
- Provided 1,800 hours of on-site registration assistance
- Convened 19 pre-convention meetings between key stakeholders and meeting planners
- Provided restaurant booth and hotel information table for 23 groups, assisted with 2,600 restaurant reservations
- Exceeded client expectations, demonstrated by the 96 percent service score on evaluations
- Roaming ambassador program – called “PittsburgHosts” – served 10 events

## *Top 10 Groups Hosted in 2012\**

1. National Society of Black Engineers – \$15.2 million
2. American Institute of Chemical Engineers – \$11 million
3. Presbyterian Church (U.S.A) General Assembly – \$10 million
4. 2012 NHL Entry Draft – \$9.1 million
5. 2012 Intel International Science and Engineering Fair – \$8.5 million
6. 2012 NCAA Division I Men’s Basketball – \$7.1 million
7. National Association of Counties – \$5.3 million
8. 2012 Materials Science & Technology Conference & Exhibition – \$5.1 million
9. One Young World – \$5 million
10. Anthrocon – \$4 million

*\* By estimated direct spending*

“People were impressed with how clean and beautiful the city is... We are looking forward to our return in 2015.”

– *Intel International Science & Engineering Fair*

## *Meeting Planners Love Pittsburgh*

“Downtown Pittsburgh was a pleasant, compact, beautiful city. I was impressed with its **cleanliness**, the **friendliness** of its people, and the many things to see and do.”  
– *National Student Nurses’ Association*

“The Convention Center is a **modern treat** – overlooking the river and the city – what a great location. The city is fantastic for out-of-town guests to enjoy. Our group felt comfortable walking around, **discovering** all the great restaurants downtown.”  
– *Golbon Mid-Year Meeting & Buying Show*

“Our attendees simply **cannot get enough** of the city of Pittsburgh. Take this from a native Philadelphian: Once you’ve **set eyes** on Pittsburgh, there is no going back.”  
– *Anthrocon*

# COMMUNICATIONS

Leading the public relations charge in telling the Pittsburgh story



## Highlights

- Generated 1,578 positive story or broadcast placements, resulting in \$9.2 million in advertising equivalency value
- Hosted 72 journalists
- Issued 60 press releases, attended three media marketplaces for face-to-face story pitches
- Hosted five themed press tours that generated 66 media placements worth an ad value of \$1.4 million
  - Dutch Festival, in collaboration with Pittsburgh Cultural Trust
  - Green Pittsburgh, in collaboration with the Allegheny Conference on Community Development
  - Social Media
  - History & Heritage
  - Art in Pittsburgh
- Provided public relations support to One Young World, National Society of Black Engineers, Anthrocon and others.
- Expanded photo library for online press room by commissioning Pulitzer Prize-winning photographer Martha Rial

“Eighty-nine neighborhoods shape the city into a place authentically hip without being painfully hipster.” — Fox News

# COMMUNICATIONS

*Continued*

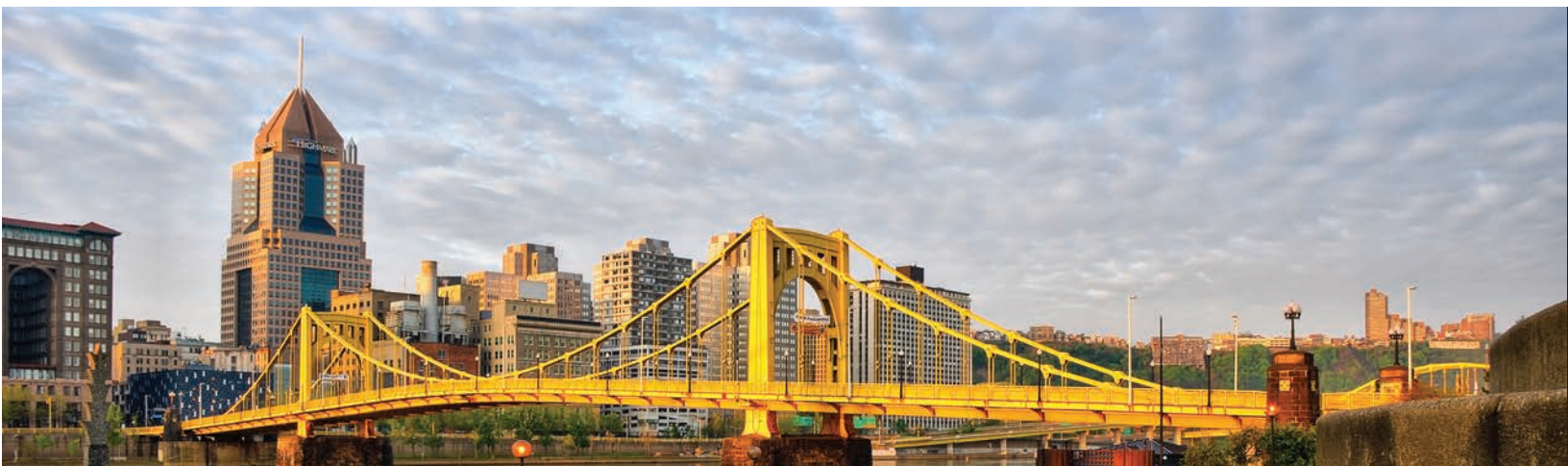
## *Travel Matters*

**V**isitPittsburgh championed a public awareness effort dubbed “Travel Matters” to inform local residents of the economic impact that visitors mean to the region’s bottom line. To that end, May 11, 2013 was officially proclaimed as “Travel and Tourism Day” in Pittsburgh by city and county officials. This recognition coincided with National Tourism Week, and was part of an event to educate the media and hospitality partners about



