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NEWS SERVICE

**DURHAM**



*Where great things happen*

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DURHAM CONVENTION & VISITORS BUREAU

*20 Years of Visitor-Related Economic & Cultural Development*

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February 11, 2009

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### Duke Law School Teams to Create New Durham Video

A collaboration between the [Duke University School of Law](#) and Durham's marketing agency, the [Durham Convention & Visitors Bureau](#), has generated a new video, "[Durham Where Great Things Happen.](#)"

Duke Law created the original video for recruiting and worked with DCVB to update and adapt it for use by the community. These adaptations were made by Wil Weldon with Growler Productions, in Durham.



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### Accolades Poster Accelerates Brand Adaption

Scott Selig manages [Duke University's](#) capital assets. The University not only anchors nearly every major redevelopment in Durham, but Scott also helps pitch the community to relocating or expanding businesses.

Outside his office, Scott has a large framed version of a poster he calls "the greatest marketing piece I've ever seen." It features the [overarching Durham brand and a collage of recent accolades](#) Durham has earned.



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## Spotlight - Annual Tribute Luncheon Honoree: Great Things Happen In a Beetle

In the late 1970's and early 1980's, [Self-Help](#) founders Martin Eakes and his wife Bonnie Wright traveled the state in a beat-up VW Beetle, advising groups of workers who had never owned a business on how to buy, own and successfully run businesses as North Carolina shifted from an agrarian and manufacturing economy.



What they learned led them to found Self-Help in 1984, what *Fast Company Magazine* has ranked one of the Top 20 groups [Social Capitalists] that are changing the world. On April 29, 2009, Self-Help will be honored at [Durham's Annual Tribute Luncheon](#) as a leading example of Durham's innovative role in the evolution of social enterprise, a movement where organizations use business enterprises to further social causes.

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Showcase Opportunities In The  
**2009 Official Durham Visitors Guide**  
the most widely distributed and  
most comprehensive resource for visitors and newcomers  
click for rates and details

## USS Durham 40th Reunion

May 24, 2009 is the 40th anniversary of the commissioning of the USS Durham (LKA-114), and officers and crew are gathering for a reunion in her namesake community, Durham, North Carolina.



The Charleston-class amphibious combat cargo ship was decommissioned in 1994 after serving nearly 25 years in combat in the Korean War, extensively in the Vietnam War and in the 18-ship amphibious force in the first Gulf War, earning 15 awards and campaign ribbons.

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## Urban Legend Spawns "Best Practice" Innovation

The [Durham Lodging Hotline](#) is no longer a hot "line." It is a website facilitated by the [Durham Convention & Visitors Bureau](#) to help parents, friends and families easily identify

Lodging for Graduation

lodging availability during graduation weekends and other high-demand periods.

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## Only Two Days Left To Own A Piece Of History

As the historic Durham Athletic Park undergoes renovation, the City of Durham is [auctioning the old seats](#) from the facility ESPN ranks #35 on its “Top 100 All-Time Sports Venues”. The auction ends February 12, 2009.



Sod will be laid in late February for the completion of the field early March. The Grandstand is scheduled to be complete by June 2nd. The historic facility will be operated by MiLB as a training lab for umpires, grounds crews, front offices and concessions staff.

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## New Meeting Guidelines Issued

Destination Marketing Association International, US Travel Association, and six other associations involved in hosting or planning meetings are circulating [model Board policies for legitimate meetings held by companies receiving Federal Assistance](#).



Conventions and meetings, which include training meetings to improve employee productivity, could be even more critical during the downturn. Meetings are considered a part of business travel and represent 10% of all US domestic travel.

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Blogging and Marketing

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[Durham News Service](#) is a service of the Durham Convention & Visitors Bureau, an internationally accredited local tourism development authority and the official destination marketing organization for Durham, North Carolina, including Research Triangle Park.

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