



Fueling Durham's economy through visitor-related economic development

July 8, 2004
Circulation 3800+

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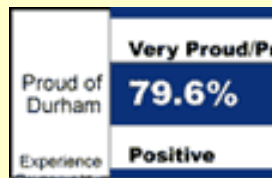
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Triangle Residents who have seen or heard the slogan "The Triangle — A Family of Communities"

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Leisure Travel Drives Durham Recovery

In 2003, Durham Achieves 75/25 Leisure/Business Mix

While overall annual visitation to Durham has declined by 320,000 visitors since the [recession and events of 2000–01](#), overall leisure visitation has continued to increase. The year 2003 revealed early signs of recovery for visitation overall that have improved even more in early 2004.

DCVB's annual visitor volume and visitor spending analysis, a scientific study conducted by [D.K. Shifflet & Associates Ltd.](#), showed that 2003 leisure travel to Durham increased by 2.4% over the previous year. The greatest contributor to this gain was overnight leisure travel, which grew by a whopping 16.5% over 2002's level.

Funded by visitors, DCVB promotional resources declined when they were most needed. Four years ago, the DCVB refocused on attracting more leisure travelers to Durham.

The study also showed that 2003 overnight visitation to Durham increased 14% from just under one million person-trips (a trip by one person regardless of transportation) in 2002 to 1.11 million person-trips.

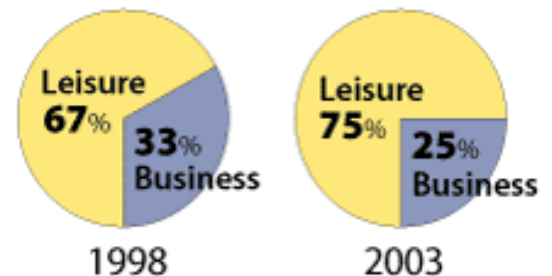
During 2003, 64% (710,000 person-trips) of the overnight visitors came to Durham for leisure, staying an average of 3.09 days. Another 400,000 visitors came for business, staying an average of 3.35 days.

The increase in overnight visitors was offset by a 17.5% decrease in day-trip business visitors. The number of business day-trippers declined from just over one million in 2002 to 860,000 in 2003.

A more revealing statistic, person-days in Durham (number of visitors times days stayed), grew 2.5% overall; however, the average length of overnight stays declined slightly from 3.32 days in 2002 to 3.18 days in 2003.

Along with the increase in leisure and overnight visitors came an increase in spending throughout 2003. Overnight business travelers showed the biggest increase in spending, up 9.3% from 2002. Overnight leisure travelers increased their spending by 3.7%.

Durham Visitors by Purpose
Person-Trips, 1998 vs. 2003



Source: D.K. Shifflet & Associates, 2004

DCVB annually commissions the visitor volume and visitor spending report to accurately track visitation to Durham and compare Durham's visitation to that of other competitive destinations.

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Resident Pride Grows Even Stronger

Annual Image Survey Raises Three Red Flags, Despite Strong Self-Image

According to a recent public-opinion poll, Durham residents are reporting ever-greater levels of community pride and satisfaction, while Durham's overall image within the Triangle continues to suffer.

Each year for more than a decade, DCVB has commissioned a scientific survey to track and analyze Durham's self-image/identity and other related topics among residents, nearby non-residents who work in Durham, and day-trip visitors from nearby counties.