high-profile happenings that were slated to take place over the summer and fall.

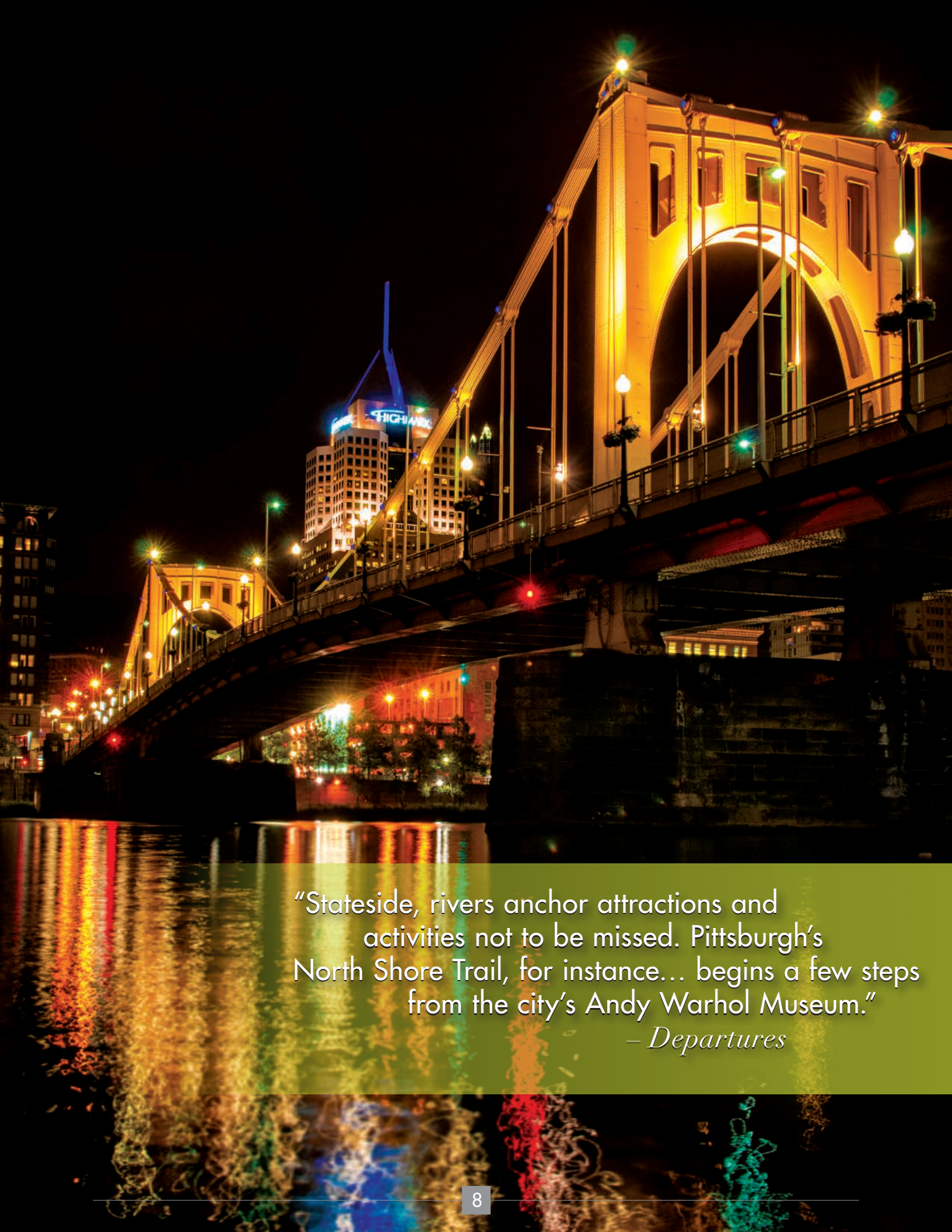
To further the public awareness effort, editorial board meetings took place with local media and KDKA Radio aired a monthly radio spot highlighting tourism’s economic impact. In addition, a newly created “Speaker’s Bureau” was established – where VisitPittsburgh staff presented the “Travel Matters” message to interested groups.



“Desperate to **enjoy**  
the spectacular weather, we set our compass south and headed  
toward Pittsburgh, where three distinct experiences  
await fall sightseers.”

