

THE WOODLANDS

CONVENTION & VISITORS BUREAU

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CURRENT

What's New and Happening for Visitors in The Woodlands



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2017 is off to a great start in The Woodlands. From arts festivals, to marathons and triathlons, to a new concert season at The Pavilion there's so much happening for you to plan an unforgettable experience in The Woodlands.

The start of a new year can bring a new, fresh perspective. The Woodlands CVB has gained three new Directors to the Board, and each of them are excited to serve The Woodlands. Learn more about the new Board of Directors on page 3.

A WORD FROM THE CHAIRMAN

On behalf of The Woodlands Convention and Visitors Bureau (CVB), I would like to welcome you to The Woodlands. My name is Bruce Rieser, and I've recently been given the opportunity and privilege to serve as Chairman of the CVB Board of Directors.

I'm looking forward to leading our team, along with CVB President Nick Wolda, in promoting and marketing The Woodlands as a premier destination for corporate meetings and leisure travel. I have spent nearly 40 years in the travel industry, initially as an executive at British Airways and more recently as the President of my own transportation firm, SKR Consulting LLC. I hope to leverage a lifetime in the travel industry and utilize my expertise to partner with our thriving hotel and retail community.

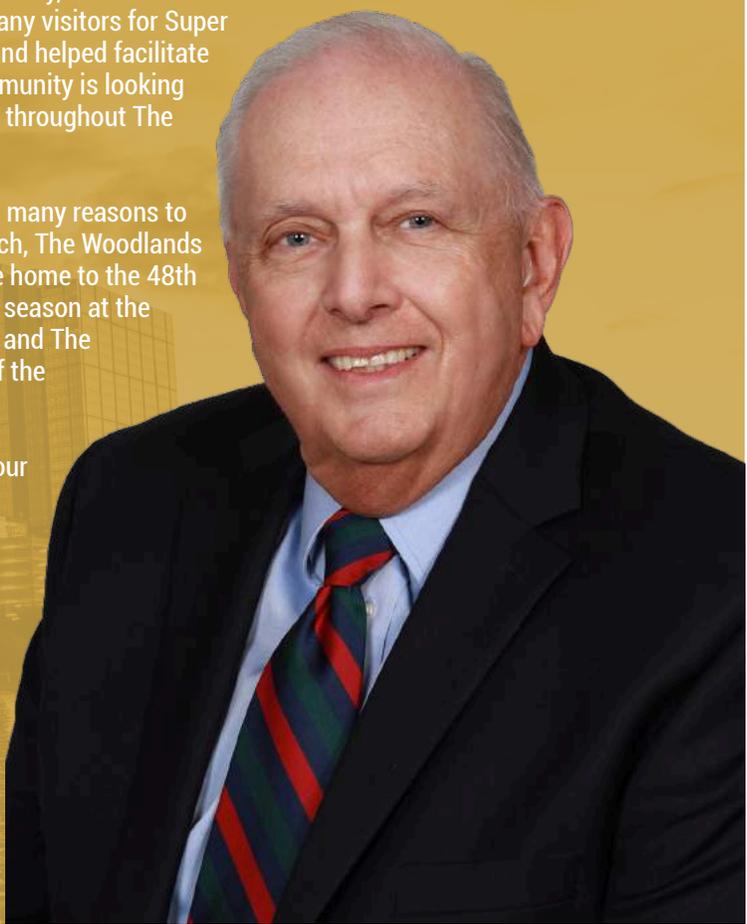
We're off to a great start in The Woodlands in 2017! Already, the CVB has welcomed three new directors to the Board, greeted many visitors for Super Bowl LI, sponsored the first ever Inspire Film Festival and helped facilitate several corporate meetings and conventions. The community is looking forward to more exciting events that will be happening throughout The Woodlands this year.

