

# 2019 DMA WEST LEADERSHIP SUMMIT

July 29-31, 2019

SeaCrest OceanFront Hotel  
Pismo Beach, California

FACING NEW  
**CHALLENGES**  
AS YOU LEAD YOUR  
ORGANIZATION

**DMAwest**  
destination marketing association of the west

# YOU'RE BUSY.

**YOU'RE FACING NEW CHALLENGES AS YOU LEAD YOUR ORGANIZATION, BUT YOU DON'T HAVE TO DO IT ALONE.**

Join risk-takers and change-makers at the DMA West Leadership Summit to explore ways to expand your network and build your CEO competency. There will be special opportunities for you to connect with industry colleagues old and new at the Summit.

From creative and enterprising general sessions to highly focused peer learning sessions, you'll walk away with new connections and methods to transform how you and your team approach change and challenges. Learn how the changes ahead will affect your organization and make plans to sustain your DMO for years to come.

The Leadership Summit programming addresses:

- Current and anticipated challenges facing DMO leaders
- Successful practices in strategic planning and thinking
- Leadership behavior and its impact on change, innovation, and organizational culture

Step away from your routine, roll up your sleeves and engage in honest discussions about leading a destination marketing and management organization. Make plans now to engage in thought-provoking and executive learning experiences.

*we get it.*



## DAY ONE - MONDAY, JULY 29, 2019

### 2:00pm – 2:30pm Registration

### 2:30pm – 2:45pm Association and Host Welcome

- Marc Garcia, DMA West Board President; President & CEO, Visit Mesa
- Chuck Davison, Leadership Summit Planning Committee Co-chair & Event Host; President & CEO, Visit SLO CAL

### 2:45pm – 3:45pm General Session

#### Beer Before Glory

*Presenter: David Walker, Co-owner/Co-founder, Firestone Walker Brewing Company*

Founded in 1996 by brothers-in-law Adam Firestone and David Walker, Firestone Walker Brewing Company is a pioneering regional craft brewery located on the coast of California. Its state-of-the-art brewery in Paso Robles produces a diverse portfolio ranging from iconic pale ales to vintage barrel-aged beers. The Barrelworks facility in Buellton makes eccentric wild ales, while the Propagator pilot brewhouse in Venice specializes in R&D beers. In 2015, the company combined with another family-owned brewery, Duvel Moortgat, to help pave the way for the next 20 years and beyond. With deep roots in the Central Coast, the company employs numerous sustainable practices that reflect its commitment to the local community and landscape. *Note: A beer tasting will be part of the session.*

### 3:45pm – 4:00pm Break

*Photos courtesy of Visit SLO CAL.*

### 4:00pm – 5:20pm General Session

#### Destination Development and Management Strategies

*Presenters: Chuck Davison, President & CEO, Visit SLO CAL; Brent DeRaad, President & CEO, Visit Tucson; and Chris Fair, President & CEO, Resonance Consultancy*

Tourism, economic development and urban planning are intimately interconnected, and destination development and management strategies offer research and roadmaps that forge and strengthen these connections. The goal is to ensure that the growth of tourism not only brings economic benefits to a community, but enhances quality of life for local residents as well. Chris Fair leads a team that has completed more than 100 visioning, strategy, planning, and branding projects for developers and destinations in more than 30 destinations. Chuck Davison and Brent DeRaad are CEOs overseeing tourism master plans for their communities.

### 5:20pm – 5:30pm Closing Remarks

- Chuck Davison, Leadership Summit Planning Committee Co-chair & Event Host; President & CEO, Visit SLO CAL

### 6:15pm Motorcoaches Depart for Reception and Dinner

Meet in hotel lobby at 6:10pm.

### 6:45pm – 9:00pm Group Reception and Dinner at SLO Brew Rock Event Center

*Dinner sponsored by Madden Media*

The Rock is home to a 30-barrel brewhouse, canning line and tasting room. The casual setting is centered around “the rock,” with extensive landscaping, casual outdoor seating and fire pits. The Rock boasts one of the largest venues in San Luis Obispo County for celebratory events.



*“My first one and it was definitely a terrific experience. Beginning to build a peer network was a tremendous plus.”*

*~2018 Leadership Summit Delegate*

## DAY TWO - TUESDAY, JULY 30, 2019

### Morning

#### Group Activities | Choice of One Activity Registration Deadline: July 1

See full descriptions and fees in Group Activities section.