– *The Buffalo News*





"Stateside, rivers anchor attractions and activities not to be missed. Pittsburgh's North Shore Trail, for instance... begins a few steps from the city's Andy Warhol Museum."  
– *Departures*

# MARKETING

*Marketing Pittsburgh to the world*



## *Highlights*

- Marketed Pittsburgh to Cleveland and Columbus, Ohio. Thirty-five percent of room nights sold and 36 percent of tourism package buyers were from these cities. Featured marketing campaigns:
  - Kidsburgh
  - Pittsburgh is Visual
  - Pittsburgh is Performing
  - Outdoor Recreation
- Determined accurate profile of Pittsburgh leisure travelers through thorough research initiatives – surveyed 8,000 inquirers to [visitpittsburgh.com](http://visitpittsburgh.com), collected 458,000 zip codes by 20 reporting attractions, conducted intercept surveys at three heavily populated events
- Generated a total of \$1.2 million in media value, with over 57 million media impressions through direct mail; print, TV, web, radio and video advertising; and promotions
- Increased web reservations by 10 percent over last year and web ticket sales by 21 percent
- Increased room nights booked as a result of the GetGo Fuel promotion by 18 percent
- Opened new WELCOME Pittsburgh Information Center at the Duquesne Incline
- Produced the following: *Official Visitors Guide to Pittsburgh*, *PLAY* magazine, city map, online coupons and welcome signs

## *PittsburghHosts*

With funds from the Richard King Mellon Foundation, VisitPittsburgh hosted six customer service training sessions with Guest Service Solutions, and four webinars. Elements of the program included creating a social network of PittsburghHosts, re-engaging those already trained and recruiting new trainees. A total of 220 people took part in the training. PittsburghHosts volunteers were onsite for 10 major conventions in 2012.



# MARKETING

*Continued*

**PITTSBURGH**  
NATIONAL GEOGRAPHIC  
**TRAVELER**

[And they know what they're talking about.]

**BEST** *of the* **WORLD**  
**Must-See Places for 2012**



## *Best of the World Campaign*

**A**fter *National Geographic Traveler* named Pittsburgh as one of the world's 20 most-compelling places to visit in 2012, VisitPittsburgh launched an aggressive marketing campaign. The "Best of the World" campaign – which touted Pittsburgh's many attributes – was developed, targeting major media outlets in major metropolitan areas. The campaign, which included a mix of marketing tools, featured full-page advertisements in *The Washington Post*, online ads in *The New York Times* and radio broadcasts in Canada. It began in December 2011 and continued through October 2012 – in conjunction with the One Young World Summit.

A joint effort among VisitPittsburgh, Allegheny Conference on Community Development and the Allegheny County Airport Authority offered additional exposure for the city through a five minute, in-flight video that ran in June on Delta Airlines' flights, as well as a special section in the airline's *Sky Magazine*.

## *Best of the World Results:*

- Total media impressions generated 13.3 million
- Over 4.2 million total print circulation, 245,000 radio listeners, 300,000 in-flight passengers, 600,000 video views, and nearly 8 million web impressions generated from campaign
- Over 23,000 page views generated on [visitpittsburgh.com](http://visitpittsburgh.com)
- Generated a total of \$443,000 in media value



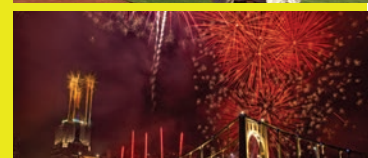
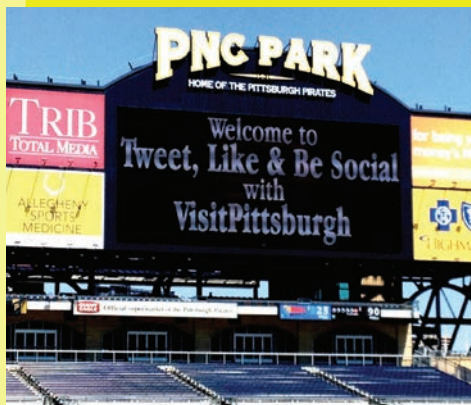


"Its mourning for its industrial past long concluded, this western Pennsylvania city changed jobs and reclaimed its major assets: A natural setting that rivals Lisbon and San Francisco, a wealth of fine art and architecture, and a quirky sense of humor."  
– *National Geographic Traveler* article entitled  
"Pittsburgh: Extreme Metropolitan Makeover"



# DIGITAL MARKETING

*Smart marketing in the digital age*



## *Website Activity*

- Traffic to VisitPittsburgh.com nearly hit the 1 million mark with 985,515 site visits – an 18 percent increase over last year
- Upgraded the visitpittsburgh.mobi site to perform all key functions, including click-to-call on partner listings
- Traffic to the VisitPittsburgh.mobi increased 72 percent to 95,818 visits
- Thirty-two coupons offered on visitpittsburgh.com and .mobi sites, resulting in almost 5,000 hits
- Average time on website was 3 minutes and 7 seconds
- More than 15,000 people downloaded the *Official Visitors Guide to Pittsburgh*

