

# CHARTING YOUR COURSE

For your destination,  
your organization and yourself

**DMAwest**  
destination marketing association of the west

# 2019 DMA West Education Summit & Vendor Showcase

PRE-CONFERENCE PDM COURSES: OCTOBER 1-2, 2019

EDUCATION SUMMIT & VENDOR SHOWCASE: OCTOBER 2-4, 2019

#DMAWestEdSummit

Hyatt Regency Sacramento | Sacramento, California



## VENDOR SHOWCASE

Meet Our Exhibitors—The Education Summit refreshment breaks and selected group meal functions are strategically located so delegates may spend time with our vendors/exhibitors, learning about products and services specifically for destination marketing organizations.



## CHARTING YOUR COURSE

### For your destination, your organization and yourself

Advocacy, economics, best practices, career decisions and more are part of the offerings at the upcoming Education Summit. Listen to the researchers share new data about the future of destination organizations and gain insights about travel trends and learn how to position your destination for success in the coming months and years.

Engage with destination marketers who are working together to forward their destinations through new ideas, hot trends and best practices. At the DMA West Education Summit you'll have critical conversations, develop strategies, and gain the tools and resources you need along with engaging experiences and a Vendor Showcase full of experts.

## MORE EDUCATIONAL OPPORTUNITIES!

DMA West is partnering with Destinations International to bring you two pre-conference courses, which are part of the Professional Development Management (PDM) certification program. Make the most of your time and attend one or both of the two pre-conference educational offerings—Fundamentals of Sales and Governance & Finance.

Discover new and relevant ways your industry peers are solving challenges you may face at your organization or destination. Increase your own value to your organization by participating at the Education Summit and the pre-conference courses.

Explore our host destination—Sacramento—via one of the Experiential Sessions. Experience-the-destination sessions focus on engaging outings that include ideas to take home to your destination. Choose from Best Kept Food Secrets, Bike & Breweries or a Public Art Tour. Each outing includes a farm-to-fork group meal.

Gather each evening with your peers and vendor partners to catch up on the day and make new connections at Wednesday's Welcome Reception and Thursday's Winery Dinner.

**REGISTER TODAY FOR THIS STRATEGIC MEETING OF DESTINATION MARKETERS.**





## 2019 DMA WEST EDUCATION SUMMIT PLANNING COMMITTEE

### Co-chairs

Melyssa Laughlin, CDME, President & CEO, Visit Vacaville  
John Reyes, Chief Operating Officer, Visit Sacramento

### Members

Sonya Bradley, Chief Marketing Officer, Sacramento  
Danielle Cowan, Special Projects and Strategic Partnerships Manager,  
Oregon's Mt. Hood Territory  
Leslee Gaul, President & CEO, Visit Oceanside  
Joline Pudoff, Convention Services Manager, Visit Sacramento  
Verna Sulpizio, Director, Strategic Partnerships, Visit Sacramento  
Ron Williams, CEO, Visit Walla Walla

### TUESDAY | OCTOBER 1, 2019

Professional in Destination Management  
(PDM) Course: Fundamentals of Sales

#### 7:30am – 8:30am

Group Breakfast for PDM Course:  
Fundamentals of Sales

#### 8:30am – 3:30pm

PDM Course: Fundamentals of Sales

#### 12:00pm – 1:00pm

Group Luncheon for PDM Course:  
Fundamentals of Sales

### WEDNESDAY | OCTOBER 2, 2019

Professional in Destination Management  
(PDM) Course: Governance & Finance

#### 7:30am – 8:30am

Group Breakfast for PDM Course:  
Governance & Finance

#### 8:30am – 3:30pm

PDM Course: Governance & Finance

#### 12:00pm – 1:00pm

Group Luncheon for PDM Course:  
Governance & Finance

### WEDNESDAY | OCTOBER 2, 2019

Education Summit & Vendor Showcase

#### 8:15am – 11:00am

Registration for only the  
Experiential Sessions

#### 8:45am – 3:00pm

(times vary by outing)  
Experience-the-Destination:  
Experiential Sessions

See session details in the brochure.

