

BEST PRACTICES

DMA West Leadership Summit

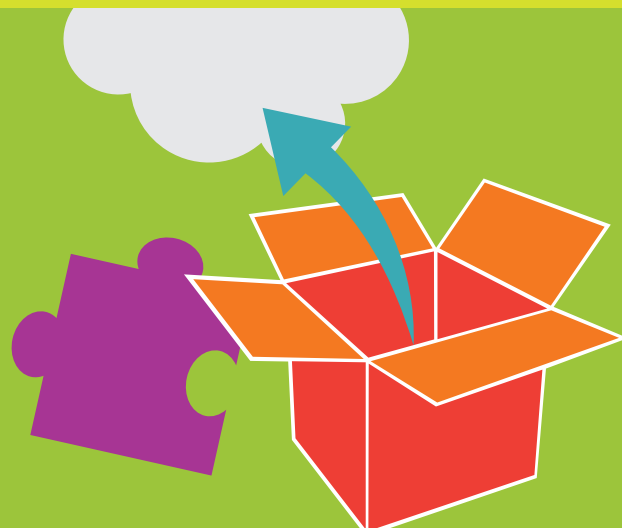


PEER INSIGHTS

July 31 - August 2, 2017

INNOVATIVE STRATEGIES

Aspen, Colorado



28TH LEADERSHIP SUMMIT FOR CEOs

Searching for ways to keep your organization nimble? The Leadership Summit provides insights about the challenges facing CEOs and highlights the value of best practices and innovative management and marketing strategies.

Summit delegates can build a face-to-face network of CEO colleagues to garner industry intelligence and resources.

For nearly three decades, western DMO CEOs have gathered annually to explore industry priorities and determine how to best market their destinations and lead their organizations.

Both veteran and newly minted CEOs will gather July 31 to August 2, at the Hotel Jerome, in Aspen, Colorado, for the 28th annual Leadership Summit. The program includes Peer Panels along with open discussion sessions, operational roundtables and the popular Marketing Idea Exchange.

COMMENTS SHARED BY SEVERAL CEO DELEGATES AFTER THE 2016 LEADERSHIP SUMMIT:



**"GREAT JOB -
ALWAYS NEED
MORE TIME."**

**"GREAT IDEAS,
NETWORKING
AND ALWAYS
WONDERFUL
BEING IN GOOD
COMPANY OF
PEOPLE WHO
GET WHAT YOU
MIGHT BE GOING
THROUGH!"**



**"AS ALWAYS,
WELL-PLANNED
AND NICE ADDITION
OF PEER PANELS."**

**"THE PLATFORM
IS UNIQUE AND
VALUABLE AS IT
PROVIDES A RARE
OPPORTUNITY TO
ENGAGE WITH
OUR PEERS."**



LEADERSHIP SUMMIT AGENDA

Please include your hot topics when you register. Participants will share challenges and solutions at the summit. Peer CEOs facilitate the Leadership Summit sessions.

Engage in ***lively discussions*** and ***activities*** that encourage application of the ***best practices*** in management leadership, marketing strategies and decision-making in your organization.

MARKETING IDEA EXCHANGE

The Marketing Idea Exchange is a popular fixture at the Leadership Summit. The exchange is a quick way to ***take home 30+ terrific ideas!*** Participants share one marketing idea that has worked for them.

COLLATERAL MATERIALS

A continuing Summit component is the opportunity to review samples of collateral materials. ***Bring samples (relax! there's no contest!)*** of standard print pieces (visitor guides, meeting planning guides, calendar of events, and other specialty brochures) as well as other materials (CEO and staff evaluation forms, annual reports, board manuals, marketing plans) you believe would be of interest to your CEO colleagues. The materials will be displayed for casual browsing during the Leadership Summit. If possible, bring 20+ copies of each.

HOST DMO/ DESTINATION INFORMATION

Visit the website for destination information.