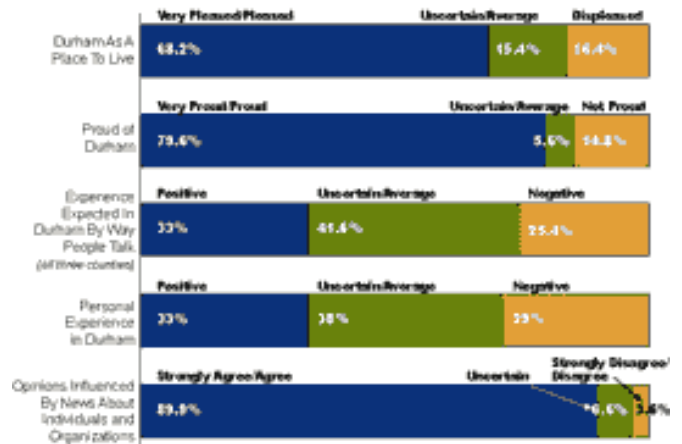
The recently completed 2004 survey, conducted by Dr.

Mitch Javidi and [Digiton](#), finds 68.2% of Durham residents pleased or very pleased with Durham as a place to live, and an even higher proportion of Durham residents (79.6%) are proud of their community.

However, this year's poll also raises at least three red flags of concern:

- When Triangle residents were asked if their personal experiences in Durham have been positive, only a third (34.8%) answered in the affirmative, and 43.7% were uncertain. Another 21.6% answered in the negative.
- Triangle residents were also asked, "Based on the way people talk, what kind of experiences would you expect to have in Durham?" More than a quarter (25.4%) said negative or very negative, and 41.6% were uncertain. (The proportion of Durham residents who said negative or very negative was only 16.4%.)
- When Durham residents were asked what the current local

Durham Resident Opinions



government priority for cultural/entertainment facilities should be, 15.8% were in support of building a new Event Center, while 70.6% supported the upkeep of existing cultural facilities. This finding confirms in a scientific way much of the anecdotal and focused-group feedback collected by DCVB in the late 1990's and by consultants for the new Durham Cultural Master Plan.

DCVB recognizes the crucial role of community self-image/identity and image-related issues in the successful promotion and marketing of Durham for visitor-related economic development. The Bureau uses the generalizable and scientific information from its annual survey to un-wrap problems and to inform strategic and tactical promotion and marketing solutions.

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DCVB Restructures to Sustain Marketing Energy

Shelly Green Promoted to COO; Rosemarie Kitchin Is New VP of Marketing

To generate as much marketing and promotional energy as possible, particularly until the recovery is certain, the [Durham Convention and Visitors Bureau](#) is organizationally restructuring, with several positions consolidated or held vacant.



Shelly Green
Chief Operating Officer



Rosemarie Kitchin
Vice President of Marketing

Shelly Green has been promoted from Executive Vice President of Marketing to Chief Operating Officer. Before

joining DCVB nearly five years ago, Green, who is a native of Syracuse, N.Y., with a bachelor's and master's degree from the University of Miami, headed both the Chapel Hill/Orange County Visitors Bureau and the Asheville CVB.

Rosemarie Kitchin is returning to Durham from California to be DCVB's Vice President of Marketing, with full responsibility for the areas of group sales, visitor services, and marketing and communications. In the 1990s, Kitchin

Durham Convention & Visitors Bureau
A Tourism Development Authority
Organizational Chart



served a stint as secretary/treasurer of the [DCVB Board of Directors](#),

when she was Director of Communications at the Durham-based Motor & Equipment Manufacturers Association. She brings to DCVB an extensive and diverse background in sales/marketing, customer service, and public relations.

Other recent DCVB personnel adjustments:

- In May, Jonathan Freeze was promoted to Assistant Director of Marketing & Communications, and in June, Brian Fletcher was promoted to Communications Coordinator.
- Also in June, Connie Roth, who has worked at DCVB for ten years in a variety of different divisions and positions, assumed a newly-created position as Senior Database Manager.

DCVB's marketing workforce is comparable to that of similarly sized bureaus, even though it also operates a full Visitor Information Center and functions also as the film office and official sports authority for Durham.

As a local tourism development authority, DCVB was chartered by the General Assembly as a provision to granting Durham authority to levy a special tax on visitors.