- 8:45am – 1:30pm  
Sacramento's Best Kept Food Secrets
- 10:00am – 3:00pm  
Sacramento Public Arts Tour
- 10:45am – 3:00pm  
Bike & Breweries

#### 2:00pm – 6:30pm

Registration for Education Summit  
& Vendor Showcase

#### 6:00pm – 7:00pm

Welcome Reception at Hyatt Regency  
*Sponsored by Drozian Webworks*

### THURSDAY | OCTOBER 3, 2019

Education Summit & Vendor Showcase

#### 8:00am – 5:00pm

Registration

#### 8:00am – 9:00am

Hot Buffet Breakfast with Vendors

#### 9:00am – 10:00am

Opening General Session  
DestinationNEXT: 2019 Futures Study Report

#### 10:00am – 10:45am

Vendor Showcase & Refreshment Break

#### 10:45am – 12:00pm

Concurrent Workshops

- **Workshop A:** Growing and Preserving  
Your Destination's Bounty of Tourism  
Offerings
- **Workshop B:** The Ever-changing  
Workforce and Your Career
- **Workshop C:** Multicultural  
Marketing/Advertising for Your  
Destination: Being Authentic and  
Delivering Engaging Experiences

#### 12:00pm – 1:30pm

Luncheon & Presentation  
Destination Marketing and Economic Shifts:  
How DMOs Can Plan

#### 1:30pm – 3:30pm

Peer-to-Peer Advice

Choose one session when you register.

- Product Development and the  
Destination Experience
- Marketing Tales, Anecdotes and Sagas
- Hot Topics—Advocacy, Economic  
Issues, Overtourism, the Sharing  
Economy and More

#### 3:30pm – 4:15pm

Vendor Showcase & Refreshment Break

#### 4:15pm – 5:00pm

General Session Presentation  
Becoming a DMMO: Charting the Course

#### Evening

Offsite Winery Dinner Event  
*Hosted by Visit Sacramento*

### FRIDAY | OCTOBER 4, 2019

Education Summit & Vendor Showcase

#### 7:30am – 2:00pm

Registration

#### 7:30am – 8:30am

Hot Buffet Breakfast with Vendors  
*Sponsored by Smart Meetings*

#### 8:30am – 9:30am

General Session Presentation  
& Annual Business Meeting  
"American Resident Sentiment Towards  
Tourism" Study

#### 9:30am – 10:15am

Vendor Showcase & Refreshment Break

#### 10:15am – 11:30am

Concurrent Workshops

- **Workshop D:** Destination  
Sustainability: It Is All About Balance
- **Workshop E:** Punch Above Your  
Weight: Maximizing Your DMO's  
Marketing Budget
- **Workshop F:** Revolutionizing Your  
Meetings/Conventions and Leisure  
Strategy

#### 11:30am – 12:30pm

Luncheon & Closing General Session  
Best Idea Program Presentations and Awards

#### After the Education Summit, Your Organization Will Benefit

- Focus specifically on what you will  
take back to your organization as  
return for the investment.
- Offer to prepare and deliver a  
short presentation to colleagues  
to share what you've learned,  
and encourage follow-up  
questions.
- Share the conference's speaker  
presentations with colleagues.

#### 2019 Education Summit Scholarship Program

The DMA West Foundation's scholarship  
program provides scholarships for  
attendance at the Education Summit.  
The scholarship program criteria and  
the 2019 application are available at:  
[www.dmawest.org/foundation](http://www.dmawest.org/foundation).  
The deadline for applications is  
August 30, 2019.

# SCHEDULE AT-A-GLANCE

**DAY**  

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**OCTOBER 1**

**1**





## TUESDAY | OCTOBER 1, 2019

### PROFESSIONAL IN DESTINATION MANAGEMENT (PDM) COURSE: FUNDAMENTALS OF SALES

*Partnership Program | DMA West and Destinations International*



**7:30am – 8:30am**

**Group Breakfast for PDM Course:  
Fundamentals of Sales**

**8:30am – 3:30pm**

**PDM Course: Fundamentals of Sales**

*Instructors: Kristin McGrath, CDME, Vice President of Convention Sales, Services & Sports, Visit Albuquerque and Wes Rhea, CTA, CDME, CEO, Visit Stockton*

