

For Immediate Release
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CHAMBER/COMMUNITY UNITE TO PROMOTE CONVENTION CENTER

The McAllen Convention and Visitors' Bureau has accelerated activity geared at advertising and promoting the new McAllen Convention Center. Slated to open in mid 2007, the new Convention Center will enable McAllen to host many larger conventions and conferences, previously too big to be accommodated.

For several years, meeting planners have told staffers at the Convention and Visitors Bureau that McAllen is a desirable location for their association members if we provide sufficient meeting space. Now that it's under construction, there is a sense of urgency in spreading the word of its impending opening. A new concept, "Team McAllen" has been established to help meet this need. "Team McAllen is simple in concept and easy to implement," noted Nancy Millar, Vice President and Director of the McAllen Chamber of Commerce's Convention and Visitors Bureau. "Most professionals are members of associations," she said. "This includes members of our own communities here in the McAllen area. We are asking these key people to endorse their own associations' conferences here, and, not surprisingly, they are doing so with great enthusiasm."

To date over a dozen local community leaders have endorsed and spoken to their associations in support of future conferences at the new Center. These include Eva Jean Radle of ReMax in the Valley and the Texas Association of Realtors; and Jerry Dale, Finance Manager for the City of McAllen, who has invited "GFOAT" or the Government Finance Officers Association of Texas to meet here. Serena Rosencrantz of the International Museum of Art and Science, and Shan Rankin of the Museum of South Texas History have both agreed to encourage the annual Texas Museum Association Conference to consider McAllen.

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Cut Line Nancy Millar and Jim Deuser of the McAllen Chamber of Commerce Convention and Visitors Bureau meet with Chair-Elect of the McAllen Chamber of Commerce, Eva Jean Radle, to discuss "Team McAllen" along with Veronica Gonzalez, also with the McAllen Chamber. This meeting was held at the newly opened "Kolache Factory" on North 10th.