- **Dune Buggies at the Pismo Dunes**  
*Depart hotel at 8:15am; return at 11:45am*  
*Transportation provided*
- **Discover Downtown SLO (San Luis Obispo)**  
*Depart hotel at 8:30am; return at 11:30am*  
*Transportation provided*
- **Dinosaur Caves Kayaking Tour**  
*Depart hotel at 8:30am; return at 11:45am*  
*Transportation provided*
- **Pismo Preserve Hike**  
*Depart hotel at 9:00am; return at 11:00am*  
*Transportation provided*

*“The roundtables  
were more effective this  
year. I think consolidating  
questions/ideas into  
themes was helpful.”*

*~2018 Leadership Summit Delegate*



## DAY TWO - TUESDAY, JULY 30, 2019

12:30pm – 1:15pm

### Group Luncheon, Ventana Grill

Sponsored by TripAdvisor

Ventana Grill, at 2575 Price Street, is a 7-minute walk from the SeaCrest OceanFront Hotel.

1:30pm – 3:00pm

### General Session

#### Issues Affecting the West – Sustaining a Positive Environment for Travel and Tourism

*Panelists: Debbie Braun, IOM, CDME, President & CEO, Aspen Chamber Resort Association; Joe D'Alessandro, President & CEO, San Francisco Travel Association; Joe Terzi, President & CEO, San Diego Tourism Authority; Ernie Wooden Jr., President & CEO, Los Angeles Tourism & Convention Board*

*Moderator: Chris Fair, President & CEO, Resonance Consultancy*

Gain insights from a panel of CEOs addressing a multitude of issues associated with travel and tourism in the West. Issues such as the contributions of tourism to economic prosperity and quality of life; political viability of tourism interests and local communities; protecting natural, cultural, and historic resources; transportation; respecting the needs and values of those who live in the West; homelessness; workforce development and housing; promotion of integrity and authenticity in tourism-related visitor services and more. Bring your questions for the panelists.

3:00pm – 3:20pm

### Break

3:30pm – 5:30pm

### Operational Roundtables by Budget Level

*Engage in lively discussions, guided by peer facilitators, with CEO peers in similar budget categories.*

**Group A** – Budgets Less Than \$750,000

**Group B** – Budgets Between \$750,000 and \$2 Million

**Group C** – Budgets More Than \$2 Million

#### Questions to Drive the Conversation at the Roundtables

What work-related issues keep you up at night? How are you addressing those issues? How are you finding and retaining employees? What unique benefits do you offer employees? What leadership training has helped you the most in your current job? Which conferences or types of training would you recommend to your peers to help them become better DMO CEOs? What are the most rewarding and most challenging aspects of working with your board of directors? How frequently and in which ways do you communicate with your board of directors, government funders, and other stakeholders? If you could change one thing about your job and one thing about your destination, what would you change? Finally, provide one general piece of advice to your counterparts.

6:30pm

### Motorcoaches Depart for Beach Bonfire and BBQ

*Meet in the hotel lobby at 6:20pm.*

6:45pm – 9:00pm

### Beach Bonfire and Santa-Maria-style BBQ

*Sponsored by Visit SLO CAL*

*Location: Grand Avenue Beach Ramp, 2 West Grand Avenue, Oceano*

Picture yourself sitting on the beach around a fire, watching the waves, enjoying flavorful food and the company of industry friends and colleagues...

A beach bonfire is a time-honored tradition California residents and visitors have enjoyed for years. The Santa-Maria-style BBQ dates back to the mid-1800s when ranchers in the Santa Maria Valley created the barbecue style, and local chefs have maintained and refined the tradition ever since. Tri-tip is traditionally used, and is cooked slowly over an open flame—as opposed to a closed grill—from California red oak, indigenous to the region. Our chefs will be grilling more than just tri-tip and, of course, S'mores will top off the meal.

