

ICB – CVB

(Steve on screen)

Steve: My name is Steve Goodling I'm president and CEO of...

(Long Beach Convention & Visitors Bureau logo on wall)

Steve: ...the Long Beach Convention & Visitors Bureau.

(Steve on screen)

Steve: The CVB is responsible for...

(wide panning shot of downtown Long Beach)

Steve: ...finding conventions that fit into the city of Long Beach. The other aspect is also pleasure travel

(Steve on screen)

Steve: where we're responsible for marketing the city as a destination...

(panning shot of Long Beach harbor and lighthouse)

Steve: ...when you take care vacations or your do your weekend getaways.

(Steve on screen)

Steve: The best part about this job to me is there is no day to day.

(Steve and coworker sitting at computer going over image files)

Steve: Every day there's a variety of different meetings...

(Steve on screen)

Steve: ...on a variety of different subjects, all of them dealing with economic development within the city.

(Steve stands near large windows in conference room, smiling. A bird flies by the window)

Steve: Every day is unique, every day special,...

(Steve on screen)

Steve: ...and it's a great place to be. Our relationship with...

(interior shot of bank)

Steve: ...International City Bank spans over 17 years.

(Steve on screen)

Steve: We've had a great relationship with the bank and the reason it continues to this day is because of the personalized customer service.

(wide panning shot of ICB and palm trees)

Steve: I don't want to bank with an institution I want to bank with a group of people that we know...

(Steve on screen)

Steve: ...that will work with us as our needs arise and the International City Bank has done that.

(Steve walking down hallways of the CVB building)

Steve: In today's environment I think it's really important to have a personalized touch.

(Steve on screen)

Steve: You don't find that that often in banking.

(wide tilting shot of ICB and palm trees)

Steve: The bank is so great in...

(Steve on screen)

Steve: ...making it very efficient to do business but also very pleasurable. They do service their customers and they service them well.

(close-up exterior shot of ICB logo on building)

Steve: ICB makes you feel like you're part of a family.

(Steve on screen)

Steve: We are the Long Beach Convention and Visitor's Bureau and we bank at International City Bank.

("International City Bank: Business made personal" logo on screen)