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35 Years and Still Counting

Bimbé Cultural Arts Festival Attracts Visitors and Economic Growth

Fast on the heels of the 25th Annual [Festival for the Eno](#) is the milestone anniversary of another major annual Durham event, the Bimbé Cultural Arts Festival.

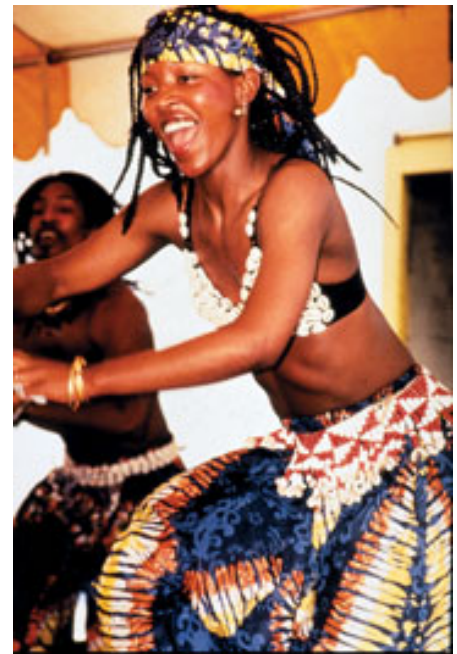
As one of the most recognized and longest-running cultural festivals in the nation, Bimbé presents a comprehensive exhibition of music, food, art, dance, and great family fun at Durham Central Park July 31 – August 1.

Local and regional artists and vendors will be on-hand serving authentic international foods, performing native music and dances, selling handcrafted merchandise at the “Bimbé Bazaar,” and providing interactive activities for all ages. In addition, August 1 is designated “Gospel Sunday” at the Festival.

The Bimbé Cultural Arts Festival is based on the West African harvest celebration known as “Bimbé,” which is also the name of a village in the African country of Angola. The Festival has retained its West African roots while emphasizing the importance of family and community values through culture and art.

Now in its 35th year, the Festival is one of hundreds of annual events and 44 [Major Annual Events](#) held in Durham each year:

- **11 [Signature Annual Events](#)** - Nationally and regionally significant events unique to Durham.
- **7 [Core Annual Events](#)** - Durham's best-loved, annual festivals and events.
- **26 [Celebrated Annual Events](#)** - Not necessarily unique to



*The Bimbé Cultural Arts Festival will take place July 31–August 1.
photo by The Herald-Sun & DCVB*

Durham, but well-attended mainstays.

The Bimbé Cultural Arts Festival is designated as a [Core Annual Event](#) because of its unique cultural features and ability to attract visitors from across the state.

Research by the [Travel Industry Association of America](#) (TIA) notes that 21% of visitors traveling 50+ miles are doing so for cultural features. Of those cultural visitors, approximately [20% are visiting cultural and art festivals](#) like Bimbé.

Cultural festivals also draw residents and have a significant impact on the economic development of a community. Another TIA survey indicates that [48% of residents attend cultural and arts events](#) within their community.



The presence and success of events like the Bimbé Cultural Arts Festival attracts “[the creative class](#)” as described by Dr. Richard Florida in his 2003 book, [The Rise of the Creative Class. Homegrown cultural and arts festivals](#) enhance a community by offering unique experiences and materials that intrigue the creative personality.

[The 35th Annual Bimbé Cultural Arts Festival](#) at [Durham Central Park](#) is a free event beginning

Saturday, July 31, from 10 a.m. – 6 p.m., and concluding Sunday, August 1, from noon – 6 p.m.

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Local Government Answers only *One Call* Away

560-1200 Connects Callers to City Service Representatives

On June 21, the [City of Durham](#) introduced “a new era in customer service” with Durham One Call, a revolutionary information and directory service designed to eliminate any confusion over contacting local government agencies.

By dialing one, easy-to-remember telephone number, 560–1200, callers are connected with one of 10 City service representatives who can answer common questions about local government agencies or, if necessary, immediately forward the call to the appropriate agency.



