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NEWS

# Conference designed to draw tourists



BY LOU PONSI / ORANGE COUNTY REGISTER

Published: Feb. 13, 2014 Updated: 10:38 a.m.



JEBB HARRIS, THE ORANGE COUNTY REGISTER

## DESTINATION FULLERTON: A CONFERENCE ON TOURISM

Where: Muckenthaler Cultural Center, 1201 W. Malvern Ave.

When: 8 a.m. to 5 p.m. Feb. 20

Cost: \$35, includes breakfast and lunch

Information: [themuck.org](http://themuck.org)

Art galleries. Theaters. Horse trails. Bike paths. Historical landmarks. A downtown.

The director of the iconic Muckenthaler Cultural Center would like to see these attractions packaged in a manner that would draw more tourists to this 126-year-old town.

On Feb. 20, "The Muck" is hosting Destination Fullerton: A Conference on Tourism with hopes of getting Fullerton officials and business owners excited about the prospect of branding the city as a destination for tourists.

"The idea is to get more people interested in promoting Fullerton," said Zoot Velasco, Muckenthaler director. "(And) start galvanizing a movement to get more of a plan for tourism for our city."

Sponsored by the Chamber of Commerce and Fullerton Heritage, an organization that preserves the town's historical landmarks, the conference is scheduled to include officials from other cities that have successfully

branded their towns as tourist destinations.

Among them will be a representative from Temecula, which has transformed from a "truck stop" to "wine country," as well as Long Beach and Santa Clarita, Velasco said.

Fullerton should be able to draw from the millions of tourists who visit nearby

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"In my estimation, Fullerton is one of the nicest communities in Orange County and we aren't doing anything to capitalize on that," Velasco said.

Contact the writer: 714-704-3730 or [lponsi@ocregister.com](mailto:lponsi@ocregister.com)

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Dennis Bode is a Realtor with Prudential California Realty. You may contact him at 714-814-1041 or e-mail him at [Dennis@DennisBode.com](mailto:Dennis@DennisBode.com).



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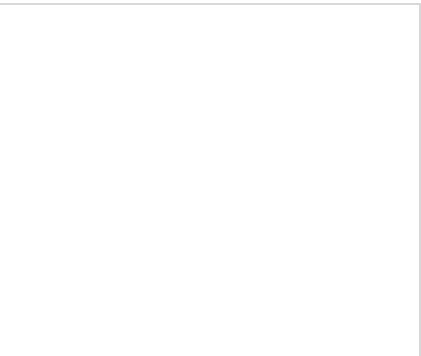
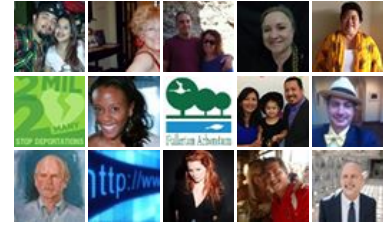
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