Aspen Chamber Resort Association
www.aspenchamber.org

ATTIRE

Attire for all sessions is casual or resort casual. Remember to bring sunscreen, a hat, sunglasses and comfortable shoes. Pack appropriate attire for your selected group activities.



ASPEN, COLORADO

www.aspenchamber.org

Aspen is a world-class destination with outdoor adventures and a flair for arts and culture, but it still maintains enough small-town charm for year-round residents to call it home. Aspen truly is a unique diamond nestled in the rough of the Rocky Mountains. In the late 1940s, skiing arrived in Aspen as did modern-day founders Walter and Elizabeth Paepcke. With a vision for the community that focused on Mind, Body and Spirit, the Paepckes helped Aspen begin a civic and cultural renaissance — one that continues to this day — we call it “The Aspen Idea.” Discover the rich and varied history that has shaped the town and its character.

HOTEL JEROME

<https://hoteljerome.aubergeresorts.com>

Reservations: 855-331-7213

The Hotel Jerome was built by early Aspen supporter and visionary Jerome B. Wheeler and has been an Aspen landmark and local gathering place since its opening in 1889. An elegant hotel for most of its existence, the Jerome is also home to a number of restaurants, most notably the “J-Bar” where patrons can order the infamous “Aspen Crud,” a milkshake infused with numerous liquors that was the preferred (and off-limits) drink of Tenth Mountain Division soldiers training here during WWII. The hotel, located in the heart of Aspen, is renowned for its overall relaxed elegance, with a unique blend of contemporary luxury and historic heritage.

See overflow lodging information elsewhere in the brochure.



PROGRAM SCHEDULE

Monday, July 31, 2017 | Day One

2:00pm – 2:30pm

Registration

2:30pm – 5:30pm

Opening General Session

Association Welcome

Julie Saupe, President & CEO, Visit Anchorage; DMA West Board President

Leadership Summit Planning Committee Chair and Event Host Welcome

Debbie Braun, IOM, CDME, President & CEO, Aspen Chamber Resort Association

Self-introductions

Leadership Summit Delegates

Presentation

Return to Everest: Reconciling the 1996 Everest Tragedy 15 Years Later

Presenter: Neal Beidleman

Aspen local Neal Beidleman is a mountaineer, climbing guide and aerospace engineer. He is known for surviving the 1996 Mount Everest disaster and saving lives that day. He has conducted numerous public talks about his experiences in that disaster, especially in regard to decision-making

and team management. Beidleman's stories were also featured on the television news show Nightline. He made a return trip to Mount Everest in 2011. In the spring of 1996, Beidleman was working as a guide for expedition leader and friend Scott Fischer on Mount Everest. During the summit bids, a tragedy involved the death of Fischer and several other climbers. The book, *Into Thin Air*, is based on that fateful 1996 Mount Everest climb. Beidleman will share his experiences with a focus on leadership structure and overcoming obstacles.

Presentation

Wellness Destination Tourism – A Mountain Town Twist

Presenters: Corey Enloe, CFO and Director of Hospitality, Aspen Club and Jayne Gottlieb, Founder, Aspen Shakti

Wellness Tourism + Destination Tourism = A match made in Aspen. Emerging wellness destinations are the latest and greatest travel trends; travelers spent \$563 billion in 2015 and are expected to hit \$680 billion by next year. Learn how several local

businesses are sustainably utilizing community assets to capitalize on and promote wellness destination tourism in the little mountain town of Aspen

6:15pm – 8:30pm

Welcome Reception and Dinner

Sponsored by Madden Media

Presentation

Community Welcome | Working with Tourism Ambassadors

Presenter: Mayor Steve Skadron

Mayor Skadron welcomes DMA West Leadership Summit delegates and guests to Aspen and shares how the Aspen Chamber Resort Association and the City work together.

Performance

Aspen's Remarkable History

The Aspen Historical Society actively preserves and passionately presents Aspen local history in an inspired and provocative manner. Enjoy a special performance by historical society members who take local history to the streets (and to conferences).