The conception of Durham One Call was largely based on recommendations by the [Crime Prevention Through Environmental Design \(CPTED\) Task Force](#), a group whose purpose is to reduce crime and the fear of crime by enhancing the physical design and functionality of the community.

Service representatives primarily field questions about local government services and programs, including public meetings, bill-paying, service requests, and various City ordinances and policies.

However, the Center also can redirect calls concerning the [Official Durham Visitor Information Center](#), [Durham Public Schools](#), [Durham Association of REALTORS®](#), and many other Durham agencies.

All 10 service representatives are trained in basic Spanish, and two representatives are fluent. Representatives who speak languages other than Spanish and English are also available.

DCVB provided an extensive orientation to Durham One Call’s service representatives, outlining [DCVB’s mission](#) and services for residents and visitors.

By establishing an all-inclusive line of communication between the public and local government agencies, Durham One Call will dramatically reduce redundancy and misplaced calls, including non-emergency calls to 911.

However, City officials stress that Durham One Call is not a substitute for 911. For any emergency situation (accidents, crimes, fires, emergency medical service, etc.), immediately dial 911.

While the Center is a [City of Durham](#) program, the [County of Durham](#) is working alongside the City providing support and information. Plans are in place to incorporate [Durham County's](#) data.



Durham One Call service representatives participate in a DCVB orientation.

Durham One Call, 560-1200, is open weekdays from 7 a.m.–7 p.m. Weekend and after-hours calls will be directed to an answering service where callers are encouraged to leave a message.

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What They Are Saying

National or Southeast Media Quotes About Durham

“The Museum of Life and Science...Nestled among the loblolly pines in a residential area of the town known for soulful blues and basketball...is a tropical environment with a year-round temperature of 80 degrees and a camera lens-fogging 80 percent humidity.”

—[Salisbury Post](#), “Room to Fly”

“[Durham’s] Full Frame Documentary Festival, not satisfied with being the United States’ most impressive docufest, will dip this year into two other categories: fiction and a new genre it calls ‘hybrids.’”

—[The Charlotte Observer](#), “Docufest Expands its Scope”

“Certainly, one of the most famous and renowned business locales in North Carolina—and the entire United States for that matter—is the [Durham-based] Research Triangle Park. The list of businesses in the RTP reads like a Who’s Who of innovative companies.”

—[Expansion Management](#)

“In the last few years...some of the state’s old, high profile [golf] courses have either been restored or are in the process on being revived, including...Hope Valley in Durham...”

—[North Carolina](#), “Finding Fossils”

1 – Duke University, Duke Corporate Education

—[Financial Times of London](#), “Custom Executive Education Providers”

“They are a customer favorite at Foster’s Markets in Durham...where this recipe is the most requested.”

—[The Oregonian](#) (Portland, OR), “Irish Soda Bread, Scone Recipes Earn Spot in Baked-good Hall of Fame”

“Research Triangle Park, the grandfather of research parks established in 1959, became a success after IBM and the National Institute of Environmental Health Sciences set up shop in the 1960s. Today, more than 38,000 people work in the 131 organizations located in the [Durham-based] park.”

—[Nature](#), “High-tech Cluster Bombs”

4 – Duke University School of Medicine

10 – Duke University School of Law

11 – Duke University Fuqua School of Business
30 – Duke University Pratt School of Engineering
—[U.S. News & World Report](#), “America’s Best Graduate Schools”

“Durham is a city rich in research, history, arts and culture...Also known as The City of Medicine, USA, Durham is home to Research Triangle Park, Duke University, and North Carolina Central University.... [Durham] is home to three of the state’s top [golf] courses.”