## LEADERSHIP SUMMIT PLANNING COMMITTEE

### Co-chairs

- Chuck Davison, President & CEO, Visit SLO CAL
- Barbara Steinfeld, President & CEO, Visit Tri-Valley

### Members

- Brent DeRaad, President & CEO, Visit Tucson
- Anand Patel, CDME, President & CEO, Visit Fairfield, California

## DAY THREE - WEDNESDAY, JULY 31, 2019

7:45am – 8:30am

### Hot Buffet Breakfast, Ventana Grill

Ventana Grill, at 2575 Price Street, is a 7-minute walk from the SeaCrest OceanFront Hotel.

8:45am – 10:15am

### General Session

#### Peer Learning Session – Transparency Practices and Building Trust

Panelists: Tammy Blount-Canavan, FCDME, President & CEO, Monterey County Convention & Visitors Bureau; Brian McCartin, President & CEO, Tempe Tourism Office; Claudia Vecchio, President & CEO, Sonoma County Tourism

All CEOs think about building and maintaining trust – with stakeholders, employees, and the community – and many CEOs start by being more transparent. Creating an organizational culture of openness is a lot more complex than merely complying with laws and regulations. Genuine trust requires constant focus on stakeholders and employees as well as community expectations, and honesty with these groups and others. Good governance is critical to building transparency and trust inside and outside an organization. It can be difficult to build transparency into a culture that's lacking it, but stakeholders, employees, customers, and the public expect it in order to have trust in the DMO that serves the destination. A number of leaders have had practices, or lack of practices, called into question during the past few years placing their organizations and communities in difficult positions. This session will focus on proactive practices to avoid these difficult positions.

10:15am – 10:30am

### Break

10:30am – 12:20pm

### General Session

#### Hot Topics – You Set the Agenda!

Engage in lively discussions, guided by peer facilitators.

When you register for the Leadership Summit, you'll have the opportunity to propose two hot topics for discussion. From the list of pre-submitted topics, we'll select the top six (6) that were submitted by the majority of the delegates. Peer experts will lead the discussions.

12:20pm – 12:30pm

### Closing Announcements

- Debbie Braun, IOM, CDME, DMA West Board President-elect; President & CEO, Aspen Chamber Resort Association
- Chuck Davison, Leadership Summit Planning Committee Co-chair & Event Host; President & CEO, Visit SLO CAL

Afternoon

Lunch on Own (unless included in activity)

Afternoon

### Group Activities | Choice of One Activity Registration | Deadline: July 1

See full descriptions and fees in Group Activities section.

- **A Taste of Edna Valley**

Depart hotel at 1:00pm; return at 5:00pm  
Transportation provided; includes gourmet box lunch

- **Santa Margarita Zipline and Wine Experience**

Depart hotel at 1:30pm; return at 6:00pm  
Transportation provided

- **Covell's California Clydesdales**  
(Yes, the horses and property!)

Depart hotel at 2:00pm; return at 6:15pm  
Transportation provided

- **Explore the Grand Rooms of Hearst Castle**

Depart hotel at 2:00pm; return at 6:15pm  
Transportation provided

## SPECIAL THANKS TO LEADERSHIP SUMMIT SPONSORS



## GENERAL INFORMATION

### 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 15+ copies of each.

### Registration Information

\$425 – CEO from a DMA West-member DMO

\$650 – CEO from a nonmember DMO

\$175 – Spouse/Companion

CEO 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 Wednesday afternoon group activities.

*[IMPORTANT: Preregistration for the Group Activities is required by July 1. There is no onsite registration for Group Activities.]*

### Leadership Summit Registration Deadline

Register online or send your completed registration form and fee to the DMA West office by **July 17, 2019**. Refunds will be honored until 5:00 pm Pacific Time, July 17; after that date, any refunds will be considered on a case-by-case basis.

*[IMPORTANT: Preregistration for the Group Activities is required by July 1. There is no onsite registration for Group Activities.]*

### Reasonable Accommodation

Please contact DMA West staff at (916) 443-9012 or [info@dmawest.org](mailto:info@dmawest.org), by July 1, if you require reasonable accommodation to participate in Summit activities (Americans with Disabilities Act).



### Online Registration

Online registration is available at [www.dmawest.org](http://www.dmawest.org) on the home page.

### Hotel Reservations

Please make your hotel reservations as soon as possible.

#### SeaCrest OceanFront Hotel Pismo Beach, California

(800) 782-8400 or (805) 773-4608

Group Rate: \$269-\$299 based on room type/view

Group Code: DMA West

Booking Link: [Online Booking](#)

Please make your reservations before **June 22, 2019**.