PROGRAM SCHEDULE

Tuesday, August 1, 2017 | Day Two

Morning Group Activities –

See details in brochure.

A. Hike at the Maroon Bells

Depart hotel 8:45am; return at 12:00pm Transportation provided.

B. Class II Rafting and Inflatable Kayak Trip

Depart hotel at 8:30am; return at 12:00pm Transportation provided.

C. Historical Walking Tour of Aspen

Depart hotel at 10:00am; return at 11:30am

D. Scenic Horseback Riding

Depart hotel 8:50am; return 11:00am
Transportation provided.

E. Golf at Aspen Golf Club

[On your own]
To book a tee time:
<http://tinyurl.com/yc3d2c2j>

F. Spa Time at Auberge Spa at Hotel Jerome [On your own]

Book services at 970-429-7615;
DMA West attendees receive a 15% discount on all services/treatments

12:45pm – 1:30pm

Buffet Luncheon

Sponsored by TripAdvisor

Presentation

“Cannabis Tourism”

Presenters: Debbie Braun, IOM, CDME, President & CEO, Aspen Chamber Resort Association and Valley Marijuana Council Representative

Learn about the challenges and opportunities for destinations that have legalized marijuana.

1:30pm – 2:15pm

Peer Learning Session

Destination Management and Partnership Development

Presenters: Peer CEO Panelists

Destination Management

- Partnering with economic development, downtown alliances, cultural alliances, etc., to further each of our missions without stepping on each other's toes

- Moving from a destination marketing organization to a destination marketing and management organization
- DMOs and destination development: Product and infrastructure
- Drawing the line between amenities and capital infrastructure that the city should be doing
- What areas of destination management will become a DMO's responsibility in the future?

Partnership Development

- Who wants to partner with us?
- Successfully managing partnership development with key strategic partners
- Working with hoteliers to gather in-the-field data
- Replacing membership programs with packaged advertising opportunities

**2:15pm – 2:30pm
Break**

ASPEN

PROGRAM SCHEDULE

Tuesday, August 1, 2017 | Day Two

2:30pm – 3:30pm

Peer Learning Session

Leadership Development

Presenters: Peer CEO Panelists

- Reinventing yourself
- Pushing boundaries, taking calculated risks, innovation, vision-casting
- Additional resources for CEO development
- Successful mentorship programs
- Leading a team while managing projects

3:30pm – 3:45pm

Break

3:45pm – 5:30pm

Operational Roundtables

- Group A - Budgets Less than \$1 Million
- Group B - Budgets More than \$1 Million

Discussion Topics

Funding, Finances and Programmatic Budgets

- DMO contracts
- Unique sources of new revenues
- Best practices in budgeting

Government Relations with City/County Leaders

- Educating elected leaders about the positive impact of tourism
- Success stories in turning elected leaders into tourism champions

Board/Stakeholder Relations

- Community support for DMO and tourism industry
- Volunteer leaders and stakeholders as tourism ambassadors

Staff Recruitment, Management, Retention

- Hiring for new positions/ changing positions
- Managing and motivating staff
- Cool team-building ideas
- Confidential issues

6:30pm – 9:30pm

Reception, Gallery Tour and Dinner at Aspen Institute

Hosted by Aspen Chamber Resort Association

Enjoy an evening at the Aspen Meadows Resort, home of the Aspen Institute, and nestled on 40 sweeping acres surrounded by the picturesque Rocky Mountains. Aspen Meadows boasts versatility through its award-winning cuisine and is one of the most scenic restaurants in Aspen. The hotel was designed by Herbert Bayer in the historic Bauhaus style; you will find elements of this aesthetic in the room design and his artwork that is located throughout the property. An optional guided tour of the Resnick Gallery will be offered to highlight the Legacy of Herbert Bayer's work and his impact on the Aspen Institute.