—[The Southeastern Association Executive](#), “Raleigh, Durham & Chapel Hill”

“Non-Fiction film has a home in Durham, N.C., site of an annual spring pilgrimage by cineastes. Since 1998, thousands of *aficionados* of documentary film have flocked to the Research Triangle city’s Full Frame Documentary Film Festival, the largest event of its kind in the United States.”

—[Sarasota Herald-Tribune](#), “Full Frame Fest Films Shown in Sarasota”

Durham’s “Research Triangle Park—fueled by the training of scientists, engineers and others at Duke University...is a clear model for the type of development envisioned for [University of North Carolina – Charlotte].”

—[Charlotte Business Journal](#), “A University’s Aspiration”

“Only a handful of North Carolina cities offer [same-sex couples] benefits—Durham, Chapel Hill and Carrboro among them.”

—[Greensboro News & Record](#)

“The core of this group’s strategy is to build on the success of the [Durham-based] Research Triangle Park and target several emerging industries, particularly bio-technology. [The Research Triangle] region is the most prosperous in the Tar Heel state and ranks in the top 10 in national and international measures of competitiveness and best places to live...”

—[The Daily Courier](#) (Forest City, NC), “Time to Act – Others in Motion”

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Recent Changes, Promotions, and Awards

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[Events & Happenings](#)

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[New Businesses & New Developments](#)

[Changes & Renovations to Durham Businesses & Organizations](#)

To submit a Durham news tip or announcement, email jason@durham-cvb.com.

Clarification: In the latest [DCVB Downtown Durham Walking Tour Map](#), a listing gave the misimpression that the **Clark and Sorrel Garage** is no longer doing business. Though it relocated from Downtown Durham in recent years, **Clark and Sorrel Garage** remains open at **319 W. Geer St.** We apologize for any confusion.

Awards & Recognitions

[The Historic Preservation Society of Durham](#) celebrated its **30th Anniversary** over cake and champagne at the Society's annual meeting; [the Society](#) presented [Florence Blakely](#) with the **20th annual Bartlett Durham Award** for displaying "outstanding leadership and sustained involvement in historic preservation in Durham County"•

[The N.C. Board of Transportation](#) awarded a **\$37,500 grant** to the [City of Durham](#) for pedestrian projects • [Quintiles Transnational Corp.](#) founder **Dennis Gillings** was appointed a [Commander in the Most Excellent Order of the British Empire](#) • [Durham Regional Hospital's Education Recognition Certificate](#) was renewed by the [American Diabetes Association](#) •

Raphael Valdivia of [Duke University Medical Center](#) received \$240,000 and was recognized as one of only 15 [Pew Scholars](#) for his upcoming study of chlamydia bacteria and the human immune system • [The Financial Times of London](#) ranked [Duke Corporate Education No. 1 in the world](#) in corporate executive education •

The Southern Anti-Racism Network, a Durham-based organization designed to end racism, recently celebrated its **five-year anniversary**; **the group** recently received a **\$3,000 grant** from the [Fund for Southern Communities](#) to help “dismantle systemic racism in the arenas of economic justice and education” •

Readers of [The Independent Weekly](#) recognized several Durham venues in the annual “[Best of the Triangle](#)” edition: [Montas International Lounge](#) (“Best Place for Salsa”), [The Green Room](#) (“Best Place to Shoot Pool”), and [Joe & Jo’s Downtown](#) (“Best Neighborhood Bar”) •

Events & Happenings

[The North Carolina Department of Transportation](#) will close the ramp from westbound **I-40** to southbound **NC 147 (Durham Freeway)** and the ramp to westbound **I-40** from the **Durham Freeway** for **2 months beginning July 9**; in the latter case, the [DOT](#) is advising drivers to take [N.C. 55 to westbound I-40 instead](#) •

[Durham City Council](#) approved an ordinance making begging or soliciting money illegal in a public place between sunset and sunrise • [The Triangle Transit Authority](#) now offers an “[Emergency Ride Home](#)” for **mass transit users** whom have unanticipated events arise such as a family crisis or unscheduled overtime work •

