

a **WAVE** of FRESH IDEAS

From Barker Campbell Farley & Mansfield • Virginia Beach, Virginia

July 1998, Volume 1, Issue 1

SUMMER

Dolphin Watching

Annually, some of the **Mid-Atlantic's largest population of bottlenose dolphins** have come to spend the summer off the coast of Virginia Beach. The Virginia Marine Science Museum's dolphin watching boat excursions offer an up close and personal view of these creatures in their natural habitats. The boat trips also provide an opportunity for research, however, as museum interpreters who lead the trips collect data on health, habits, and movements of these intelligent marine mammals. Learn more about these fascinating mammals and explore Virginia Beach's marine environment. (Contact: Von Gilbreath)

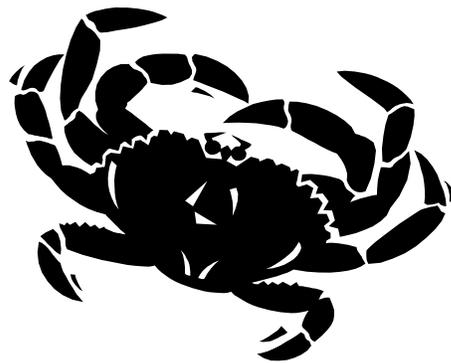
World Cup

A \$10.4 million soccer stadium project taps into exploding interest in soccer. The world may think the U.S. isn't interested in soccer. But in Virginia Beach, the opening of the new Sportsplex, a multi-purpose soccer stadium for the professional soccer team Hampton Roads Mariners, proves the world wrong. Youth and adult participation in soccer leagues has soared in the area as well. The Virginia Beach Sportsplex officially opens July 31—and the U.S. Open Cup Game will take place there Aug. 26. It is the **only soccer stadium in the U.S. built primarily for soccer.** (Contact: Chuck Penn)

Soft-Shell Crabs That Shed on Demand

Available only from April to September, time is running out this year to enjoy Virginia's world-famous blue crab "sans" shell. **Virginia's soft-shell crabs are known far and wide as a premier delicacy.** The window of opportunity for harvesting is brief—only a couple of hours after a crab molts its hard shell. Long hours with a watchful eye are as important as water temperature and the full moon in providing this seasonal delight for the tastebuds. **But we can make them do it on demand, here or in your studio!**

(Contact: Susan Brimo-Cox)



New Beatles Museum Rocks, Rolls Into Virginia Beach

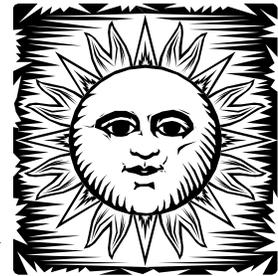
The only museum in the U.S. devoted exclusively to the British foursome, the McKee's Beatles Museum is Virginia Beach's newest musical attraction, officially opening in July. The collection includes a signed Fender Stratocaster guitar that was played by George Harrison, wax figures of the Beatles, a jacket worn during the 1965 Beatles American tour, signed photographs, news clippings, magazine covers, and gold and platinum records. Meet owners Michael and Lynn McKee, avid Beatles fans who began their collection as a personal hobby. (Contact: Katherine Jackson)

Surfing Women

No longer just a sport for blonde beach boys, surfing is rapidly gaining popularity among women. Magazines devoted to women and watersports, women's surfing clubs, and women in professional competition are on the rise. The **East Coast Surfing Championship**, held Aug. 24-30 in Virginia Beach, includes a women's category and **attracts some of the hottest female surfers in the country**. Marion Lisenby leads the local women's surfing club. (Contact: Katherine Jackson)

Labor Day

How do Americans celebrate the end of summer? In Virginia Beach, locals and visitors flock to the Annual Pontiac American Music Festival, the **largest musical event on the East Coast**. This year's all-star lineup includes The Doobie Brothers, Linda Davis, Little Richard, and the '70s disco favorite KC & The Sunshine Band. The fun takes place Sept. 3-7 at the oceanfront. All perform on a gigantic stage set right on the sand. (Contact: Chuck Penn)



