



April 22, 2011

Dear Phil,

As the President of the Virginia Association of Convention and Visitors Bureaus, I want to thank you for being the opening keynote speaker at this year's Virginia Association of Convention and Visitors Bureau's 2011 Virginia Tourism Summit in Chesapeake, Virginia. Your topic of *Surviving and Thriving* despite the recession economy was what we based the entire theme of the Summit on. It was a pleasure to hear the positive stories that have been born out of the great strategies and tactics of some of the most phenomenally successful tourism organizations in the country. Continuing the discussion at the following breakout session really allowed our attendees to drill down into the subject matter for even more information and enabled them to begin the dialogue for their own economic recoveries (and the next great idea)!

Thank you for bringing your passion for showing our members, vendors and guests that excellence is attainable, creativity and innovation still rule the day, how technology is delivering transparency to customers, the new imperative of partnerships and helping us understand the new definitions for "Community". Your presentation will help give our attendees the tools that we all need to create our own positive story!...that kind of motivation is priceless and you really delivered! Rock on Phil Bruno!

Yours in Tourism,

Judy Hare Winslow

**President, Virginia Association of CVB's
Director of Tourism
Smithfield & Isle of Wight County**

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