



Multi-Cultural
Convention Services Network

SAN DIEGO SCENE

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Feature Article

Last November, the National Coalition of Black Meeting Planners elected Roy Jay as their new National Chairman of the Board. It was just a year ago that San Diego was graced with Roy Jay as keynote presenter for the San Diego MPI's Multicultural Initiative held at the San Diego Convention Centre where Roy left the audience with "Does San Diego Get It?" referring to doing business with the minority hospitality and tourism market.

Jay, known as one of the industry's top movers and shakers, has set a footprint in NCBMP and many other associations for a number of years. He originally was a pioneer in the mid '90s in breaking down barriers in Portland, Oregon, where African-Americans had been excluded from the tourism and convention industry.

He was one of the first in the country to receive part of the convention and visitors bureau budget from room taxes and specifically for ethnic minority outreach and marketing.

As the new chairman, Jay says that he plans, with a lot of help from his board members,



Roy Jay, Chairman NCBMP

colleagues and supporters, to take the organization from "Good to Great" during his tenure.

Today, he says there is still not enough done to ensure economic empowerment and employment for African-Americans and others in management positions at hotels, convention bureaus, convention centers and tourism agencies across the country.

His vision includes an outreach to youth so they can understand the career potential in the hospitality industry.

He is a guy with a great sense of humor and a confidence about himself that exemplifies one of the reasons that he was elected as the National Chairman of the organization.

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Cultural Events San Diego Area:

- » **9th Annual Mariachi Festival**
When: Sunday June 24th
Where: San Diego County Fair at the Del Mar Fairgrounds
- » **Asian Business Association Monthly Rice Club Luncheons**
When: 4th Tuesday
Where: Jasmine Seafood Restaurant
Asian Mixers hosted quarterly
- » **20th Annual Taste of the Arts Festival**
When: Sunday, May 20th Tuesday
Where: Chula Vista's Memorial Park
- » **Soul of San Diego Gospel Festival and Juneteenth Celebration**
When: Saturday, June 20th
Where: Market Creek Plaza
- » **Juneteenth Celebrations North San Diego County NAACP**
When: Saturday, June 16th
Where: Oceanside Amphitheater



MCCSN Member Showcase

All Pro Audio Visual Technology Service
- allproavts@hotmail.com

Ashé Marketing Enterprises
erthdivine@aol.com

CarCo Gifts & Crafts
www.carcoenterprises.com

Chez Josette's Hair Design
www.chezjosetteshairdesign.com

Commission for the Arts
www.sandiego.gov/arts-culture

Crystal Catering
www.crystalcaterer.com

The Diamond Community
Development Corporation
www.diamondbid.org

Dream Florist
www.dreamflorist.net

The Emerald
kayspoon1@aol.com

Enviro Fresh
www.ecoquestinti.com/Beck

First and Lasting Impressions
www.first-lastingimpressions.com

Guaranteed Commercial Printing
www.sandiegoprinting.com

Sheila Hardin
www.ccdc.com

Johnson & Associates, Inc.
www.jnasecurity.com

Large Kar Productions Inc.
joewilliams2020@yahoo.com

Market Street Cleaners
mscleaners@sbcglobal.net

PCS World Network, Inc.
www.pcsworld.net

San Diego County Hispanic Chamber
of Commerce
www.sdchcc.com

San Diego Event Décor
www.sandiegoeventdecor.com

San Diego Monitor Newspaper
sdmnews@aol.com

San Diego Urban Economic Corporation
www.sduec.org

Urban League of San Diego County
www.ulsdc.com

About MCCSN

Clara Carter is the founder and CEO of the Multi-Cultural Convention Services Network, a corporation that specializes in multi-cultural marketing and convention services. Carter is a leader in the hospitality industry with more than 15 years of experience.

Our mission is to increase San Diego's share of the multicultural convention and tourism markets, while ensuring the inclusion of people of color in every aspect of the hospitality industry.

In an effort to develop a multicultural understanding and appreciation in the community, Carter has been instrumental in forming alliances with other industry professionals and ethnic organizations. These

"MCCSN and our members are committed to Excellent Service"

alliances have provided economic opportunities for multicultural businesses to service the hospitality and business market whenever possible.

Through MCCSN, Carter has helped to market the San Diego community

as the premiere destination for multicultural convention planners and leisure travelers, matching consumers with the perfect venue and suppliers.