ASPEN

PROGRAM SCHEDULE

Wednesday, August 2, 2017 | Day Three

7:45am – 8:30am

Hot Buffet Breakfast

8:30am – 10:30am

Peer Learning Session

Open Discussion

Facilitators: Peer CEOs

Future of DMOs

- Authority on our destinations and a vital part of the travel planning decision process.
- Moving continuously towards destination development and management as much as marketing
- Management and product development are going to be key components in the future
- Providing the initial content and resources (driving the message) that travel writers, bloggers and social media fans can share, and crafting an onsite experience to get people in the door to (a) build positive memories that give us the opportunity to (b) upsell all community assets

- Focus on marketing our destinations by creating the strongest content possible, while partnering with government and economic development agencies to ensure visitors are top of mind when making local and regional planning, development and infrastructure decisions
- Continually providing services that our partners/stakeholders value

International Issues

- DMO investment in international marketing
- Political issues surrounding international visitors
- Airlift and international visitation
- As the international markets continue to grow, many require face-to-face interaction
- Best practices for providing translated information and making it available to overseas markets

Measuring & Reporting

- Future measurement tactics/new KPIs
- What's new?
- What matters?

10:30am – 10:45am

Break

10:45am – 12:30pm

Marketing Idea Exchange

The Marketing Idea Exchange is a popular fixture at the Leadership Summit. The exchange is a quick way to take home 30+ terrific ideas! Participants share one marketing idea that has worked for them.

Closing Announcements

*Julie Saupe, President & CEO, Visit Anchorage; DMA West Board President
Debbie Braun, IOM, CDME, President & CEO, Aspen Chamber Resort Association; Leadership Summit Planning Committee Chair*

Afternoon

Lunch on Own



PROGRAM SCHEDULE

Wednesday, August 2, 2017 | Day Three

Afternoon Group Activities

A. Gondola Ride up Aspen Mountain and Walk with a Naturalist

Depart hotel at 1:30pm; return at 4:30pm

B. Historical Walking Tour of Aspen

Depart hotel at 1:30pm; return at 3:00pm

C. Golf at Aspen Golf Club

[On your own]

To book a tee time:

<http://tinyurl.com/yc3d2c2j>

D. Spa Time at Auberge Spa at Hotel Jerome [On your own]

Book services at 970-429-7615;

DMA West attendees receive 15% discount on all services/treatments.

LEADERSHIP SUMMIT PLANNING COMMITTEE

Debbie Braun, IOM, CDME,
President & CEO, Aspen Chamber
Resort Association

Rose Abello, Tourism Director,
Snowmass Tourism

Bonnie Quill, Executive Director,
Mat-Su Convention & Visitors
Bureau

Terry Selk, Executive Director,
Yosemite Mariposa County
Tourism Bureau

Julia Theisen, Vice President
of Sales & Marketing, Aspen
Chamber Resort Association

Sarah Reynolds Lasser, Director
of Sales, Aspen Chamber Resort
Association

SPECIAL THANKS TO LEADERSHIP SUMMIT SPONSORS



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Denise Chambers/Miles | Colorado Tourism
Office, Matthew Inden/Miles | Wikimedia*

REGISTRATION INFORMATION

\$425 CEO from a DMA West-member DMO

\$650 CEO from a nonmember DMO

\$175 Spouse/companion

Fees include education program and scheduled group meal functions. The spouse/companion rate includes group meal functions. Separate fees apply for selected Tuesday morning and Wednesdays afternoon group activities.

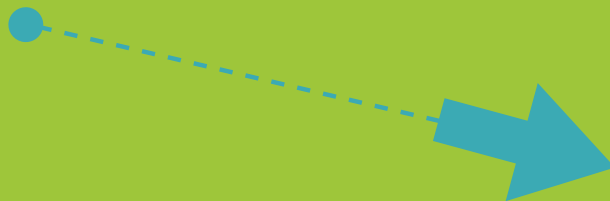
[Note: Group activities must be selected by June 30.]

