
NEWS SERVICE

DURHAM

Where great things happen



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20 Years of Visitor-Related Economic & Cultural Development

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NU-TECH Conference Brings Best and Brightest to Durham

Two important brand values for Durham are being creative and innovative. Ranked #6 by *Forbes* for America's Smartest Cities, one of the top 10 Tech Towns by *Wired*, and the #12 Place to Launch Your Own Business by *Fortune Small Business*, Durham is on the leading edge of technology, medicine, and business.

[NU-TECH 2010](#), a one-day conference focusing on investing in collaborative technologies, will help Durham showcase these attributes to more than 150 participants throughout the world.



Nagoya University in Japan is hosting this premiere showcase event along with partners from the North Carolina Biotechnology Center, the Council for Entrepreneurial Development, NCSU and UNC. Researchers will discuss how a new gene-based promoter can create pathogen-resistant plants.

NU-TECH 2010 will bring more than 20 breakthrough technologies in the life science, biotechnology, and engineering fields to Durham on February 10. Featured speakers include: North Carolina Secretary of Commerce, J. Keith Crisco, Vice President of Eisai, Inc., Dr. Ray W. Wood, Director of Aisin AW and President of EQUOS Research, Masao Ando, President of Nagoya University, Dr. Michinari Hamaguchi, and President and CEO of the North Carolina Biotechnology Center, E. Norris Tolson.

Registration for the event is free of charge and includes continental breakfast, lunch, and reception. To register for the event and learn more about NU-TECH 2010, visit www.nutechshowcase.org.



Celebrating Black History Month in Durham

February is Black History Month, a national and annual remembrance of important people and events in the history of African-Americans. Durham is filled with African-American influence in activism, arts, business, education, religion, and sports.

North Carolina Central University, America's first publicly supported liberal arts college for African-Americans, marks its centennial this year and is the site of some of the happenings celebrating Black History Month.

Click [here](#) for a printable list of events honoring Black History Month to take part in recognizing and reflecting on those who have made a difference locally in Durham, and nationally.

The [15th Annual Hayti Heritage Film Festival](#) takes place February 18 – 20. This festival, formerly known as the Black Diaspora Film Festival, showcases the diverse works of and about people of African descent and is one of Durham's [Celebrated Annual Events](#). Tickets can be purchased on the Hayti Heritage Center [website](#).

On Saturday February 20, 2010 the North Carolina Black Leadership Caucus will host its annual Chairman's Banquet at the [Durham Convention Center](#). The event will start at 5:30 p.m. with a meet and greet at 5:00 p.m. The keynote speaker for the evening is The Honorable State Senator Dan Blue. Click [here](#) for ticket and sponsor information.



For more information about African-American Heritage in Durham, [click here](#).



Taking Control of Your Business' Online Image

A recent study by the website [comScore](#) showed that the number of mobile internet users more than doubled in 2009, and that mobile users will surpass desktop users within five years. That means 22.5 million mobile users access the internet daily. In a place like Durham where visitors and residents tend to be more tech savvy, the ramifications for businesses are tremendous. Here are some tips on understanding and taking advantage of

this evolving landscape.

Google

The most popular search engine on the planet, Google has expanded its capacity well beyond simply helping people find out what the capital of Poland is (Warsaw, by the way) or what the speed of light is (186,000 miles per second, fyi).

It offers many free options for small businesses to gain an enhanced online presence through mapping, setting up alerts to receive notification when a business is mentioned anywhere online, and even checking the frequency of searches on a particular business name.



DCVB is working with Google to become a “trusted content provider” in order to feed up-to-date information about Durham businesses and organizations directly to Google’s database. However, individual businesses can also log on to “claim” their business. Doing so allows them to elaborate on the content of the listing.

This, in turn, makes those maps a much more valuable tool to visitors and residents alike. A Google account is required to access these services, but setting one up takes only seconds and is also free of charge.

[Click here](#) to read more.



Buy Tickets Now!
April 28, 2010 • 11:30am-1:00pm
American Tobacco, Bay 7
*Honoring the contributions of Eddie Belk
and Frank DePasquale*

Tours for (Food) Lovers

With Valentine's Day fast approaching, consider a food tour of Durham as the perfect way to spend the day especially if there is a common love of dining and exploration. [Taste Carolina Gourmet Food Tours](#) is offering several Valentine's Day weekend tours as offbeat solutions to the quandary of where to have the most romantic meal in town.

On February 13 and every other Saturday, the company does a [Downtown Durham Walking Tour](#) of six to eight restaurants and shops serving innovative food sourced locally from farm-to-table. Participants enjoy the opportunity to talk with chefs and owners, learn some great history and sample the cuisine of some of the restaurants that help make Durham's food scene so special. All tours are 2-3 miles of walking.

On Sunday the 14th there will be a [Durham Taqueria Tour](#) kicking off at 1:30. Taste Carolina takes participants to four of the best taquerias in Durham for a feast of flavors and an abundance of stories. Visit www.tastecarolina.net for rates, contact information, reservations, and start locations.



[Click here](#) to continue reading.



Aesthetics Ranks in Top Three Reasons Why Residents Love a Community

A Gallup poll on behalf of the Knight Foundation surveyed residents of 26 metro areas of varying sizes to determine the factors that create the most attachment to a community for its residents, regardless of income, marital status or age group.

It turns out that the top three factors are:

1. Openness
2. Social Offerings
3. Aesthetics

Soul of the Community

Aesthetics may be a surprise for many people, defined in the report as overall beauty and physical settings, including parks, open spaces, and trails. Many people might have guessed public safety and transportation would have ranked higher on the list, but aesthetics is an important part in creating attachment to a community.

The term "openness" in the survey refers to what Durhamites call being "accepting." It refers to a community's overall openness to people from other countries, cultures, religions,

lifestyles, and sexual orientations. Social offerings refers to vibrant cultural and entertainment centers, e.g. districts like Ninth Street and Brightleaf as well as an active downtown area overall.

[Click here](#) to continue reading.



[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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AN ACCREDITED DESTINATION MARKETING ORGANIZATION

101 East Morgan Street, Durham, NC 27701 USA
(919) 687-0288 | (800) 446-8604
TDD (919) 688-8680 | FAX (919) 683-9555

www.durham-nc.com