As spring arrives and brings warmer weather, there are many reasons to be part of the fun in The Woodlands. At the end of March, The Woodlands Waterway Marriott Hotel and Convention Center will be home to the 48th Lunar Planetary Conference. In addition to the concert season at the nationally recognized Cynthia Woods Mitchell Pavilion and The Waterway Arts Festival, we will be hosting the return of the IRONMAN North American Championship.

Enjoy this edition of Current and find out why we love our hometown.

Thank you for your continued support of The Woodlands,

Bruce Rieser,
Chairman, The Woodlands Convention & Visitors Bureau Board of Directors



BOARD OF DIRECTORS

Bruce Reiser
Chairman

John Anthony Brown
Vice Chairman

Fred Domenick
Secretary/Treasurer

Brian Boniface
Director

J. J. Hollie
Director

Don Norrell
Director

Greg Parsons
Director

STAFF

Nick Wolda
President

Emilie Harris
Brand Development Manager

Alie Broussard
Convention Development Manager

Molly Jennings
Marketing Specialist

Josie Lewis
Convention Development Specialist

Danielle Gatlin
Administrative Assistant

Mariana Almanza
Intern



2017 OFFICERS AND DIRECTORS NAMED FOR CVB BOARD

Welcome to the Team



The Woodlands Convention & Visitors Bureau, which positions The Woodlands as a travel destination for group, business and leisure travel, at its Annual Meeting has announced its board and new officers for 2017 including Bruce Rieser as Chairman, John Anthony Brown as Vice Chairman and Fred Domenick as Secretary/ Treasurer.

As volunteers, the officers serve with four others to comprise The Woodlands CVB Board of Directors. Additional directors include Brian Boniface, Director for The Woodlands Township, JJ Hollie, President & CEO for The Woodlands Area Chamber of Commerce, Don Norrell, President & General Manager for The Woodlands Township and Greg Parsons, Vice President of Hospitality for The Woodlands Development Company. The Board also appointed Nick Wolda as President. The CVB Board sets policies and recommends the budget for the CVB's marketing programs and sales outreach.

The Woodlands CVB welcomes new to the Board, Chairman Bruce Rieser, Vice President John Anthony Brown and Director Brian Boniface from The Woodlands Township Board of Directors. The CVB named Fred Domenick to serve as Secretary/ Treasurer for 2017.

"I look forward to serving with colleagues on this very important initiative in The Woodlands," said Chairman Rieser. "The CVB plays an integral role in business development which helps provide a lower tax rate for residents of The Woodlands."

In total, The Woodlands relies on hotel tax from 14 properties and a sales tax which comprise over half of The Woodlands Township's \$124 million budget.

"We have over 820,000 hotel rooms available in The Woodlands on an annual basis," Chairman Rieser said. "This is a major generator of commerce through conventions, corporate meetings, leisure travel, concert goers, sporting events and more."

According to the State of Texas, tourism generated \$10,600,000 in local tax revenue in The Woodlands during 2015, creating \$313,000,000 in total spending. Travel directly supports 653,000 jobs in Texas with visitors generating over half of all the spending in the state.

President Nick Wolda said, "The Woodlands is known around the globe as a great place to live. Over the years, it has become corporate headquarters. The job of the CVB is to tell the world The Woodlands, with 2,250 hotel rooms available every night, is a great place for corporate and convention meetings and leisure travel which includes entertainment, recreation, shopping and dining."

For information on CVB Board Meetings, visit www.visitthewoodlands.com or call 281-363-2447.

LEARN ABOUT THE NEW BOARD OF DIRECTORS

Meet the Team



Chairman Bruce Rieser is the founder and president of SKR Consulting LLC. The firm provides tactical, operational and real estate advice to airline and airport clients. He is currently consulting on the International Terminal Improvement Program (ITRP) at Bush Intercontinental Airport. Before launching SKR, Bruce was employed in a variety of operational, sales and real estate roles at British Airways (BA). He retired in 2010 as Director Properties, the Americas where he was responsible for managing all of BA's real estate assets and airport relationships in the Western Hemisphere.