#### Cottage Inn by the Sea Pismo Beach, California

*(located next door to the SeaCrest OceanFront Hotel)*

Reservations: (805) 773-4617

Group Rate: \$259-\$279 based on room type

Group Name: DMA West Leadership Summit

Booking Link: [Book Online](#)

Please make your reservations before **June 22, 2019**.

### Traveling to San Luis Obispo County/ Pismo Beach

The San Luis Obispo County Regional Airport offers direct service from the major hubs of Los Angeles, San Francisco, Phoenix, Seattle, Denver and Dallas/Fort Worth. Taxis, rental cars, ride-share and Ride-On Transportation shuttles are available at the airport for the quick drive to Pismo Beach. For additional travel information to the destination, visit: [slocal.com/plan/getting-here](http://slocal.com/plan/getting-here)

### About San Luis Obispo County and Pismo Beach

- Visit SLO CAL – [slocal.com](http://slocal.com)
- Pismo Beach Conference & Visitors Bureau – [classicalifornia.com](http://classicalifornia.com)

### Attire

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

## GROUP ACTIVITIES | JULY 30, 2019

### TUESDAY MORNING GROUP ACTIVITIES | CHOICE OF ONE | ACTIVITY REGISTRATION DEADLINE: JULY 1

#### DUNE BUGGIES AT THE PISMO DUNES

Date: Tuesday, July 30, 2019

Time: Depart hotel at 8:15 am; return at 11:45 am

Transportation: Provided

Description: Explore the beautiful Pismo Dunes via a leisurely two-hour off-road tour with an experienced guide in a specialized dune buggy. Enjoy your own single-seat automatic Spider Dune Buggy with its simple-to-operate, go-stop-aim steering and operation. Each buggy has a 4-point harness seat belt and fully integrated steel roll cage allowing you to explore the dunes with relaxed confidence!

Fee: \$117.00

*[\$15 of the fee will be donated to the DMA West Foundation to fund research projects.]*

Notes: Please wear boots or closed-toe shoes and comfortable clothes. People with neck or back problems/injuries or with a prosthetic hip or joint are advised not to participate in this activity. All safety gear is included. Bring your valid driver's license as well as water and snacks.

Minimum: 10 participants

Maximum: 20 participants

#### DISCOVER DOWNTOWN SLO (SAN LUIS OBISPO)

Date: Tuesday, July 30, 2019

Time: Depart hotel at 8:30 am; return at 11:30 am

Transportation: Provided

Description: Explore Downtown SLO via a walking tour lead by Bettina, the CEO of the nonprofit Downtown SLO. Begin the morning with pastries and coffee with Bettina and head to the Mission San Luis Obispo de Tolosa for a guided tour of this historic mission. Then, Bettina will lead you in a tour of the public art collection, a visit to the History Center and a meander down the creek path.

Fee: \$45.00

*[\$5 of the fee will be donated to the DMA West Foundation to fund research projects.]*

Notes: For this walking tour, wear comfortable shoes and bring sunglasses and sunscreen. Light pastries and coffee will be provided at the start of the tour.

Minimum: 10 participants

Maximum: 25 participants

#### DINOSAUR CAVES KAYAKING TOUR

Date: Tuesday, July 30, 2019

Time: Depart hotel at 8:30 am; return at 11:45 am

Transportation: Provided

Description: Set sail on a single or double kayak for a Cave Excursion in Shell Beach. Lead by an expert guide, the tour will begin on land with a basic lesson in kayaking strokes followed by an assisted water entry through the surf. Next, you will embark on your journey to the Dinosaur Caves to discover the caves, coastal vistas, kelp forests and coves. This adventurous kayaking tour is designed for all levels of experience.

Fee: \$120.00

*[\$15 of the fee will be donated to the DMA West Foundation to fund research projects.]*

Notes: All kayakers must be able to swim. The tour includes on-shore instruction, life jacket, helmet, paddle, and boat transportation to the beach. Light snacks and water provided.