Beyond marketing, sales is a vital activity for most destination organizations. It's not enough to simply do marketing. Destinations need to differentiate the role of both marketing and sales, as well as understand how they work together, this course will go beyond an introductory sales discussion to look at what these differences are and why sales are essential. For those with some experience or for those new to destination organization or DMO sales (0 to 3 years of experience). This is the perfect course to get you what you need to know to start selling. Some of the key topics covered include:

- Hotel Sales vs. Destination/DMO Sales
- Understanding Your Product
- Sales 101: Prospecting
- RFPs and Responding to RFPs
- Get to Know Third-party Planners and the Independent Planner
- Planning FAMs/Destination Previews
- Site Inspections
- Working the Tradeshow Floor

**12:00pm – 1:00pm**

**Group Luncheon for PDM Course:  
Fundamentals of Sales**

**DAY**  
**OCTOBER 2**

**2**





## WEDNESDAY | OCTOBER 2, 2019

**PROFESSIONAL IN DESTINATION MANAGEMENT (PDM) COURSE: GOVERNANCE & FINANCE**  
*Partnership Program | DMA West and Destinations International*

**7:30am – 8:30am**

**Group Breakfast for PDM Course:  
Governance & Finance**

**8:30am – 3:30pm**

**PDM Course: Governance & Finance**

*Instructors: Jack Johnson, Chief Advocacy Officer,  
Destinations International and Melyssa Laughlin,  
CDME, President & CEO, Visit Vacaville*

There has likely been no time in the history of destination organizations where quality governance and finance have been as important as with the contemporary destination organization. With governmental funding often in flux, and financial models changing, successful destination organizations must adhere to quality business practices, including implementing sound governance structures and adaptive, sound financial models. Without a solid institutional and financial base, other aspects of the destination organization will likely fail. Building and sustaining a credible destination organization depends largely on the structures in place to select and manage a board as well as industry partners and external stakeholders. Destination organization leaders that understand how and when to engage with their various stakeholders are able to enhance the reach of the destination organization through these partnerships. Finance goes hand in hand with sound governance. Often considered a “non-revenue” generating activity, much like a skeleton, financial policies and practices are the main support structure of the destination organization body. Both financial and non-finance destination organization staff need to understand how budgets are created, how audits are conducted and a general overview of each organization’s practices in order to understand

the decision-making process in each division. This course will help the participant understand both governance as and finance as essential aspects of destination organization management. In addition to an overview of key terminology, upon completion of this course participants should be able to:

- Review the need for establishing a sound governance structure and financial practice and review practices in these areas
- Review Codes of Ethics and Conflict of Interest Policies to determine what your DO requires
- Learn to incorporate governance and finance into the organization’s strategic planning process
- Understand good board relationship management
- Discuss stakeholder management and industry partnerships
- Support the establishment of financial policies and procedures
- Discuss financial policies and procedures and the audit process
- Understand the annual budgeting process and how this ties back to the strategic plan
- Review revenue collection issues, insurance, contingency funding, capital equipment replacement policies and special issues

**12:00pm – 1:00pm**

**Group Luncheon for PDM Course:  
Governance & Finance**



**DAY**  
**OCTOBER 2**

**2**





**WEDNESDAY | OCTOBER 2, 2019**  
EDUCATION SUMMIT & VENDOR SHOWCASE

**8:15am — 9:00am**

Registration for Experiential Sessions

**8:45am — 3:00pm**

Experience-the-Destination:

Experiential Sessions (times vary)

**2:00pm — 6:00pm**

Registration for Education Summit  
& Vendor Showcase

**6:00pm — 7:00pm**

Welcome Reception at Hyatt Regency

Sponsored by Drozian Webworks

Sip, savor and nosh as you enjoy time with industry friends and colleagues at the welcome reception.



# EXPERIENTIAL SESSIONS

## SACRAMENTO'S BEST KEPT FOOD SECRETS

**Time: 8:45am — 1:30pm**

*Transportation: Walk from the Hyatt Regency to the first stop at Cafeteria 15, walking tour to other stops.*

It's no longer a secret that Sacramento's food scene is on many visitors' radars. But did you know Sacramento also has an amazing coffee scene and specialty chocolate scene? Start your day with one of Sacramento's most loved brunches at Cafeteria 15, don't forget the tater tots! Then, head over to one of our local coffee roasters—Pachamama Coffee—for a discussion about coffee beans, farming and roasting (includes a coffee drink and beignets). And, end the tour with a tasting at one of our local chocolate houses—Ginger Elizabeth's Chocolate—and learn how they incorporate Sacramento's Farm-to-Fork philosophy into their chocolates—includes tastings.