Vice Chairman John Anthony Brown has been a resident of The Woodlands since 2010. Mr. Brown currently serves as the facilities supervisor for Huntsman International at its corporate headquarters in The Woodlands. He graduated with honors from The Art Institute of Philadelphia while obtaining an Associate's Degree of Science in Web Development and will soon graduate from Brigham Young University-Idaho.



Director Brian Boniface has been a resident of The Woodlands since 2005. Mr. Boniface retired from the National Guard after six years of service in 2015 as an S-3 Operations Officer for the Battalion. He is currently an IMU nurse at Kingwood Medical Center and the Montgomery County Mental Health Treatment Facility. Mr. Boniface graduated from Worcester State University in 2003 with a Bachelor of Science in Health Sciences and went back to school in 2012 to complete an Associate's Degree in Nursing from Lone Star College-Montgomery.



Secretary/Treasurer Fred Domenick has been with TWCVB Board of Directors for a number of years serving in different capacities. Mr. Domenick began his hotel career upon his college graduation. In 2002, Mr. Domenick received the Marriott International Mustang Leadership Award, and in 2005, received the Central Region General Manager Leadership Excellence Award. In 2008 he received the General Manager of the Year Award from Marriott

International. In 2013 The Woodlands Waterway Marriott Hotel received the Hotel of Americas Award. Mr. Domenick also serves as a Director on the Board of the Hotel & Lodging Association of Greater Houston and the State Texas Hotel & Lodging Association.



JJ Hollie, President & CEO of The Woodlands Area Chamber of Commerce, is in his second year of service. JJ earned a Political Science degree in 1991 from Pacific University in Forest Grove, Oregon. After an internship in Washington D.C., he served as staff assistant to Congressman Charlie Wilson in the District Office in Lufkin, Texas from 1991 to 1996. In 1998, JJ began his career with Consolidated Communications in Business Sales. He and his family moved to Montgomery County in 2007 and to The Woodlands this past summer. He has been an active role model in the community and plans to continue sharing his success with others.



Don Norrell, President and General Manager of The Woodlands Township, also returns to the board. Mr. Norrell oversees all departments within The Woodlands Township Administration, Community Relations, Covenant Administration, Economic Development, Environmental Services, Finance, Fire Department, Human Resources, Neighborhood Services, Parks and Recreation, and Public Safety – Law Enforcement. Responsibilities include the operating and capital improvements budgets as well as the implementation of strategic plans, goals, and objectives to meet the public service needs of residents and businesses in The Woodlands Township.



Greg Parsons is a Director of The Woodlands Convention and Visitors Bureau and serves as Vice President of Hospitality for the Howard Hughes Corporation where he oversees all aspects of the corporation's hospitality portfolio, including The Woodlands Resort & Conference Center, Embassy Suites – Hughes Landing, and The Westin at Waterway Square. Mr. Parsons is a highly respected hospitality professional with over 35 years of experience in the industry and proven track record of success in managing upscale properties.

HRSG USER'S GROUP ANNUAL MEETING IN THE WOODLANDS

The Largest in the Industry



The largest conference in the gas-fired power industry is coming to The Woodlands Waterway Marriott Hotel & Convention Center March 13-15, 2017. It'll be the 25th annual meeting of the HRSG User's Group—an international association that advances the technology of heat-recovery steam generators (HRSGs),

installed in combined-cycle/cogeneration plants.

Keynote speaker for the conference is Jim Chiles, PBS TV star, and author of "Inviting disaster—lessons from the edge of technology." The conference is open to all energy professionals who register to attend at www.hrsgusers.org/HRSG.

FIRST ANNUAL INSPIRE FILM FESTIVAL

An Uplifting Experience



Township Chairman Gordy Bunch and CVB Vice Chairman John Anthony Brown, at Inspire with members of Landfill Harmonic.

The Woodlands can now add The Inspire Film Festival to its list of annual, successful and unique event offerings to area residents and visitors.