Clara shares her vision and experiences with diverse audiences through her involvement with a number of industry-related organizations such as the Meeting Professionals International, San Diego Convention and Visitors Bureau, Coalition of Black Meeting Planners, San Diego Hispanic Chamber and the San Diego Regional Chamber of Commerce and MCCSN partners. MCCSN is a membership and service driven organization for profit.

as the premiere destination for multicultural convention planners and leisure travelers, matching consumers with the perfect venue and suppliers.

Join Today!
Membership to MCCSN
Visit our website at
www.mccsn.com
or call us at (619) 265-2561

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Citizen of the Month



Congressman Bob Filner honors Clara Carter, the owner and founder of the Multi-Cultural Convention Services Network, as his February "Citizen of the Month" for her commitment to increase San Diego's share of the multi-cultural convention and tourism markets, while ensuring the inclusion of people of color in every aspect of the hospitality industry.

"Clara's leadership is remarkable. She is a strong force in promoting diversity. Her commitment has created opportunities for many – and I am proud to recognize her contributions to our community," said Congressman Filner.

"MCCSN Makes Meetings Easy in San Diego"

SAVE
THE
DATE

MCCSN's Multicultural FAM Tour In San Diego

Attention Meeting Planners:

You are invited to experience San Diego's Hidden Treasure!

MISSION VALLEY,
IN THE HEART OF SAN DIEGO

2007 Multi-Cultural FAM Tour
September 13-16, 2007
San Diego, California

Apply Today - Space is limited and only qualified planners will be accepted.

To be considered for this program, please complete the application and profile form at www.mccsn.com

Each qualified Planner receives complimentary:

- Round-trip airfare (\$99 reimbursed)
- 3 night hotel accommodations
- ground transportation
- all meals
- registration materials
- educational sessions



SOUTHWEST.COM



Upcoming Programs



- **Tuesday, May 22nd** – Pre-Game Mixer, at McCormick and Schmick's inside the Omni Hotel, followed by a baseball game at Petco Park. 5:00 – 6:30pm. Game starts at 7:00pm. For tickets, email info@mccsn.com
- Bi-monthly Mixers are held on the **4th Tuesday of the month** (unless otherwise noted).

The mixers are designed as a business networking and relationship building with people in the hospitality industry, while visiting unique and exciting venues. Enjoy opportunity drawings, vendor booths and entertainment.

- **April 21st to May 27th** Night at the Old Globe Theatre – "Two Trains Running"
- **May 12th to 20th** – National Tourism Week
- **June 26th** – Hospitality Educational Workshop
- **July 10th** – Simon T. Bailey - "Releasing Leadership Brilliance"
- **September 13th to 16th, 2007** MCCSN's Multicultural FAM Tour

For more information, email info@mccsn.com, or visit www.mccsn.com



Spotlight

Town and Country Resort & Convention Center

San Diego's First Convention Center... Now Bigger and Better

In the heart of San Diego lies beautiful Mission Valley, with San Diego's most diverse selection of shopping, dining and entertainment. Mission Valley is also within 10 minutes of most major attractions in the San Diego area, including the San Diego Zoo, Seaworld, Old Town State Park, Balboa Park Museums, Seaport Village, and the beaches of Mission Bay. It is also the home to the **Town and Country Resort Hotel**.

The Town and Country offers luxurious accommodations and countless amenities. From modern accommodations in two towers to ranch style garden bungalows that capture the feeling of a cozy retreat. Relax in one of their sparkling pools, play golf, or grab a bite to eat in one of their five delectable restaurants. Rejuvenate at Bella Tosca Day Spa, Salon & Fitness Center. The largest hotel spa in San Diego at 14,000 sq. ft. The newly renovated Grand Hall is a magnificent 41,000 sq. ft venue located

The Bella Tosca was voted #1 in the Top 10 Spas and Salons by Health & Beauty magazine's February/March 2006 issue

next to the Town and Country Resort's existing Convention Center. This remarkable addition will accommodate up to 10,000 for a reception.

"We can help you get the best value for your dollar, come to San Diego and enjoy Southwestern Hospitality. MCCSN can make it happen. We Make Meetings Easy in San Diego." Call to book your next meeting today!

Town and Country has been voted a winner of Corporate & Incentive Travel Magazine's 2006 "Award of Excellence"



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