[The Voltage Brothers](#) will perform on **July 29** at 6 p.m. at the [American Tobacco Historic District](#) as a part of [Durham’s Alive After Five](#) summer celebration • “[Spatial Space and Architecture](#),” a collection of **paintings and drawings** by artist [Mela M.](#), is currently on display at the **Louise Jones Brown Gallery** in the [Bryan Center](#) on [Duke University’s West Campus](#) until **August 12** •

Promotions, Staff & Board Changes

[The Durham School Board](#) hired three new principals: **Julie Spencer** at [Carrington Middle School](#); **Cheryl Fuller** at [E.K. Powe Elementary School](#); and **Timothy W. Gibson** at [Easley Year-Round Elementary School](#) • [Durham Academy](#) hired two head coaches: **Michael Keeney** for **boys’ lacrosse** and **Susan Ellis** for **girls’ soccer** •

G. Patrick Rhodes was named [executive director of high schools for](#)

[Durham Public Schools](#) and [James F. Key II](#) was named principal of [Riverside High School](#) • [Washington Duke Inn & Golf Club](#) appointed [Alison Jenkins](#) the hotel's new [associate sales manager](#) • [Michael R. Hemmerich](#) joined [Duke University's Fuqua School of Business](#) as [associate dean for strategy and institutional research](#) •

Michael Marquard was named [president](#) of [Bertek Pharmaceuticals](#), a **Durham-based** subsidiary of [Mylan Laboratories](#) • [John Ratliff](#) is the new chief financial officer of [Quintiles Transnational Corp.](#) • **Tom Meyer** was recently named **general manager** of the **Red Roof Inn** on Durham-Chapel Hill Blvd. •

Clint "Skip" Dederick was named chief executive officer of [Merix Bioscience, Inc.](#) • **Robert Stallings** was recently named general manager at [Clarion Hotel at RTP](#) • [The Eno River Association](#) announced **Carole Trost** as its new executive director •

New Businesses & New Developments

Shade Tree Coffee and **Chai's** are the first new businesses set for the **Erwin Terrace** development at **Erwin Rd. and S. LaSalle St.**; **Shade Tree Coffee** will offer everything from espressos and lattes to milkshakes and baked goods; specializing in noodles, **Chai's** will feature **Pan-Asian cuisine** from **Thailand, China, Japan, and Korea** • [KBI BioPharma](#) launched its **biopharm manufacturing facility** at 1101 Hamlin Rd. •

[Popeyes Chicken & Biscuits](#), a division of [AFC Enterprises](#), is seeking [franchisees](#) to develop [restaurants in Durham](#) • Men's clothing retailer [Jos. A. Bank](#) opened on **Main Street** at [The Streets at Southpoint](#) • **Chamas**, a **Brazilian steakhouse**, will open at [Brightleaf Square](#) in August, and **Offbeat Music**, an eclectic, independent **music store**, will open at [Brightleaf](#) in July •

[Merix Bioscience](#) will collaborate with [Kirin Brewery's pharmaceutical division](#) over the next three years; the **\$45 million to \$65 million collaboration** will focus on, but is not limited to, **cancer and HIV vaccination development** • **Uncommon Grounds**, a 40-seat **coffeehouse**, opened in the **University Green Shopping Center** at 2501 University Dr. •

Bare Wood & Accessories, specializing in custom built and unfinished furniture, opened at **4528 Roxboro Rd.** • [Patrick's Seasonal Cuisine](#)

opened at **4201 N. Roxboro Rd.**; the **195-seat restaurant** serves daily lunch and dinner specials along with its varying seasonal menu • **The Mezza Café** is now open to the public for lunch adjacent to the [Montas International Lounge](#) at 2223 E. NC Hwy 54 •