LEADERSHIP SUMMIT REGISTRATION DEADLINE

Register online or send your completed registration form and fee to the DMA West office by **July 14, 2017**. Refunds will be honored until 5:00 pm Pacific Time, July 14; after that date, no refunds will be granted. **[Note: Select group activities by June 30.]**

ONLINE REGISTRATION

Online registration is available at **www.dmawest.org** on the home page.



AIRPORT AND TRANSPORTATION INFORMATION

HOW TO GET TO ASPEN

Airport Options and Driving Information Based on Selected Airport

Aspen/Pitkin County Airport (ASE) is located three miles from downtown Aspen, and is the most convenient airport in the Rocky Mountain region. United, American and Delta serve Aspen Airport. **Click here** to view the Summer/Fall schedule Aspen Flight Information.

There is also service into **Eagle County Regional Airport**, located 70 miles from Aspen. American and United Express fly nonstop from a number of U.S. cities into Eagle. Eagle County Regional Airport number: 970-328-2680. Eagle Airport has fewer flights than Aspen in the summer and all of the routes fly into Aspen as well. See their website for reference. **<https://www.flyvail.com/flight-information/flight-schedules>**

From Denver, Aspen is 220 miles or approximately 3.5 hours. Guests driving from **Denver International Airport** have two routes to choose from to get to Aspen. I-70 West to Glenwood Springs where you exit for State Highway 82 South to Aspen.

Another scenic route from Denver is I-70 West to State Highway 91 South through Leadville to US 24 South, then west onto State Highway 82 over Independence Pass which is the top of the Continental Divide. For more information on Independence Pass, **go here**.

Another airport option is **Grand Junction**, which is a two-hour drive from Aspen. Phoenix and Vegas are two cities with nonstops to Grand Junction. **<http://www.gjairport.com/flight-info/32.html>**

SHUTTLE OPTIONS

Hotel Jerome offers on-demand Aspen Airport transfers included in the resort fee. Guests should call the hotel at 970-920-1000 upon landing at Aspen Airport to request pick-up service. Aspen Airport is located 10 minutes from Hotel Jerome.

Several companies will pick up Aspen guests at the Denver, Grand Junction or Eagle Airports and transport them to Aspen for a fee. Guests will share a van. For a list of local transportation companies, visit our **Business Directory**.

Colorado Mountain Express offers service from Denver and Eagle Airports to Aspen. **<http://www.coloradomountainexpress.com/>**; 800-525-6363 [DMA West Group Booking Code: DMA17]



HOTEL RESERVATIONS AT HOTEL JEROME

NOTE: Please make your guest room reservations as soon as possible.

Reservations: 855-331-7213 (Mention: DMA West Leadership Summit)

DMA West's room block for the night of August 2 is sold out. See Overflow Lodging information.

All reservations require a full deposit of 100% of total charges. Cut-off date: **June 30, 2017**

Cancellation Policy: Hotel Jerome will assess a cancellation fee of one night's stay if notice of cancellation is received by July 7, 2017. If notice of cancellation is received after July 7, 2017, Hotel Jerome will retain full prepayment for the entire individual stay.

Room Rate: \$245/King or two Queen Beds plus 11.3% tax

Resort Fee: \$17 per night taxable at 11.3%

Porterage/Delivery/Gratuities:

Porterage is \$5 per item/bag, round trip. Housekeeping gratuity is \$3 per room, per day.

Overnight Valet Parking: \$30.00 per vehicle, per day.

OVERFLOW LODGING

Rooms and rates are on a space-available basis. **Cancellation policy:** Any nights cancelled within 30 days of arrival are nonrefundable.

ASPEN MEADOWS RESORT

Group Reservations: 970-544-7847

<https://aws.passkey.com/go/DMAWestLeadershipSummit>

Group Code: DMA West Leadership Summit

Space-available Rate: starting at \$309/night plus taxes and fees

Aspen Meadows provides complimentary 24-hour shuttle service for its guests. The Hotel Jerome is one of the shuttle stops and is about a five-minute ride from the Aspen Meadows Resort.