Minimum: 10 participants

Maximum: 20 participants (maximum of 15 kayaks)

### PISMO PRESERVE HIKE

Date: Tuesday, July 30, 2019

Time: Depart hotel at 9:00am; return at 11:00am

Transportation: Provided

Description: The Pismo Preserve is located five minutes northeast of the City of Pismo Beach just off of Highway 101. Explore the scenic ocean views, diverse plant communities, and rolling grasslands found on this three-mile loop of the Pismo Preserve. A docent from the Land Conservancy of SLO County will lead the two-hour, moderately challenging hike with a 250 to 500 foot elevation gain. Hikers should be able to walk continuously for two (2) hours with elevation gain at times, stopping for occasional water breaks as needed.

Fee: \$115.00

*[\$15 of the fee will be donated to the DMA West Foundation to fund research projects.]*

Notes: Wear athletic, hiking, or trail shoes and bring a hat, sunglasses, sunscreen, and clothes for warm weather with layers. Small snack is provided at the start of the hike. Bring water for the hike.

Minimum: 10 participants

Maximum: 20 participants



### WEDNESDAY AFTERNOON GROUP ACTIVITIES | CHOICE OF ONE | ACTIVITY REGISTRATION DEADLINE: JULY 1

#### A TASTE OF EDNA VALLEY

Date: Wednesday, July 31, 2019

Time: Depart hotel at 1:00pm; return at 5:00pm

Transportation: Provided

Luncheon: Gourmet box lunch provided

Description: Experience the beauty of the Edna Valley Wine Country found about 10 miles north of Pismo Beach. Begin your discovery of Edna Valley at Tolosa Winery. Enjoy a gourmet boxed lunch on Tolosa's Terrace while tasting Tolosa Winery's 1772 Flight; this group of four wines embodies the charming Edna Ranch Vineyard. Next, you will be shuttled to Biddle Ranch Vineyard to taste a flight of five premium small-batch wines. Finish the day with Edna Valley Vineyard's Perfect Pairing Experience in their Private Cask Room Tasting Experience. Lead by a personal tasting attendant, taste four wines and perfectly paired small bites with each wine.

Fee: \$120.00

*[\$15 of the fee will be donated to the DMA West Foundation to fund research projects.]*

Notes: Participants must be at least 21 years old; bring your valid ID. Wear closed-toed shoes and clothes suitable for walking around the wineries. A gourmet boxed lunch, which will be served at the first winery, is included in the participant fee.

Minimum: 10 participants

Maximum: 18 participants

#### SANTA MARGARITA ZIPLINE AND WINE EXPERIENCE

Date: Wednesday, July 31, 2019

Time: Depart hotel at 1:30pm; return at 6:00pm

Transportation: Provided

Description: Explore the vineyards, valleys, and mountains of the Santa Margarita Valley through six high-flying ziplines and a suspension bridge. During this two-and-a-half-hour guided tour, you will soar over the Santa Margarita Valley in single, tandem, long and short ziplines for a unique experience at each of the six ziplines. After the ziplines, head over to Ancient Peaks Winery to sample their latest releases, including their limited-edition Pearl Collection reserve wines.

Fee: \$154.00

*[\$15 of the fee will be donated to the DMA West Foundation to fund research projects.]*

Notes: No rider may weigh more than 265 lbs. Please wear closed-toed shoes and comfortable clothes. Water will be provided throughout the tour. Each participant is required to sign a waiver upon arrival. Participants must be at least 21 years old; bring your valid ID.

Minimum: 10 participants

Maximum: 20 participants

#### COVELL'S CALIFORNIA CLYDESDALES

Date: Wednesday, July 31, 2019

Time: Depart hotel at 2:00pm; return at 6:15pm

Transportation: Provided

Description: Experience California's Clydesdales like never before with this two-hour Vehicle Tour of the Covell's 2,000-acre property. Along the route, you will see the Monterey Pine Forest, open pastures with ocean views, and 50-100 Clydesdale horses roaming freely within the property. You will have the opportunity to see the horses up close and personal with many photo opportunities. Bring water and snacks.

Fee: \$80.00

*[\$10 of the fee will be donated to the DMA West Foundation to fund research projects.]*

Notes: Wear closed-toed shoes and comfortable clothes.

