

Marin, just a little out there



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➔ FORWARD TO  
A FRIEND

## Member of the Month August 2011



**For over twenty years Blue Waters Kayaking has shown thousands of visitors the glorious nature of Tomales Bay and the Point Reyes Peninsula. Their kayak programs emphasize environmental awareness and introduces visitors and "explorers" to the Bay's unique ecosystem, stunning beauty and romantic appeal.**

**Blue Waters Kayaking is the only kayak rental company on Tomales Bay with two shore side facilities. They are happy to serve you at either location on beautiful Tomales Bay: in Inverness at the Tomales Bay Resort or in Marshall near the Marshall Store. At either location, experienced or beginner kayakers will be in the hands of accomplished staff. Their guides are both naturalists and skilled kayakers, and all are dedicated outdoor professionals.**





**Offices are**

**located at**  
**60 Fourth Street, #C**  
**Point Reyes Station, CA 94956**  
**415-669-2600**  
[www.bwkayak.com](http://www.bwkayak.com)

*Blue Waters Kayaking has been a member of the MCVB since October of 2008*



## **Event Highlights for August 2011**

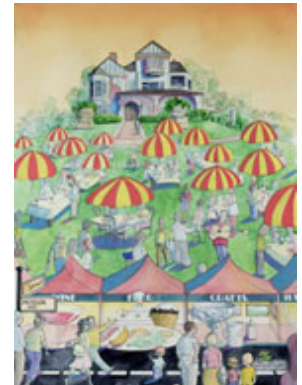
**There will be many wonderful things to do in Marin County this month, so view our event calendar on the MCVB website for additional highlights.**

### **5th Annual San Rafael Food and Wine Festival**

**August 13th from 12:00 to 6:00pm**

Festival-goers will enjoy food from area restaurants and sample wines from dozens of the region's outstanding boutique wineries. Admission to the event is complimentary and festival-goers may purchase an all day pass for food and wine sampling.

The Festival will also showcase local artists. While viewing the artwork and tasting the gourmet fare, attendees will enjoy music by the areas' best musicians. The Falkirk Cultural Center provides the perfect backdrop for this celebration of the region's food, wine and art.



### **Concerts in the Plaza - Mill Valley**

**August 20th: 3:00pm**



There are many places in Mill Valley where artists can display their visual arts year 'round, and where the public can enjoy them. However, there are not as many opportunities for the public to listen to music and for local musicians to showcase their talents. For this reason, the Mill Valley Art Commission set out to correct that imbalance by organizing *Concerts in the Plaza* each summer.

Over the past nineteen years jazz, swing, rock, world music, classical, blues and other forms of music have been

represented at these concerts. Don't miss tonight's local entertainment beginning at 3:00pm with the D'Amphibians. Following will be the Tom Finch Group.

### **5th Annual Tiburon Art Festival**

**August 27th and 28th: 11:00am to 6:00pm**

Get ready for the 5th Annual Tiburon Art Festival on Historic Ark Row in downtown Tiburon. View 64 juried artists, live music, family entertainment, wine, beer and champagne. All this and just steps away from the waterfront of the San Francisco Bay. New this year will be a "Plein Air Painting" Competition from 10:00am to 3:00pm. As with the old masters, contemporary plein-air artists paint from life in the out-of-doors (en plein air), capturing moments in time that reflect the ever-changing colors, light and shadows, temperature and shifting elements. The art form requires stamina, focus, and the ability to be completely absorbed in the work regardless of what Mother Nature is throwing at them. There is no setting more perfect than the Tiburon landscape to find vibrant, unexpected scenic beauty. It is truly an artist's paradise.