## *Social Media Activity*

- Social Media team made 176 Facebook wall posts, 3,115 tweets from @vstpg
- Posted four videos to YouTube channel
- Loaded 10 photo sets to Flickr
- Hosted four social media partner events attended by 140 people
- Created 10 "Pittsburgh-centric" Pinterest boards

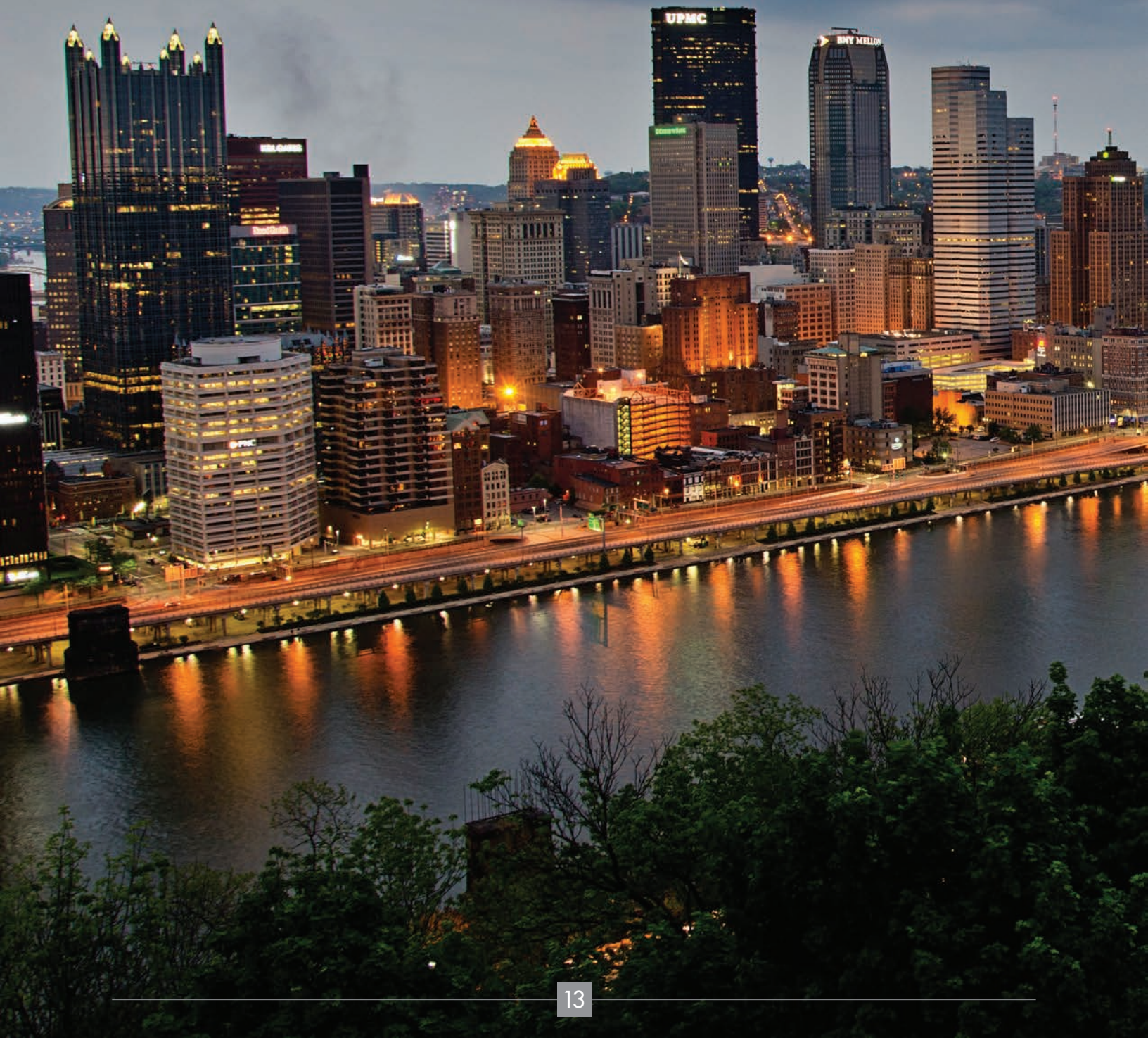
"It's a **hot** place for young people to visit."  
– *San Diego Reader*

*Excerpt from article generated by VisitPittsburgh's Social Media Press Tour*



"Pittsburgh today is a **beautiful**, successful city. A **dynamic** skyline shows off elegant turn-of-the-century buildings tucked among **glamorous** high-rises."

