



NEWS

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Industry leader, Snowshoe COO honored at annual tourism conference *12 convention and visitors bureaus receive accreditation*

SNOWSHOE, W.Va. – The West Virginia Division of Tourism on Sept. 21 named the 2009 winners of the annual "Stars of the Industry" awards during the Governor's Conference on Tourism at Snowshoe Resort.

Longtime tourism advocate, Sharon Rowe of Lewisburg, received the Oshel Craig Lifetime Achievement Award, and Bill Rock, president and COO of Snowshoe Mountain, was named Tourism Professional of the Year.

Gov. Joe Manchin, who spoke during the Stars of the Industry luncheon, said, "The Stars of the Industry awards showcase the dedication and enthusiasm of the go-getters in West Virginia's tourism industry. I applaud their efforts and appreciate the hard work they continue to do making our state a world-class travel destination."

Rowe is chairwoman of the Board of Directors of the West Virginia Hospitality and Travel Association, a member of the West Virginia Tourism Commission and a member of the Tourism Committee of the West Virginia Chamber of Commerce. She also is a member of the boards of directors for the Greenbrier County Convention and Visitors Bureau and the Clay Center for the Arts and Sciences. A third-generation hotelier, Rowe spent her 27-year career at The Greenbrier, retiring in 2005 as its director of communications and vice president of communications for The Greenbrier Resort and Club Management Co.

"Sharon has evolved into a familiar and trusted face of West Virginia's tourism industry not only because of her dedication to her profession, but also because of her energetic, steadfast attitude and work ethic in constantly raising the visibility of her home state's greatest resource," according to the Greenbrier County CVB, which nominated Rowe.

Rowe said, "I am grateful to have had the opportunity to play a role in the tourism industry for more than 30 years and am humbled and honored by this recognition."

Under Rock's direction, Snowshoe was named the Southeast's No. 1 Ski Resort by the readers of Ski Magazine. While facilitating Snowshoe's most successful season in 2006-07, he exceeded financial goals as well as increased guest experience and employee satisfaction. He was named a "2007 Young Gun" by West Virginia Executive Magazine.

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An Army veteran and New York native, Rock is a visible and well-respected leader in the community. He volunteers as president of Snowshoe Foundation, a private, nonprofit organization aiding causes and individuals in the three counties surrounding Snowshoe.

"Bill's leadership is not only important to Snowshoe, Intrawest, and the entire ski industry, but also to tourism in the state of West Virginia. The recognition by the state of West Virginia is an acknowledgement of his leadership, commitment and business success," said Bill Jensen, CEO of Intrawest.

"I'm honored to accept this award in recognition of the achievements of our team at Snowshoe," Rock said. "It is a privilege to work with such talented and dedicated people that provide exceptional experiences for our guests."

Other 2009 tourism awards are as follows:

Media Awards

Best Overall Advertising Campaign: Pocahontas County CVB

Most Innovative Marketing Campaign: Greenbrier County CVB

Best Print Article: The Greenbrier

Best Print Photography Layout: Bridge Day

Best Web/Internet/E-Magazine Article: Jim Kenney – D.C. ski article on Canaan Valley

Best Broadcast: Fly Rod Chronicle with Curtis Fleming

Industry Awards

The Mountaineer Award: The Collaborative for the 21st Century Appalachia – 101 Unique Places to Dine. Recognizes innovative marketing that uses the media to gain attention for an event or destination with limited resources.

The Spirit of West Virginia Award: Rowlesburg Revitalization Committee. Recognizes community efforts that promote tourism development that enhances community pride while preserving the state's heritage and beauty.

The Mountain State Award: National Radio Astronomy Observatory. Recognizes an event or facility that stands above the rest for excellence in programming, distinctiveness and impact on the state's economy or image.

West Virginia Community Tourism Development Award: Martinsburg-Berkeley County CVB. Presented to a community or organization that has enhanced its local resources through cooperative, imaginative and innovative development efforts.

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CVBs Accreditation

Also during the tourism conference, 12 CVBs received accreditation through 2012. The West Virginia Accredited Convention & Visitors Bureau Program is a tourism development initiative of the West Virginia Association of Convention & Visitors Bureaus. It is designed to encourage CVBs to better prepare and equip themselves to further the development and promotion of tourism in their area and the state of West Virginia. Six CVBs remain accredited from their earlier submission, including the Fayetteville CVB, Martinsburg-Berkeley County CVB, Pocahontas County CVB, Putnam County CVB, Randolph County CVB and Tucker County CVB. Accreditation was received for the following CVBs:

- Charleston CVB, Charleston
- Greenbrier County CVB, Lewisburg
- Jefferson County CVB, Harpers Ferry
- Lewis County CVB, Weston
- Marion County CVB, White Hall
- Mercer County CVB, Bluefield
- Greater Morgantown CVB, Morgantown
- New River Gorge CVB, Oak Hill
- Greater Parkersburg CVB, Parkersburg
- Southern WV CVB, Beckley
- Top of WV CVB, Weirton
- Wheeling CVB, Wheeling

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