Throughout the weekend of February 24-26, 2017, The Woodlands was packed with throngs of filmmakers, film subjects and film fans in attendance at this inaugural film festival.

On its first feature film night, Inspire boasted a whopping 450 people

in attendance at the screening of "Landfill Harmonic" at The Harvest Theater. This was immediately followed by a rare performance by The Recycled Orchestra (the children's musical group who are chronicled in the film) under the direction of conductor Favio Chavez playing with The Woodlands Area Youth Symphony under the direction of conductor Darryl Bayer. Only 48 hours later the screening of "The Eagle Huntress," at Cinemark's Market Street Theater, was totally sold out.

Inspire is the brainchild of Jane Minarovic, a resident of The Woodlands, filmmaker and self-described film festival addict, who presented 10 full length and 7 short documentary films curated around the central idea of celebrating the human spirit over 4-day jam-packed art laden and culture filled weekend.

"My hope for The Inspire Film Festival is to become a weekend where residents and visitors of The Woodlands of all ages will be entertained by a diverse slate of films from all over the world, and be inspired to go out and make a change, big or small—to make the world a better place," said Minarovic.

Plans for the 2nd annual Inspire Film Festival have been set for February 22-25, 2018.

To read about the films, panel discussions, live events and sponsors associated with this year's Inspire visit www.inspirefilmfest.com.

WATERWAY ARTS FESTIVAL

Bringing A Remarkable Arts Experience



The Woodlands
ARTS COUNCIL
Because Art Matters

The 12th Annual Woodlands Waterway Arts Festival offers a weekend escape for art and music enthusiasts of all ages and is scheduled for April 7-9. Conveniently located at Town Green Park along The Woodlands Waterway, this festival is one of the premier and most highly anticipated events of its kind in the area. Proceeds from the festival directly fund the year-round community and education outreach programs of Because Art Matters sponsored by The Woodlands Arts Council (TWAC). The Woodlands encourages you to make the most of the anticipated event, and extend your time in The Woodlands all weekend! Plan your stay by visiting www.visitthewoodlands.com.

Recently ranked in the top five of America's Best Fine Arts Fairs

by ArtFairCalendar.com, The Woodlands Waterway Arts Festival features 225 artists from a juried competition of artists nationwide, showcasing artwork from 14 different categories.

In addition to being a favorite among buyers and sellers of fine art, the festival's popularity also comes from the community oriented and family friendly experience of the event. Music representing a wide range of genres, performed by local, national and international musicians, plus local performing artists, offer an eclectic array of entertainment for all to enjoy. There are also culinary demonstrations, hands-on activities for all ages, and student artwork on display, all in a natural setting.

"Attendees of the festival not only experience a quality art event, but also are able to give back to the local community in a meaningful and impactful way," said TWAC Events Director Kayleen Barton. "The proceeds from ticket sales and other fundraisers associated with the festival, such as the Art Dash, go directly to art outreach programs for youth, the elderly, underprivileged schools and special needs populations here in Montgomery County."

For festival updates, ticket purchase or additional information, log on to www.thewoodlandsartscouncil.org.

THE BUZZ

LUNAR & PLANETARY CONVENTION RETURNS

The 48th Annual Conference

Hundreds of planetary scientists from around the world will converge on The Woodlands for the 48th Lunar and Planetary Science Conference (LPSC), to be held March 20–24 at The Woodlands Waterway Marriott Hotel and Convention Center. The annual conference, which brings together international specialists to present the latest results of research in planetary science, has been a significant focal point for planetary science research since its inception in 1970, when it was known as the Apollo 11 Lunar Science Conference.

The robotic and human lunar missions in the 1960s and 1970s resulted in a huge growth in understanding of the Moon, and the conferences in the early years were a forum for presentation of new thoughts about the formation of the Earth-Moon system with a strong



LPSC
Lunar and Planetary
Science Conference 48th
March 20–24, 2017
The Woodlands, Texas



focus on the study lunar samples. The word “Planetary” was added to the name of the conference in the late 1970s to reflect the expansion of the meeting to include research about the entire solar system.