— *Australian Times*





# PARTNERSHIP DEVELOPMENT

*Providing strategic resources and valuable exposure to local businesses*



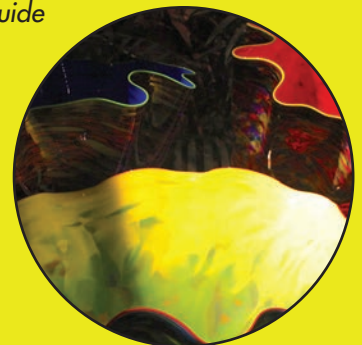
## Highlights

- Recruited 87 new partners
- Hosted 19 networking events, attracting over 1,000 attendees
- Showcased major conventions at partner events, including National Society of Black Engineers (NSBE), INTEL Science Fair and One Young World
- Introduced a new media kit to showcase all print, web and partnership programs
- Grew its corporate ranks to 19 partners through the addition of three new corporate partners
- Launched a new neighborhood co-op marketing program

## VisitPittsburgh Partner Event

*As a partner-based organization, VisitPittsburgh provides an opportunity to network with Pittsburgh's tourism and hospitality community.*

- 2012 Official Visitors Guide Release Party
- NSBE Conference Briefing
- Partnership 101s
- Summer Spotlight in conjunction with National Tourism Week
- Primetime events
- Get Healthy Outdoors
- Pittsburgh Social Exchange/VisitPittsburgh joint networking event
- Coffee Talks with Partnership Development
- VisitPittsburgh Golf Outing
- Fall Forecast
- Corporate Breakfast
- 2012 Annual Meeting
- Social Media Lunch & Learns
- Tweet, Like & Be Social



# INDUSTRY INVOLVEMENT

## *Industry & Community Engagement*

*VisitPittsburgh staff members hold positions in the following industry organizations:*



- Americans for the Arts Host Committee
- Cultural & Heritage Tourism Alliance
- Destination Marketing Association International (DMAI)
- DMAI Destination & Travel Foundation
- Indiana University of Pennsylvania, Hotel, Restaurant and Institutional Management Program
- Meeting Professionals International
- National Association of Sports Commissions
- Pennsylvania Association of Travel & Tourism
- Pennsylvania Association of Convention and Visitors Bureaus
- Pittsburgh Cultural Trust First Night Advisory Board
- Pittsburgh Cultural Trust Marketing Advisory Committee
- Pittsburgh Human Resources Association
- Pittsburgh Society of Association Executives
- Professional Conference Management Association Midwest Chapter
- Ready Set Go Pennsylvania Sports
- Senator John Heinz History Center
- Silk Screen Asian Film Festival
- SKAL
- Society of Government Meeting Professionals
- US Travel Association
- Venture Outdoors
- Women's Press Club of Pittsburgh

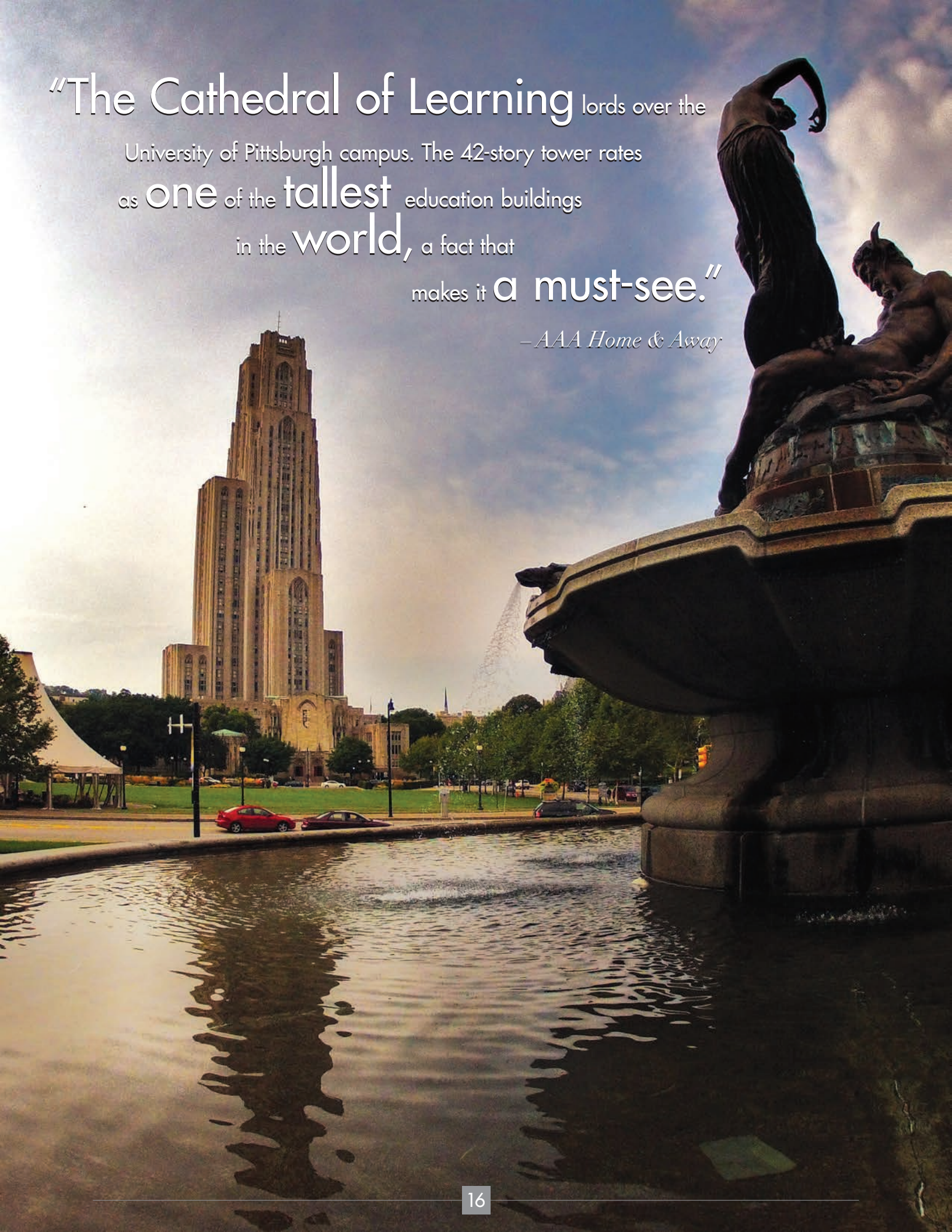
"Now at the forefront of sustainable development, the region continues to garner national acclaim for its pioneering **accomplishments** in green building, urban forestry and land conservation."