Golf and the Environment

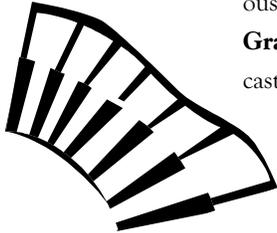
Golf courses have a bad reputation among environmentalists because of their widespread use of the fertilizers and pesticides needed to keep the greens green. In Virginia Beach, Brook Parker is using **"tissue analysis"** to help golf course landscape supervisors significantly reduce chemical use, thereby saving hundreds of thousands of dollars, maintaining high quality courses, and combining golf and environmental protection. (Contact: Katherine Jackson)

Budget Travel

Money magazine recently named Virginia Beach and the surrounding area as the best big city in the South. In addition to a beautiful, oceanfront location, clean water, and quality schools, the area is chock full of fun things to do. A **regional travel package—with a special fall incentive**—provides an inexpensive travel opportunity for families to tour the area, and it addresses the things identified as attractive to families. According to the Meridith Corporation's Vacation Travel Report, as reported by Better Homes & Gardens, families want beaches (46%); theme parks (39%); and historic sites (48%). This area has it all, within a day's drive of a third of the U.S. population. (Contact: Katherine Jackson)

FALL

Virginia's Answer to Mardi Gras



What began as a local celebration marking summer's end has since become a boisterous two-week free-for-all that has been described as "**Virginia's answer to Mardi Gras.**" The 25th Annual Neptune Festival, Sept. 11-27, features a world-class sand castle competition, air show, wine festival, fishing tournament, surfing classic, and sand soccer tournament. A highlight of the event is the Grand Parade led by King Neptune himself (clad in a jeweled robe with scepter) and his debutante court. (Contact: Elizabeth Evans)

Back-to-School

As parents send their children back to school, the topic of youth violence is on the top of their minds. A program called Options, Choices, Consequences in Virginia Beach high schools is aimed at **preventing youth violence and crime.** The program brings surgeons and attorneys (who volunteer their time) as well as police officers into the classroom for three sessions on the devastating effects of violence. No graphic details are spared. As a result of this and other programs, Virginia Beach is one of the safest cities of its size in the country. (Contact: Katherine Jackson)

A Big Fish Story

Virginia is the rockfish capital of the world. Rockfish, also known as striped bass, is a popular and important commercial and gamefish in the state. Seafood lovers prize rockfish for its excellent flavor, texture, and large size—50 pound rockfish are not uncommon! In addition to being simply delicious, the story of **Virginia rockfish is an ecological success story.** In order to preserve the resource, stringent harvest regulations were put in place during the 1980s by the Virginia Marine Resource Commission. The plan worked! With the population booming again, rockfish is in demand more than ever for the dinner table and by sport fisherman. (Contact: Susan Brimo-Cox)

Bird Migrations

Raptors, thousands of snow geese, bald eagles...these and other birds flock to the Back Bay National Wildlife Refuge, one of a series of refuges along the Atlantic Flyway. Bird of prey expert and volunteer Reese Lukei heads osprey banding and research programs. The fall/winter visit to the refuge of **thousands of migrating waterfowl** is magnificent. (Contact: Von Gilbreath)

Holistic Health

With a growing public awareness of holistic medicine and spiritualism, visitors from around the world are gathering at the **Association for Research and Enlightenment** (A.R.E.) in Virginia Beach to research the work of this century's most documented holistic practitioner, the late Edgar Cayce. Physicians throughout the world are finding Cayce's research to be on the cutting edge of many health care concerns today, particularly the mind-body relationship to health and healing. The A.R.E. is hosting two national conferences this fall including Indigenous Wisdom and Healing, Oct. 4-10, and Healing Body and Soul, Nov. 12-15 (featuring best selling author Carolyn Myss). (Contact: Elizabeth Evans)

Ecotourism

While Virginia Beach's oceanfront resort has long been an appealing draw to its 2.5 million annual visitors, most are unaware that within the city boundaries lie some of the **Mid-Atlantic region's most pristine and virtually undiscovered ecological areas**. To promote these resources responsibly, Virginia Beach tourism leaders, in cooperation with state and federal park managers and regional businesses, began a new ecotourism marketing program. Their goal: to create a "back-to-nature" vacation, while educating regional businesses on the "how to's" of nature-based travel. The new Virginia Ecotourism Association was formed as a result of this program. And the city will open an innovative environmentally-focused visitor information center in October. (Contact: Von Gilbreath)