Attendance at the conference has grown from just a few hundred scientists in 1970, to an expected attendance this year of approximately 1,800 scientists from 35 countries around the globe. One of the reasons LPSC continues to thrive and grow is that it is clearly a meeting that is both accessible and important to young scientists, as reflected by the fact that student participation makes up nearly 30% of the overall attendance.

For more information about the conference, visit <http://www.hou.usra.edu/meetings/lpsc2017/>.

IRONMAN TEXAS IS BACK

On Your Mark

The Memorial Hermann IRONMAN® Texas triathlon will return to The Woodlands for 2017 and be designated as the IRONMAN North American Championship for the third consecutive year. The event will take place on April 22, 2017, shifting from its traditional date in mid-May.

“We are pleased to be able to continue our relationship with Montgomery and Harris Counties and keep this event in The Woodlands and surrounding areas,” said Shane Facticeau, Chief Operations Officer for IRONMAN. “We have always believed that this is a great location for a championship event and the new agreement will allow us to uphold the highest of standards that our athletes deserve. At the same time, the change to April establishes a cooler race date in which both professional and amateur triathletes can now compete in an early season event in North America.”

One of more than 40 events in the global IRONMAN Series, the Memorial Hermann IRONMAN North American Championship Texas



triathlon will lead athletes along a 2.4-mile swim, 112-mile bike and 26.2-mile run throughout The Woodlands and its surrounding areas. The point-to-point swim takes place in Lake Woodlands, where athletes enter the water at North Shore Park and swim toward South Shore Park. The new bike course will then take competitors through Montgomery and Harris Counties, utilizing the flat and fast Hardy Toll Road. Athletes then enjoy a triple-loop run entirely within The Woodlands that concludes with a spectacular finish on Waterway Avenue.

In addition to a competitive professional field, the race is expected to draw approximately 3,000 registered age-group athletes. The race will offer 75 coveted age-group qualifying slots to the 2017 IRONMAN.

For more information on the IRONMAN brand and global event series, visit www.ironman.com. Media may contact press@ironman.com.

THE WOODLANDS CVB LAUNCHES BLOG

Check it Out



As a component for the 2016 digital blow out, the Visit The Woodlands blog went live in December for visitors to the website to enjoy. The blog will be populated weekly with countdown style lists promoting leisure activities, meetings information, updates and more.

“Blog content is a unique way to serve visitors and corporate meeting planners information on The Woodlands as a destination,” President Nick Wolda said. “This

platform gives us an opportunity to reach audiences who may not know about all The Woodlands has to offer in a very organic way.”

Additionally, these blogs will be the basis of the Visit The Woodlands Pinterest account set to launch in 2017. Pinterest’s platform allows pinners to access information and save it to their own accounts. Research has shown that pinners typically save information related to travel and future trips.

Check out the new blog here: <http://visitthewoodlands.com/blog/> and be on the lookout for The Woodlands’ Pinterest page in the coming months.

TRENDING IN THE WOODLANDS:

A Coffee a Day Keeps the Doctor Away



juliacalina

Making sure Edison doesn't drop that cupcake.

As an adult, coffee is a necessity. When traveling to The Woodlands, Crave Cupcakes is a charming, trendy coffee shop and bakery to visit. Crave brews each cup to the order to provide the freshest flavor in your coffee. Do you have a sweet tooth? Taste one of the delectable cupcakes and pastries to compliment your coffee.



kristinampalilla

Wedding planning & feast celebrating.

If you're searching for some southern hospitality, grab a cup of coffee at Dosey Doe. The quiet and convenient spot will leave you with a taste of Southern hospitality. Order a cup of coffee on-the-go or stay for a home-style, country breakfast.



bexhtx

What I would give for a croquet madame from Levure rn

One of the newer residents of The Woodlands, Levure Bakery and Patisserie is a quaint French bakery. Each freshly brewed cup of coffee pairs perfectly with a great conversation, a French pastry or a European sandwich. Sit and stay awhile or walk around Creekside Village Park Green.