*– Meetings Focus*



"The Cathedral of Learning lords over the  
University of Pittsburgh campus. The 42-story tower rates  
as **one** of the **tallest** education buildings  
in the **world**, a fact that  
makes it **a must-see.**"

*—AAA Home & Away*





# HUMAN RESOURCES

*Providing a professional, enjoyable and engaging workplace environment*

## *Highlights*

- Six recruitment campaigns successfully conducted
- Implemented a structured internship program and hired eight interns from three universities and one technical institute
- Earned the Healthiest Employer Award from the *Pittsburgh Business Times*, recognizing VisitPittsburgh's commitment to creating a healthy workplace
- 77 percent of staff participated in Wellness Program, a cost-savings strategy through lower health care utilization rates



## *Corporate Social Responsibility*

- Participated in Day of Caring for 12th consecutive year; eight staff volunteers prepared the North Hills Community Garden for winter
- 2012 Hospitality Food Drive collected 4,023 pounds of food
- Raised \$9,302 for the 2012 United Way Campaign, with 70 percent staff participation
- VisitPittsburgh staff members volunteer and serve on boards and advisory committees for numerous organizations: ACHIEVA • Blind and Vision Rehabilitation Services of Pittsburgh • Calvary Episcopal Church, Catholic Charities Pittsburgh Dioceses • Children's Hospital of Pittsburgh Girl Scouts of Western PA • Greater Pittsburgh Community Food Bank • Habitat for Humanity of Greater Pittsburgh Hiland Childcare Center • Holy Family Foundation Lawrenceville Corporation • Lawrenceville Memorial Day Parade Committee • Light of Life Mission • Mary D. Ravita Education Foundation • Operation Safety Net • Riverview School District • St. Francis University • St. Victor Parish • Tickets for Kids Foundation • Western Pennsylvania Diversity Initiative • Western Pennsylvania Humane Society • WYEP • YWCA Young Leaders Board

# FINANCE & ADMINISTRATION

*Building a solid foundation to support marketing efforts*

## *Highlights*

- Generated \$1.5 million in Partnership dues, advertising, sponsorship and event registration income
- Secured \$82,000 worth of in-kind services and donations
- Realized a 41 percent increase in merchandise sales from WELCOME Pittsburgh at Fifth Avenue Place
- Set up four new board-restricted cash reserves – funded through operating surpluses
- Reserves allocated to investment accounts created to increase return to further organizational mission



"Pittsburgh was named as one of the **top 20** places to visit in 2012 by *National Geographic Traveler* magazine.

Fairmont Pittsburgh's General Manager Sterne said

VisitPittsburgh used the award to **drive interest** by creating ad campaigns touting the accomplishment. He said the city most definitely saw an increase in **leisure** travel as a result."

– *HotelNewsNow.com*

## 2012 FINANCIAL HIGHLIGHTS

### Sources of Funding

	2012	2011
Membership Investment	\$544,621	\$503,713
Allegheny County Hotel Room Tax Revenue	8,334,172	7,924,251
Commonwealth of Pennsylvania Regional Marketing Initiative Grant	29,752	286,152
Other State Grants	–	50,000
Restricted Grants and Revenue	97,727	25,891
Advertising and Sponsorships	870,701	762,151
Contributions in Kind	82,499	151,958
Participation Fees	23,902	59,025
Merchandising Income	68,002	52,695
Convention Services	20,499	70,947
Interest Income	59,639	13,175
Net Realized Gain on Investments	86,020	–
Other Revenue	9,874	9,494
<b>Total Support and Revenue</b>	<b>\$10,227,408</b>	<b>\$9,909,452</b>