Minimum: 5 participants

Maximum: 30 participant

## EXPLORE THE GRAND ROOMS OF HEARST CASTLE

Date: Wednesday, July 31, 2019

Time: Depart hotel at 2:00pm; return at 6:15pm

Transportation: Provided

Description: Step inside this iconic estate for a *Grand Rooms of Hearst Castle* tour. On this one-hour tour, you will discover the social rooms of Hearst Castle including the Assembly Room, Refractory, Billiard Room, Theater Gardens and the iconic Neptune and Roman Pools.

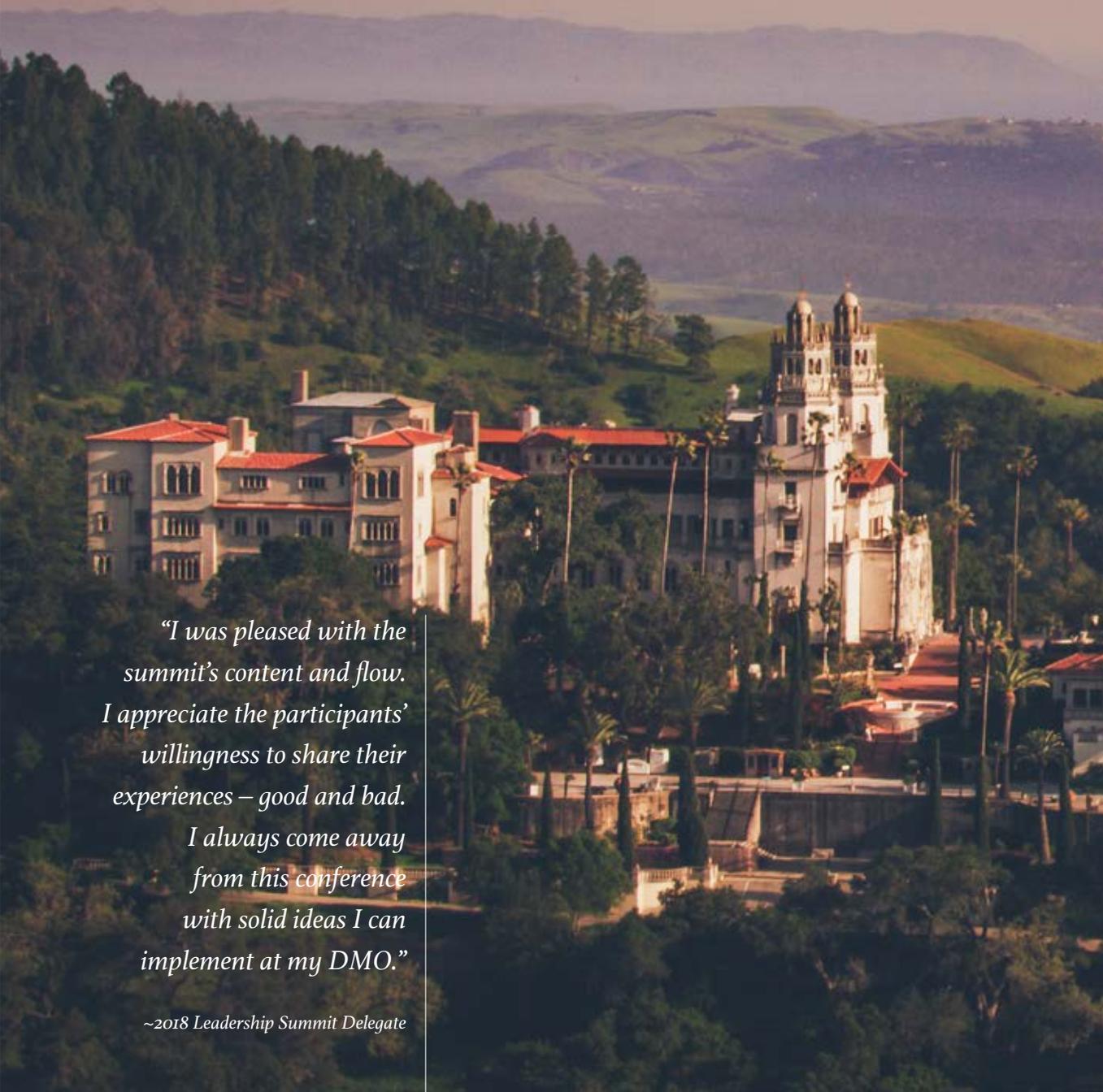
Fee: \$91.00

*[\$10 of the fee will be donated to the DMA West Foundation to fund research projects.]*

Notes: This tour is a 2/3-mile walk with a total of approximately 159 steps up and down. Please wear appropriate walking shoes. This tour is not wheelchair accessible. Bring water and snacks.