Hammett's Learning World, a teacher's supply store, opened at 1720 Guess Rd. in **The Shops at Northgate** • [Cingular Wireless](#) will expand and upgrade its network to include enhanced coverage in **northern Durham** • **Steve Toler** established **Steve Toler, LLC**, specializing in assisting universities and nonprofit groups with fundraisers and capital campaigns •

The [food court](#) at [The Streets at Southpoint](#) will be 100 percent occupied when [Five Guys Burgers](#) opens in **September**; the chain, which promotes handmade, never-frozen burgers, plans on adding **11 restaurants** throughout the **Triangle** within the next three years • [The Q-Shack](#) plans to open a 3,200-square-foot location on **Main Street** at [The Streets at Southpoint](#) in September • **Blue Mountain Catering** has opened at 317 W. Main St. •

Changes & Renovations to Durham Businesses & Organizations

[Southwest Airlines](#) added four daily round trip flights between [Raleigh-Durham International Airport](#) and [Philadelphia](#); in addition, **Southwest** will add a second daily round trip flight between [RDU](#) and [Orlando, Fla.](#), taking off **September 15** • [The Wyndham Garden Hotel](#) near [Research Triangle Park](#) is now owned by [Capital Lodging](#) and operated by [Prism Hotels](#) •

[PowerByHand](#) re-launched its [Palm Digital Media Website](#), [www.eReader.com](#) • **Somewhere Else Sports Bar and Billiards**, at 2825 N. Roxboro Rd., added a **breakfast menu** beginning at daily at 6 a.m. • **Keystone Office Park**, at 430 Davis Dr. in Durham, will soon be the consolidated **Triangle** home of the law firm [Moore & Van Allen](#) •

[The Durham Police Department](#) is the **first law enforcement agency** in **North Carolina** to utilize [CitizenObserver.com](#), a national crime prevention site that posts information about **fugitives, missing persons, and unsolved crimes**; the site is used by over **200 law enforcement agencies in 19 states**, and the information is available to the [public](#) • **The Duke University Box Office** has a new URL: [http://events.duke.edu/box_office](#) • [Agape Family Church](#) moved to

2305 Orangewood Dr. in Durham •

Bayer CropScience has a new URL: www.bayercropscience.com •
AVANT Personnel Systems has a new address: **511 Southpark Dr., Ste 240**; **AVANT** also has a new URL: www.avantpersonnel.com • **City Beverage** can now be reached at **401-6500** • [Durham VA Medical Center's](#) new toll-free number is: **1-888-878-6890** • [Friendly Floral Gallery's](#) new toll-free number is: **1-800-336-4252** •

Labor Works has a new URL: www.laborworksusa.com • **Green's Grill** changed to **Liberty Café** but remains at 603 Rigsbee Ave. • **The Employment Security Commission of North Carolina** is now available online at: www.ncesc.com • **North Carolina Eye, Ear, Nose, and Throat, PA**, formerly **The North Carolina Eye & Ear Clinics**, has a new URL: <http://www.nceyeandear.com> •

[Qualex, Inc.](#), a subsidiary of [Kodak](#), is located at **3404 N. Duke St.** in Durham • **The Terrace Shop at Duke Gardens** has a new URL: www.hr.duke.edu/dukegardens/terrace_shop.htm • **Blue Nile Ethiopian Cuisine** now has an online menu: www.serve.com/dav/bluenile.html •

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Durham Note-A-Bulls

Recognizing Durhamites Who Bring Conventions & Meetings Home to Durham

Dr. Holly Latty-Mann
President, [The Leadership Trust](#)

[“Personalized Leadership Development Program”](#)

Dr. Holly Latty-Mann has lived and worked in Durham since 2003. As co-founder and president of The Leadership Trust, Dr. Latty-Mann has established the Personalized Leadership Development Program, a series of events designed to attract and retain the best people in the market by improving workplace conditions. Dr. Latty-Mann chooses Durham to host the PLDP because of its people and location. “Several participants describe Durham as having a friendly and warm yet sophisticated atmosphere,” Dr. Latty-Mann said. “With Durham being centrally located in the state, our North Carolinian workshop participants can travel and arrive the morning of the workshop rather than be away another night from their family.”