### Expenses

Convention Sales	3,401,680	2,825,899
Convention Services	896,066	725,657
Tourism Marketing	2,183,390	2,301,165
Regional Marketing Initiative	28,016	315,388
Digital Marketing	592,680	398,066
Communications	669,260	664,470
Membership Development/Services	755,896	728,838
Management/Operating	702,385	889,927
Opportunity	214,863	–
<b>Total Expenses</b>	<b>\$9,444,236</b>	<b>\$8,849,410</b>





# One Young World

**F**irst London. Then Zurich. Then Pittsburgh.

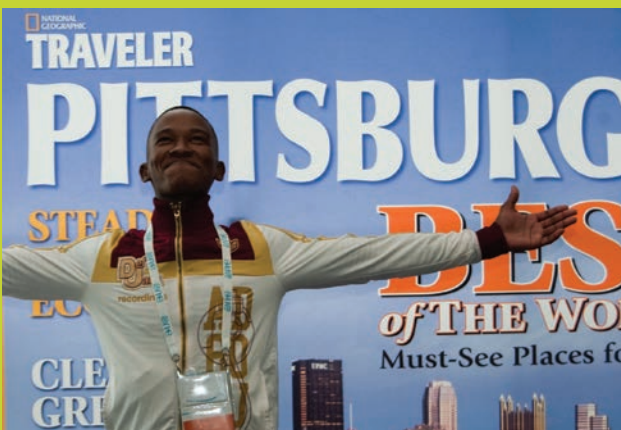
Yes, Pittsburgh. The City of Bridges was thought to be a long shot when cities from around the globe were vying to be named the host city of the third annual One Young World Summit in 2012.

And, what a Summit it was. In October, more than 1,200 future leaders from 183 countries came to Pittsburgh. It was one of the largest representations of countries other than the Olympics and United Nations.

In addition to President Bill Clinton's opening keynote address, Nobel Peace Prize Laureate Professor Muhammad Yunus and musician and social activist Bob Geldof KBE spoke to the delegates about the challenges they face and the positive change and impact they can provide.

From the early stages of the initial proposal to the final days of the Summit, VisitPittsburgh was involved in ensuring a successful event.

# ONE YOUNG WORLD



VisitPittsburgh played a key role in the public relations support for this prestigious event. Pittsburgh and the Summit were the focus of many local, national and international news stories, viewed by millions of people around the world. In partnership with event host and public relations firm Havas PR and the World Affairs Council of Pittsburgh, the One Young World Pittsburgh Summit was used as a way to stay top of mind to national and international journalists.

The expanded VisitPittsburgh/Havas PR media team hosted more than 20 international and 60 U.S. reporters. One Young World dominated local media, and national and international coverage topped 428 million impressions. One Young World generated 1,230 media placements, with an ad equivalency value of nearly \$5.5 million. Among the highest-profile coverage were those picked up by the Associated Press, BBC, CNBC, *Forbes*, Huffington Post, Reuters, NBC and *The Wall Street Journal*.

In addition to assisting with site visits and ensuring attractive hotel room blocks, VisitPittsburgh led the charge in recruiting and educating a team of volunteers. More than 300 people volunteered for the high-profile event, assisting with everything from welcoming attendees at the airport, to answering general questions about the city, to accompanying attendees to venues in the area.

"How will any city we ever visit surpass Pittsburgh? How can they?  
The beauty, the efficiency, the energy,  
the optimism of life in a 21st century city—this is how it should be and  
Pittsburgh shows it can be."

— David Jones and Kate Robertson, founders of One Young World,  
— published in the Pittsburgh Post-Gazette

# VISITPITTSBURGH 2012 BOARD OF DIRECTORS

## *Officers & Executive Committee*

**William T. Cagney**  
**Chairman**

*Business Manager*  
International Union of  
Operating Engineers  
Local 95

**Kevin P. Kilkeary**  
**First Vice Chairman**

*President*  
Prospera Hospitality Services

**Jamie D. Campolongo**  
**Second Vice Chairman**

*President & CEO*  
Pittsburgh Transportation Group

**William B. Bodine**  
**Treasurer**

*Director*  
The Frick Art & Historical Center

**Ann M. Dugan**  
**Secretary**

*Founder/Assistant Dean*  
Institute for Entrepreneurial Excellence  
Joseph M. Katz Graduate School of Business  
University of Pittsburgh

**Doris Carson Williams**  
**Past Chairman**

*President & CEO*  
African American Chamber of Commerce

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**Ronald E. Ashburn**

*Executive Director*  
Association for Iron  
& Steel Technology

**Connie M. Cibrone**

*Consultant*  
McKinsey & Company

**Jeff Cohen**

*Owner*  
Weiss Provision/Smallman  
Street Deli

**Frank Coonelly**

*President*  
Pittsburgh Pirates

**Eric A. DeStefano**

*Regional Vice President*  
*Operations &*  
*General Manager*  
Omni William Penn Hotel

**Byron R. Falchetti**

*Consultant*  
Cedars Charitable Foundation

**David G. Hammer**

*Regional President*  
Huntington National Bank

**Bryan N. Iams**

*Vice President*  
*Corporate Communications*  
*& Marketing*  
PPG Industries, Inc.