THE GANT

Group Reservations: 800-345-1471

Group Code: DMA West Leadership Summit

Space-available Rate: \$275/night plus taxes and fees

HEARTHSTONE HOUSE

Group Reservations: 888-925-7632

Space-available Rate: \$249 includes breakfast

The Hearthstone House is three blocks from Hotel Jerome and does not have a shuttle; guests will need to ask Hotel Jerome for transfer.

A fifty percent deposit is due at time of booking. All major credit cards are accepted. Full payment is due 30 days prior to arrival. We require a 30-day notice, prior to arrival date, for all cancellations, in order to refund any portion of payments. Should a cancellation be made fewer than 30 days prior to arrival date, all payments will be forfeited unless the room can be rebooked for the entire reservation period. The guest is responsible for the payments of all nights reserved, regardless of arrival and departure dates. All cancellations are subject to a \$50 administration fee per room.

THE INN AT ASPEN

Group Reservations: 866-371-2285

<https://www.wyndhamvacationrentals.com/promotion/dma-west-2017>

Group Code: DMA West

Space-available Rate: \$215.10

The Inn is located at the base of Buttermilk Mountain, which is a five-minute drive from Hotel Jerome.

Seven-day cancellation policy.



GROUP ACTIVITIES

Tuesday, August 1, 2017

Cancellation Policy for all Group Activities: No cancellation refunds after June 30; emergency cancellations will be evaluated on a case-by-case basis.

HIKE AT THE MAROON BELLS

*Time: Depart hotel 8:45am;
return at 12:00pm*

Transportation: Provided

Description: Advanced novice three-mile guided hike at the base of the iconic Maroon Bells, the most photographed peaks in North America.

Fee: \$130 per person [\$15 of the fee will be donated to the DMA West Foundation to fund research projects]

Notes: Hat and sunscreen recommended. Wear comfortable, sturdy walking shoes. Snacks and water provided.

Minimum: 5 participants

Maximum: 16 participants



GROUP ACTIVITIES

Tuesday, August 1, 2017

Cancellation Policy for all Group Activities: No cancellation refunds after June 30; emergency cancellations will be evaluated on a case-by-case basis.

CLASS II RAFTING AND INFLATABLE KAYAK TRIP

Time: Depart hotel at 8:30am; return at 12:00pm

Transportation: Provided

Description: This class II-III section will be offered on rafts and in personal inflatable kayaks (also called duckies). The guided trip will navigate Class II wave trains and a few Class II+ rapids on the Middle Roaring Fork River. There are just enough rapids to provide a taste of easy whitewater rafting, while offering ample time to relax and take in the towering red rock cliffs above. The duckies are ideal for a little more excitement and for those who want their own craft.

Fee: \$96 per person [\$12 of the fee will be donated to the DMA West Foundation to fund research projects]

Notes: Snacks and water included. Splash gear provided. Wear quick-drying clothing such as non-cotton shorts and t-shirt and/or a bathing suit, sunglasses with retaining device, and old sneakers or sandals with a heel strap. Bring a towel and a change of clothes.

Minimum: 12 participants

Maximum: N/A





GROUP ACTIVITIES

Tuesday, August 1, 2017

Cancellation Policy for all Group Activities: No cancellation refunds after June 30; emergency cancellations will be evaluated on a case-by-case basis.

SCENIC HORSEBACK RIDING

Time: Depart hotel 8:50am; return 11:00am

Transportation: Provided

Description: Enjoy a relaxing ride through the thick of the Aspens! It's a relaxing and laid-back ride; the hour-long ride takes riders alongside a snowmelt stream that runs through the Aspen grove. A great ride for those looking to relax, or for those who are beginning riders or who have children who have never ridden.

Fee: \$104 per person [\$14 of the fee will be donated to the DMA West Foundation to fund research projects]

Notes: Hat and sunscreen recommended. Long pants recommended and sturdy shoes with heel preferred. Water provided.