Mr. Jason Langlois
Mrs. Stephanie Langlois
Ms. September Oakley
[Association of Mail and Parcel Centers](#)

[“Southeast Regional Workshop”](#)

Jason and Stephanie Langlois moved to Durham in 1996. Two years later the Langlois, along with business partner Ms. September Oakley, opened Packaging Express at Southpoint Crossing, and in 2003, they opened an additional location at Woodcroft Crossing. When the Association of Mail and Parcel Centers (AMPC) began searching for a location for its regional workshop, the Langlois and Ms. Oakley—AMPC members—pointed the association to Durham. Based on their strong AMPC connections and DCVB assistance, the AMPC chose Durham to host its May 2004 meeting. According to Don Langlois, Jason’s father and an AMPC volunteer, chances are strong that Durham will host another AMPC event in 2007!

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Durham Sales Promotions

Taking Durham on the Road...

[National Coalition of Black Meeting Planners](#)

Spring Conference

May 12-15, 2004

St Louis, Mo.

Almost 350 meeting planners attended the Spring Conference of the National Coalition of Black Meeting Planners at the Renaissance Grand Hotel in St. Louis. Durham generated genuine interest from 22 planners over the three-day period, and DCVB brought home two meeting proposals. The proposals represent a total economic impact of \$140,000 for Durham.

[Springtime in the Park](#)

May 13, 2004

Washington, D.C.

The Durham CVB, along with 3,000 other registrants, attended Springtime in the Park, the largest one-day tradeshow in the association and meetings industry. DCVB group sales staff collected information from 45 organizations interested in Durham and lined up two hot prospects for bringing a future meeting to Durham.

UPCOMING DCVB SALES PROMOTIONS:

[Meeting Professionals International](#)

[2004 World Education Congress](#)

Denver, CO

July 25–27, 2004

[MORE DURHAM SALES PROMOTIONS](#)

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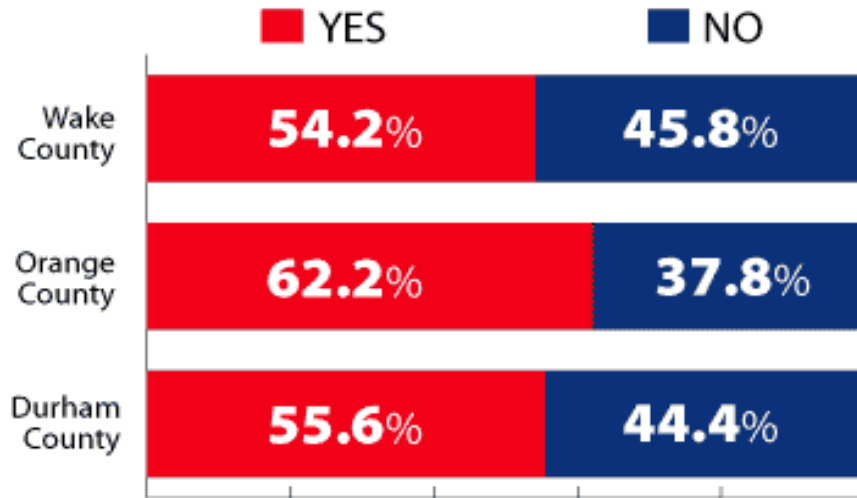
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Factoid

I have seen or heard the slogan "The Triangle — A Family of Communities" over the past year *(by County)*



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New & Updated Durham Websites

9th Street

www.ninthst.com

PowerByHand's Palm Digital Media Website

www.ereader.com

The Employment Security Commission of North Carolina

www.ncesc.com

Blue Nile Ethiopian Cuisine

www.serve.com/dav/bluenile.html

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