CALENDAR OF EVENTS

March 4th 7:00 am	The Woodlands Marathon Town Green Park
March 4th 6:00 pm - 8:00 pm	Waterway Nights Waterway Square
March 5th 8:00 am - 11:00 am	The Woodlands Car Club Cars & Coffee for a Cause Market Street
March 17th 11:00 am - 11:00 pm	St. Patty's Day Shindig Town Green Park
March 25th 8:30 am - 1:30 pm	Earth Day GreenUp Various Parks with celebration at Town Green Park
April 1st 3:00 pm - 8:00 pm	TWFG Muddy Trails Bash Rob Fleming Park
April 2nd 8:00 am - 11:00 am	The Woodlands Car Club Cars & Coffee for a Cause Market Street
April 7th - 9th Fri: 11:00 am - 6:00 pm Sat: 10:00 am - 6:00 pm Sun: 10:00 am - 5:00 pm	The Woodlands Waterway Arts Festival Town Green Park
April 15th 8:00 am - 11:00 am	Scuderia Exotic Car Show Market Street
April 15th Noon	BuzzFest The Cynthia Woods Mitchell Pavilion
April 20th 6:00 pm - 8:30 pm	Spring Concert Series Market Street
April 22nd All Day	Memorial Hermann IRONMAN Texas North American Championship The Woodlands
April 27th 6:00 pm - 8:30 pm	Spring Concert Series Market Street
April 29th 7:30 pm	Tom Petty and The Heartbreakers with Joe Walsh The Cynthia Woods Mitchell Pavilion
April 29th 11:00 am - 8:00 pm	Throwdown Texas Burger & Music Fest Town Green Park
April 30th 5:30 pm - 7:30 pm	Concert in the Park Northshore Park
May 2nd 7:00 pm	Kings of Leon The Cynthia Woods Mitchell Pavilion
May 4th 6:00 pm - 8:30 pm	Spring Concert Series Market Street
May 6th 7:00 am - 11:30 am	CB&I TRI – The Woodlands Northshore Park
May 6th 10:00 am - 7:00 pm	Spring Fine Arts Show Market Street
May 6th 6:00 pm - 8:00 pm	Waterway Nights Waterway Square
May 6th 7:00 pm	Casting Crowns with Danny Gokey and Unspoken The Cynthia Woods Mitchell Pavilion
May 7th 8:00 am - 11:00 am	The Woodlands Car Club Cars & Coffee for a Cause Market Street
May 7th 5:30 pm - 7:30 pm	Concert in the Park Northshore Park

THE WOODLANDS

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2801 Technology Forest Blvd.
The Woodlands, Texas 77381

May 11th 6:00 pm - 8:30 pm	Spring Concert Series Market Street
May 11th 8:00 pm	Chance the Rapper The Cynthia Woods Mitchell Pavilion
May 13th 8:00 am - 11:00 am	The Breast Cancer Charities of America – Pink 5K Rob Fleming Park
May 13th 6:00 pm - 8:00 pm	Waterway Nights Waterway Square
May 14th 5:30 pm - 7:30 pm	Concert in the Park Northshore Park
May 18th 6:00 pm - 8:30 pm	Spring Concert Series Market Street
May 19th 7:00 pm	Train with O.A.R. and Natasha Bedingfield The Cynthia Woods Mitchell Pavilion
May 20th 6:00 pm - 8:00 pm	Waterway Nights Waterway Square
May 21st 5:30 pm - 7:30 pm	Concert in the Park Northshore Park
May 21st 7:30 pm	John Legend The Cynthia Woods Mitchell Pavilion
May 28th 4:00 pm - 9:00 pm	Memorial Day Weekend Celebration Town Green Park

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