Minimum: 6 participants

Maximum: N/A





GROUP ACTIVITIES

Tuesday, August 1, 2017 & Wednesday, August 2, 2017

Cancellation Policy for all Group Activities: No cancellation refunds after June 30; emergency cancellations will be evaluated on a case-by-case basis.

HISTORICAL WALKING TOUR OF ASPEN

Tuesday, August 1, 2017

Time: Depart hotel at 10:00am; return at 11:30am

AND

Wednesday, August 2, 2017

Time: Depart hotel at 1:30pm; return at 3:00pm

Transportation: Walking

Description: Join local Dean Weiler on a fun and casual 90-minute walking tour discovering Aspen's underlying uniqueness from a historical perspective to its present-day dynamics.

Fee: \$48 per person [\$6 of the fee will be donated to the DMA West Foundation to fund research projects]

Notes: Bring own water and wear comfortable walking shoes.

Minimum: 6 participants

Maximum: 20 participants



GROUP ACTIVITIES

Tuesday, August 1, 2017 & Wednesday, August 2, 2017

Cancellation Policy for all Group Activities: No cancellation refunds after June 30; emergency cancellations will be evaluated on a case-by-case basis.

GOLF AT ASPEN GOLF CLUB

Tuesday, August 1, 2017

Time: On your own (Leadership Summit group lunch begins at 12:45pm.)

AND

Wednesday, August 2, 2017

Time: On your own (Leadership Summit concludes at 12:30pm.)

To Book a Tee Time:

<http://tinyurl.com/yc3d2c2j>

[Fee Payable to: Aspen Golf Club]





GROUP ACTIVITIES

Tuesday, August 1, 2017 & Wednesday, August 2, 2017

Cancellation Policy for all Group Activities: No cancellation refunds after June 30; emergency cancellations will be evaluated on a case-by-case basis.

SPA TIME AT AUBERGE SPA AT HOTEL JEROME

Tuesday, August 1, 2017

Time: On your own (Leadership Summit group lunch begins at 12:45pm.)

AND

Wednesday, August 2, 2017

Time: On your own (Leadership Summit concludes at 12:30pm.)

Description: Auberge Spa is a place for relaxation and rejuvenation. Drawing from the rich and diverse history of Aspen, the spa program reflects on the traditions of natural healing practiced for centuries in the Roaring Fork Valley.

Fee: Cost of Services - DMA West attendees receive a 15% discount on all services/treatments. [Fee payable to Auberge Spa at Hotel Jerome] **Notes:** Reserve your spa treatment in advance by calling 970-429-7615. Book early at this intimate spa.



GROUP ACTIVITIES

Wednesday, August 2, 2017

Cancellation Policy for all Group Activities: No cancellation refunds after June 30; emergency cancellations will be evaluated on a case-by-case basis.

GONDOLA RIDE UP ASPEN MOUNTAIN AND WALK WITH A NATURALIST

Wednesday, August 2, 2017

Time: Depart hotel at 1:30pm; return at 4:30pm (Leadership Summit concludes at 12:30pm.)

Transportation: Guided walk from hotel to Aspen Gondola

Description: Explore the top of Aspen Mountain on Richmond Ridge on a guided tour with an Aspen Center for Environmental Studies (ACES) Naturalist. Wildflowers, wildlife, and mining history are just a few of the topics that will be shared as the walk winds through the forest to a 360-degree viewpoint. The trailhead elevation is 11,200 feet, with a high point of 11,300 feet for the duration of the one-mile hike.

Fee: \$50 per person [\$7 of the fee will be donated to the DMA West Foundation to fund research projects]

Notes: Hat, rain jacket, sunscreen and sunglasses recommended. Wear sturdy walking shoes. Water provided. Dress in layers such as t-shirts or long-sleeve shirts with a sweater and/or windbreaker on top, with long or short pants. Bring your own pack if you have one. Water will be provided.

Minimum: 7 participants

Maximum: 12 participants



DMA WEST LEADERSHIP SUMMIT

Registration Form | July 31 - August 2, 2017

Please complete all sections of the form. Online registration at www.dmawest.org.