Fighting Cancer

More than \$1 million was raised at this year's American Cancer Society Relay for Life in Virginia Beach, making it the largest event of its kind in the world. This is the story of a **community that cares**, and includes a team of municipal employees who raised \$87,000 for cancer research. One teenager has led a team since she was in elementary school. Local news broadcaster, Terry Zahn, who found out he had cancer and allowed his viewers to watch him go through the treatment process on television, spearheads the event. Events to raise funds for next year are already underway. (Contact: Katherine Jackson)

Hook and Line

The **World Striped Bass Championship** will be held in Virginia Beach this fall, Oct. 4, 1998 through Jan. 31, 1999. The four-month long event will draw thousands of sports anglers vying for over \$27,000 in prize money—including a \$5,000 grand prize—and \$100,000 to the angler who lands a striper that breaks the current IGFA all tackle world record! Participating adult and junior anglers can use their favorite fishing techniques: boat, surf casting, or fly. Keeping conservation in mind, the event organizers will post Championship Catch Status Boards at local tackle shops, marinas, and piers to help ensure only potential qualifying fish will be brought in for weighing. (Contact: Chuck Penn)

Chesapeake Bay Bridge-Tunnel

Hailed as **one of the seven engineering “wonders” of the modern world**, this unique span (encompassing 17.6 miles) was recently awarded the Virginia Society of Ornithology’s Jackson M. Abbott Conservation Award. This prestigious award recognizes the Chesapeake Bay Bridge-Tunnel District’s efforts to provide bird watchers a unique vantage point to observe pelagic birds and other migrants “as if in the ocean.” Recently, the *Pittsburgh Post-Gazette* shared this “hot” birding spot linking bird watchers to one of the most important bird migration corridors and stopovers in the Virginia Beach/Eastern Shore area with its readers. Currently undergoing a \$200 million parallel span project, the existing two lane bridge-tunnel complex will convert into a four lane facility in the summer of 1999. (Contact: Von Gilbreath)

Wining and Dining Travel Packages

Expect great tastes from Virginia on a variety of new regional Epicurean tours which combine **Virginia wines and some of the state’s best dining experiences**. Each of Virginia’s five wine regions will be highlighted: Northern, Eastern, Central, Southwest, and the Shenandoah Valley. These all-inclusive, three-day, two-night packages include a combination of winery tours, shopping & antiquing, fine dining, and accommodations at some of the best bed & breakfasts and/or inns of the region. (Contact: Laura Zambardi)





BARKER CAMPBELL FARLEY & MANSFIELD

1-800-277-4811

Travel and Tourism Clients

Barker Campbell Farley & Mansfield represents some of the East Coast's most popular travel destinations, plus Virginia's finest seafood and wine products.

- Chesapeake Bay Bridge-Tunnel (Virginia Beach, Va.)
- The Family Fun Package: Hampton, Norfolk, Virginia Beach, Busch Gardens Williamsburg, Water Country USA, Nauticus the National Maritime Center, Virginia Air & Space Center, Virginia Marine Science Museum (Southeastern Virginia)
- Jamestown Foundation and Yorktown Victory Center (Williamsburg, Va.)
- Top of the World (New York City, NY)
- Virginia Beach Department of Convention and Visitor Development (Virginia Beach, Va.)
- Virginia Marine Science Museum (Virginia Beach, Va.)
- Virginia Tourism Corporation (Richmond, Va.)

Epicurean Clients

- Virginia Department of Agriculture (Richmond, Va.)
- Virginia Marine Products Board (Newport News, Va.)
- Virginia Winegrowers Advisory Board (Richmond, Va.)

A *Wave of Fresh Ideas* is published quarterly by—
 Barker Campbell Farley & Mansfield Public Relations
 240 Business Park Drive
 Virginia Beach, VA 23462
 1-800-277-4811 • 757-497-4811 • 757-497-3684 fax

Corporate Vice President

Joan Prescott

Tourism Public Relations Account Executives

Elizabeth Evans (ext. 177) elizabeth@bcf-m.com

Von Gilbreath (ext. 174) von@bcf-m.com

Chuck Penn (ext. 167) charles@bcf-m.com

Katherine Jackson (ext. 132) katherine@bcf-m.com

Virginia Marine Products and Epicurean Tours Account Executives

Laura Zambardi (ext. 149) laura@bcf-m.com

Susan Brimo-Cox (ext. 169) susan@bcf-m.com