*If you are a member/partner of the MCVB, please continue to send us any event you would like to have listed on our [Event Calendar](#)*

## Marin CVB News in 2011

### Tourism Summit 2011 - Save the Date

The Marin Convention & Visitors Bureau (MCVB) will be hosting a Tourism Summit on **Thursday, September 29, 2011** at the Embassy Suites San Rafael from 10:00am to 2:00pm, with a presentation on local and state tourism trends. After lunch, the MCVB is pleased to announce Holly Stiel as the featured guest speaker. As a trailblazing service philosopher, Stiel innovated a method of training based on her 17 years as a world-class concierge in a 750-room hotel in San Francisco. With a team of producers, she has custom-designed the corporate service training programs for Hilton and Hyatt hotels worldwide. This year's Summit includes morning coffee and pastry, full lunch, presentation, and networking. The cost will be \$35 per person, and Sponsorship tables will be available at \$100. For more information visit our [Press Release Webpage](#)



### What's New at the Marin Visitors Center West



Interest has been generated by the San Francisco Concierges who are very excited to learn more of where to send their guests on this side of the Golden Gate Bridge after they visit Muir Woods. Last month, 20 concierges visited our Marin Visitor Center West while touring various Marin wineries, cheese creameries, and oyster farms. The trip included concierges representing 150+ members of the Bay Area Association. Meanwhile, the number of visitors stopping by for information at the Marin Visitors Center West is increasing daily with weekend counts close to 100 per day. Visitors are also assisted in customizing their West Marin tour experience with brochures and podcasts which include MCVB members and partners.

### Congratulations to Gina Marr!

Gina Marr has been attending the Environmental Forum Of Marin (EFM) Seminar Series and finished the program in late March 2011. In June 2011, Gina was appointed to the EFM Board of Directors as Recruitment Director where she is responsible for recruiting students to attend Master

Class 39. This is a comprehensive 18-week program that begins August 30 with an emphasis on the natural world through field trips, human impact from seminars, stewardship and advocacy. If you are interested in learning more about EFM, please visit [www.marinEFM.org](http://www.marinEFM.org), or have questions about the Master Class, please contact Gina at [gina@visitMarin.org](mailto:gina@visitMarin.org).

### Marin CVB attends MPI - World Education Congress 2011

Christine Bohlke, Sales and Marketing Director for the MCVB recently attended Meeting Planners International-WEC conference in Orlando, Florida. Close to 2,500 meeting planners, suppliers and vendors attended the Congress. San Francisco is confirmed as host city for this event in 2015.

The World Education Congress (WEC) is MPI's largest gathering of meeting and event professionals from around the globe. This annual conference draws thousands of industry planners and suppliers to learn, connect, and exchange ideas.

To read more on MPI, the World Education Congress, and the European Meeting & Events Conference visit our [Press Release](#) web page.



### Meet Alicia Carney, Our New Staff Member

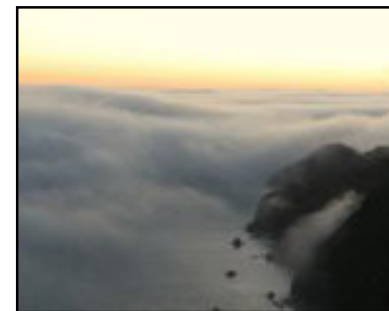
The MCVB hired Alicia Carney as the new Visitors Center West Coordinator on June 1, 2011. Alicia will graduate from Cal Poly San Luis Obispo in December 2011 with a B.S. Recreation, Parks & Tourism Administration and a concentration in Sustainable Travel & Tourism Management. She will be responsible for the daily operations of the new facility in Point Reyes as well as developing new MCVB partnership programs with area members.

### Did You Know...?

#### Foggy Landscapes in Marin

There are (at least) 23 types of fog: low, high, wet, dry, salt, ice, hail, flash, upslope, freezing, evaporation, precipitation, artificial, arctic, advection, convection, stratus, sea-smoke, radiation, valley, tidal, tule, and kelp. Our parks in Marin County boast some of the world's best fog-watching. Hike the Marin Headlands or visit Fort Baker in August to see the late-afternoon fog tumble into the Bay.

*This information was borrowed from the [Golden Gate National Park Conservancy](#).*



### The 34th America's Cup is Coming in 2013



This world-renown sporting event will be 160 years old when it competes on our Bay, and is expected to pump more than \$1 billion into our economy by the time it wraps up in the fall of 2013.