**Eddie Lozano**

*President & CEO*  
Pittsburgh Brewing Company

**Carol S. MacPhail**

*Interim Head*  
Department of Accounting & Taxation  
Robert Morris University

**Thomas D. Michael**

*President*  
Larrimor's

**Corey O'Connor**

*Councilman*  
City of Pittsburgh

**Judith O'Toole**

*Director/CEO*  
Westmoreland Museum  
of American Art

**Ellen A. Roth, Ph.D.**

*President*  
Getting to the Point, Inc.

**Eric J. Werner**

*Executive Director*  
J.P. Morgan

**Timothy J. Zugger**

*General Manager*  
DoubleTree by Hilton Hotel & Suites  
Pittsburgh Downtown

## *Ex-Officio Status*

**Mark J. Leahy**

*General Manager*  
David L. Lawrence  
Convention Center

## *Honorary*

**The Honorable Rich Fitzgerald**

*County Executive*  
Allegheny County

**Bradley D. Penrod**

*President/Chief Strategy Officer*  
Allegheny County Airport Authority

**The Honorable Luke Ravenstahl**

*Mayor*  
City of Pittsburgh

# 2012 VISITPITTSBURGH STAFF

## *VisitPittsburgh Executive Staff*

**Craig Davis**  
*President & CEO*

**Joe McGrath**  
*Executive Chairman*

**Jason Fulvi**  
*Executive Vice President*

**Karen Fisher**  
*Chief Financial Officer*

**David Atkins**  
*Vice President, Digital Marketing*

**Dennis Burrell**  
*Vice President, Convention Services*

**Connie George**  
*Vice President, Communications*

**Mary Grasha Houpt**  
*Vice President, Human Resources*

**Tinsy Lipchak**  
*Vice President, Marketing*

**Karl Pietrzak**  
*Vice President, Convention Sales*

**Lynne Popash**  
*Vice President, Partnership Development*

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## *VisitPittsburgh Staff*

**Lisa Ashbaugh**  
*Convention Host Development Director*

**Vicki Battalini**  
*Visitor Services Representative*

**Diane Cortese**  
*Finance Director*

**Angela Corvello**  
*Convention Sales Director*

**Derek Dawson**  
*Sports & Group Tour Sales Director*

**Bob Foley**  
*Database Development Director*

**Ed Gaskill**  
*Reports Coordinator*

**Kori Gassaway**  
*National Sales Director  
Chicago Office*

**Lynne Glover**  
*Communications Director*

**Ellen Goldberg**  
*Advertising Sales Director*

**Mont Handley**  
*National Sales Director*

**Jennifer Hawkins**  
*Sports Marketing Director*

**Brenda Hill**  
*National Sales Director*

**Barb Hollie**  
*Convention Services Coordinator*

**Sara Holzer**  
*National Sales Director*

**Laura Jackson**  
*Visitors Services Representative*

**Colleen Kalchthaler**  
*Director, Tourism & Cultural Heritage*

**Vicki Kelley**  
*Events Manager*

**Becky Kern**  
*Executive Assistant*

**Jason Kolesar**  
*Accounting Analyst*

**Sonya Maness**  
*Convention Sales Assistant*

**Susan McGrane**  
*Publications Manager*



# 2012 VISITPITTSBURGH STAFF

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*MultiMedia Designer*

Brenda Miller  
*Marketing Manager*

Kristin Mitchell  
*Communications Manager*

Joshua Mizerak  
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Services Assistant*

Shirley Mueller  
*Convention Services/  
Administrative Assistant*

Asaka Narumi  
*Website Marketing Director*

Judy Perry  
*Receptionist*

Nancy Reynolds-Daniels  
*Visitor Services Representative*

Jennifer Rodgers  
*Tourism & Marketing  
Services Assistant*

Gail Schenone  
*Housing Director*

Kedy'Ky Sherrill  
*Marketing Research Director*

Joyce Simile  
*Marketing/Communications Assistant*

Colleen Smith  
*Partnership Development Director*

Ashley Steckel  
*Partnership Development Coordinator*

Julia Tonti  
*Corporate Marketing Director*

Kristen Turner  
*National Services Director*

Jennifer Vacek  
*National Sales Director*

Stephanie Vogel  
*Executive Assistant*

Tom Yanosick  
*Information Technology Director*



*Greater Pittsburgh Convention & Visitors Bureau, dba VisitPittsburgh.*

VisitPittsburgh is dedicated to generating convention, trade show and leisure travel business for the Pittsburgh region. Our mission remains intact as the official tourism promotion agency for Allegheny County and as an independent, nonprofit organization serving its business partnerships.

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