Name _____ Nickname for badge _____
Title _____ Organization _____
Address _____ City/State/Province/ZIP+4 _____
Telephone _____ Email _____
Spouse/Companion Attending _____ Children Attending (names and ages) _____

TRANSPORTATION

FLIGHT ARRIVAL Airport: _____ **FLIGHT DEPARTURE** Airport: _____
Date _____ Time _____ Date _____ Time _____

Rental Car: _____ I plan to rent a car **and** would be willing to share/carpool between the airport shown and Hotel Jerome.

NUMBER OF YEARS AS A DMO CEO _____

CHECK THE NUMBER OF FULL-TIME DMO STAFF

☐ 1 to 5 ☐ 6 to 15 ☐ 16 to 30 ☐ More than 30

CHECK YOUR DMO BUDGET

☐ Less than \$250,000 ☐ \$500,000 - \$1 million ☐ \$2.5 million - \$5 million
☐ \$250,000 - \$500,000 ☐ \$1 million - \$2.5 million ☐ More than \$5 million

LEADERSHIP SUMMIT TOPICS

Please suggest your top two topics for the Peer Learning Sessions.

HOTEL RESERVATIONS

Hotel Jerome
330 East Main Street
Aspen, Colorado 81611

Group rate: \$245 /King or two Queen Beds plus
11.3% tax; Resort Fee: \$17 per night taxable at 11.3%

Telephone Reservations: 855-331-7213
(Mention: DMA West Leadership Summit)

Reservations Cut-off Date:
June 30, 2017 (if rooms are still available)

LEADERSHIP SUMMIT REGISTRATION DEADLINE

Register online or send your completed
registration form and fee to the Association office by
July 14, 2017. Refunds honored until 5:00 pm Pacific
Time, **July 14**; after that date, no refunds granted.
(Note: Select group activities by June 30.)

REGISTRATION FEES

(All fees payable to DMA West, U.S. dollars.)

- ☐ DMA West-member CEO - \$425 [4400]
☐ Nonmember CEO - \$650 [4405]
☐ Spouse/Companion - \$175 [4410]

Plus fees for selected activities.

2017 LEADERSHIP SUMMIT

**Destination Marketing Association
of the West | DMA West**

950 Glenn Drive, Suite 150
Folsom, CA 95630
916-443-9012 • 916-932-2209 fax
info@dmawest.org • www.dmawest.org

EVENT PARTICIPATION

Leadership Summit sessions and group meal functions included in registration fee. Preregistration for group activities is required by **June 30. All fees payable to DMA West.**

Monday, July 31

☐ Dinner (included in registration) # of Participants _____

Tuesday, August 1

☐ Lunch (included in registration) # of Participants _____

☐ Dinner (included in registration) # of Participants _____

☐ Hike at the Maroon Bells (\$130/person) # of Participants _____

☐ Raft/Kayak Trip (\$96/person) # of Participants _____

☐ Historical Walking Tour (\$48/person) # of Participants _____

☐ Horseback Riding (\$104/person) # of Participants _____

☐ Golf at Aspen Golf Club (On Own) *On your own.*

☐ Spa Time at Auberger Spa (On Own) *On your own.*

Wednesday, August 2

☐ Breakfast (included in registration) # of Participants _____

☐ Gondola Ride/Walk (\$50/person) # of Participants _____

☐ Historical Walking Tour (\$48/person) # of Participants _____

☐ Golf at Aspen Golf Club (On Own) *On your own.*

☐ Spa Time at Auberger Spa (On Own) *On your own.*

PAYMENT OPTIONS

Total Amount (all fees) \$ _____ USD
☐ Check Payable to **DMA West** Check Number # _____ ☐ AMEX ☐ MasterCard ☐ Visa

Card Number _____ Exp. Date _____ VCode _____

Card Address _____

Card City _____ State/Province _____ Zip _____

Name on Card _____

Signature _____