Minimum: 12 participants

Maximum: 20 participants



*“I was pleased with the summit’s content and flow. I appreciate the participants’ willingness to share their experiences – good and bad. I always come away from this conference with solid ideas I can implement at my DMO.”*

*~2018 Leadership Summit Delegate*

# 2019 DMA WEST LEADERSHIP SUMMIT

## REGISTRATION FORM | JULY 29 - 31, 2019 | PISMO BEACH

Please complete all sections of the form. Online registration at [www.dmawest.org](http://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 airport shown above and the SeaCrest OceanFront Hotel in Pismo Beach.

**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 CATEGORY FOR THE OPERATIONAL ROUNDTABLES

Less than \$750,000     \$750,000 - \$2 million     More than \$2 million

### LEADERSHIP SUMMIT HOT TOPICS

Please suggest your top two (2) hot topics for discussion. The Planning Committee will select six (6) Hot Topics for discussion by the entire group.

### HOTEL RESERVATIONS

**SeaCrest OceanFront Hotel**  
Pismo Beach, California  
(800) 782-8400 or (805) 773-4608  
Group Rate: \$269-\$299 based on room type/view  
Group Code: DMA West  
Booking Link: [Online Booking](#)

**Cottage Inn by the Sea**  
Pismo Beach, California  
(located next door to the SeaCrest OceanFront Hotel)  
Reservations: (805) 773-4617  
Group Rate: \$259-\$279 based on room type  
Group Name: DMA West Leadership Summit  
Booking Link: [Online Booking](#)

**Cut-off Date:** June 22, 2019

### LEADERSHIP SUMMIT REGISTRATION DEADLINE

Register online or send your completed registration form and fee to the Association office by **July 17, 2019**. Refunds honored until 5:00 pm Pacific Time, **July 17**; after that date, no refunds granted. (Note: *Select group activities by July 1.*)

### REASONABLE ACCOMMODATION

Please contact DMA West staff at (916) 443-9012 or [info@dmawest.org](mailto:info@dmawest.org), by July 1, if you require reasonable accommodation to participate in Summit activities (Americans with Disabilities Act).

### 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.*

### 2019 LEADERSHIP SUMMIT

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

950 Glenn Drive, Suite 150, Folsom, CA 95630  
916-443-9012 • 916-294-0415 fax  
[info@dmawest.org](mailto:info@dmawest.org) • [www.dmawest.org](http://www.dmawest.org)

*For your security, do not email this form with credit card information. Fax to 916-294-0415.  
Online registration at [www.dmawest.org](http://www.dmawest.org).*

### EVENT PARTICIPATION

Leadership Summit sessions and group meal functions are included in the registration fee. Preregistration for all non-hosted group activities is required by **July 1 – no extensions. All fees payable to DMA West.**

#### Monday, July 29

Group Reception & Dinner (hosted) # of Participants \_\_\_\_\_

#### Tuesday, July 30

- Dune Buggies (\$117/person) # of Participants \_\_\_\_\_  
 Discover Downtown SLO (\$45/person) # of Participants \_\_\_\_\_  
 Dinosaur Caves Kayaking (\$120/person) # of Participants \_\_\_\_\_  
 Pismo Preserve Hike (\$115/person) # of Participants \_\_\_\_\_  
 Group Lunch (hosted) # of Participants \_\_\_\_\_  
 Group Beach Bonfire & BBQ (hosted) # of Participants \_\_\_\_\_

#### Wednesday, July 31

- Group Breakfast (hosted) # of Participants \_\_\_\_\_  
 A Taste of Edna Valley (\$120/person) # of Participants \_\_\_\_\_  
 Ziplining and Wine Experience (\$154/person) # of Participants \_\_\_\_\_  
 Covell's Clydesdales Tour (\$80/person) # of Participants \_\_\_\_\_  
 Hearst Castle Tour (\$91/person) # of Participants \_\_\_\_\_



### 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 \_\_\_\_\_