The America's Cup Event Authority in San Francisco was created just months ago, and already has 35 full-time employees and 20 contract workers in its headquarters two blocks from the waterfront. That will probably ramp up to about 150 full-time workers by the time the America's Cup racing takes place on San Francisco Bay in 2013.

While the America's Cup will be providing full-time employment,

the bigger impact is expected to be felt among local businesses. Two studies of the America's Cup in San Francisco estimated more than \$1 billion in spending in the Bay Area tied to the spectacle. Some of the local businesses likely to benefit from the event are hotels, parking companies, housing firms, restaurants, tourism providers, transportation providers and retailers.

### New Bridge 2 Bridge Cruise

The Red and White Fleet just launched a brand new bay tour, the only one of its kind. Passengers will now have the opportunity to cruise under both the Golden Gate Bridge and the Bay Bridge in one 90 minute tour. Each a magnificent architectural wonder on its own. The tour includes an audio tour in 12 languages. Through September 5th, the boat will sail daily at 3:30pm from San Francisco's Pier 43 1/2 in Fisherman's Wharf. Visit them at [www.redandwhite.com](http://www.redandwhite.com)



## Travel Trends

### TSA's Pilot Trusted Traveler Program: A Win For Industry

U.S. Travel Association, July 14, 2011: Transportation Security Administration (TSA) Administrator John Pistole announced today that the agency will launch a pilot trusted traveler program for select passengers at four major U.S. airports in the fall. This initiative will enable travelers enrolled in Custom and Border Protection's Trusted Traveler programs (Global Entry, NEXUS, and SENTRI), and certain members of Delta and American Airlines' frequent flier programs to go through an expedited security screening lane and process at Hartsfield-Jackson Atlanta International Airport, Dallas Fort Worth International Airport, Detroit Metropolitan Wayne County Airport, and Miami International Airport. The groundbreaking plan will improve security at America's airports and reduce the burden on travelers. Among the most notable recommendations was the requirement that travelers be allowed to check at least one bag at no additional cost to the ticket price as a means to reduce the amount of luggage going through the security checkpoint.



**Transportation  
Security  
Administration**

Prior to today's announcement, Pistole had signaled a willingness to implement a risk-based program at TSA commenting that TSA was looking to facilitate those individuals who are willing to provide more information about them in exchange for a different level of screening. "So it's more of an identity-based screening

than physical screening ... there's groups of people out there, the frequent travelers, who are willing to provide more information. We're looking at what we can do as a government, providing what will probably be a fee-based service, but to say 'if you don't want to stand in line, here's what we're going to do'."

Creating a new Trusted Traveler (TT) program that utilizes true risk-management requires (1) a tightly controlled enrollment and re-verification process, (2) a confirmation process at the airport that ensures only enrolled individuals are utilizing the TT screening lanes



and (3) a checkpoint process that reflects the low-risk nature of the traveler. All three elements are required, and all three are achievable in 2011.



The need for reform was made especially clear by recent research revealing that travelers are avoiding two to three trips per year due to unnecessary hassles associated with the security screening process. These avoided trips come at a cost of \$85 billion and 900,000 jobs to the American economy.

In time, enrollment in such a voluntary program should be open to all Americans, but TSA should focus initially on certain populations of extreme low-risk passengers.



## The Marin Convention & Visitors Bureau August 2011 Newsletter

Many thanks to all our members and partners who have been supportive of our continued presence in Marin County. We are prepared to better serve you, now and into the future.

### Have fun in Marin County!

The MCVB staff: Mark, Christine, Deborah, Gina, Anuschka, and Alicia.



Listen to our weekly podcasts at [Marin Podcast](#)

Every issue of our newsletter is posted on our website at [www.visitMarin.org](http://www.visitMarin.org)

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San Rafael, CA 94903 | [www.visitmarin.org](http://www.visitmarin.org)**