Price per person: \$90

Minimum of 15; maximum of 40

## SACRAMENTO PUBLIC ARTS TOUR

**Time: 10:00am — 3:00pm**

*Transportation: Walking tour starting at and returning to the Hyatt Regency*

Sacramento's public art scene is exploding! From vibrant and diverse murals, like the Johnny Cash mural by Shepard Fairey, to a statement sculpture by renowned artist Jeff

Koons, the city is filled with color and art in many forms. On this tour, you will be led to numerous art installations by guides with knowledge of the art, the artists and the inspiration behind the art. This tour includes coffee and beignet break at Pachamama Coffee and a lunch stop at Lucca's, a local farm-to-fork restaurant.

Price per person: \$90

Minimum of 15; maximum of 40

## BIKE & BREWERIES

**Time: 10:45am — 3:00pm**

*Transportation: Walk from the Hyatt Regency to the first Brewery stop and pick up the Beer "Bike"*

There's never been a better time to be a beer lover in Sacramento. With the explosion of the farm-to-fork movement in the city coupled with the nationwide resurgence of craft breweries, Sacramento is a destination for beer lovers. Hop on our city's rolling brewery tour—Sac Brew Bike—where you and the other attendees power the "bike" as you travel around on a custom pub crawl. With more than 70 local breweries operating in and around the city sourcing their ingredients locally, you will be sure to taste unique flavor profiles and truly local beers. This tour includes a lunch stop and beer flight at a local farm-to-fork restaurant.

Price per person: \$100

Notes: Must be at least 21,

have a photo ID and sign a waiver.

Minimum of 15; maximum of 30

**DAY**  
**OCTOBER 3**

**3**



## THURSDAY | OCTOBER 3, 2019

### EDUCATION SUMMIT & VENDOR SHOWCASE

**8:00am — 5:00pm**

Registration

**8:00am — 9:00am**

Hot Buffet Breakfast with Vendors

**9:00am — 10:00am**

Opening General Session

**DestinationNEXT: 2019 Futures Study Report**

*Presenter: Jack Johnson, Chief Advocacy Officer, Destinations International*

DestinationNEXT has been instrumental in helping destination organizations adjust to continually changing political and economic realities. The new 2019 Futures Study represents the most comprehensive review of the many diverse factors driving the future of the global visitor economy and the role and strategies of our industry. Jack Johnson will share the key findings and transformational opportunities coming out of DestinationNEXT 2019. More than 500 destination leaders in over 50 countries participated in the new survey. Respondents were asked to rank 52 trends and 64 strategies relating to how destination organizations are managing growth in a changing marketplace.

**10:00am — 10:45am**

Vendor Showcase & Refreshment Break

**10:45am — 12:00pm**

Concurrent Workshops

- **Workshop A: Growing and Preserving Your Destination's Bounty of Tourism Offerings**

*Presenters: Kari Miskit, Vice President of Communications, Visit Sacramento and Local Foodies*

As World Food Travel Association Executive Director Erik Wolf has written, "Food lovers travel for a taste of place in order to get a sense of place." What are destinations doing to develop, grow and maintain 'taste and place' in this regard? As Vice President of Communications at Visit Sacramento, Kari Miskit oversees media relations and communications at Visit Sacramento, with a particular emphasis on the region's ongoing farm-to-fork initiative—America's Farm-to-Fork Capital. She works to showcase Sacramento's bounty of tourism offerings for both potential visitors and local residents.

- **Workshop B: The Ever-changing Workforce and Your Career**

*Presenter: Nicole Newman, Vice President, SearchWide Global*

Whether you are the doing the hiring or you are envisioning your next career move, this session is for you. In this session, Nicole Newman will address staffing today's DMOs. She will talk about hiring processes as well as changes in DMO structures, departments and positions. Our presenter will also discuss career development and advancement for destination marketers at any stage of one's career.

- **Workshop C: Multicultural Marketing/Advertising for Your Destination: Being Authentic and Delivering Engaging Experiences**

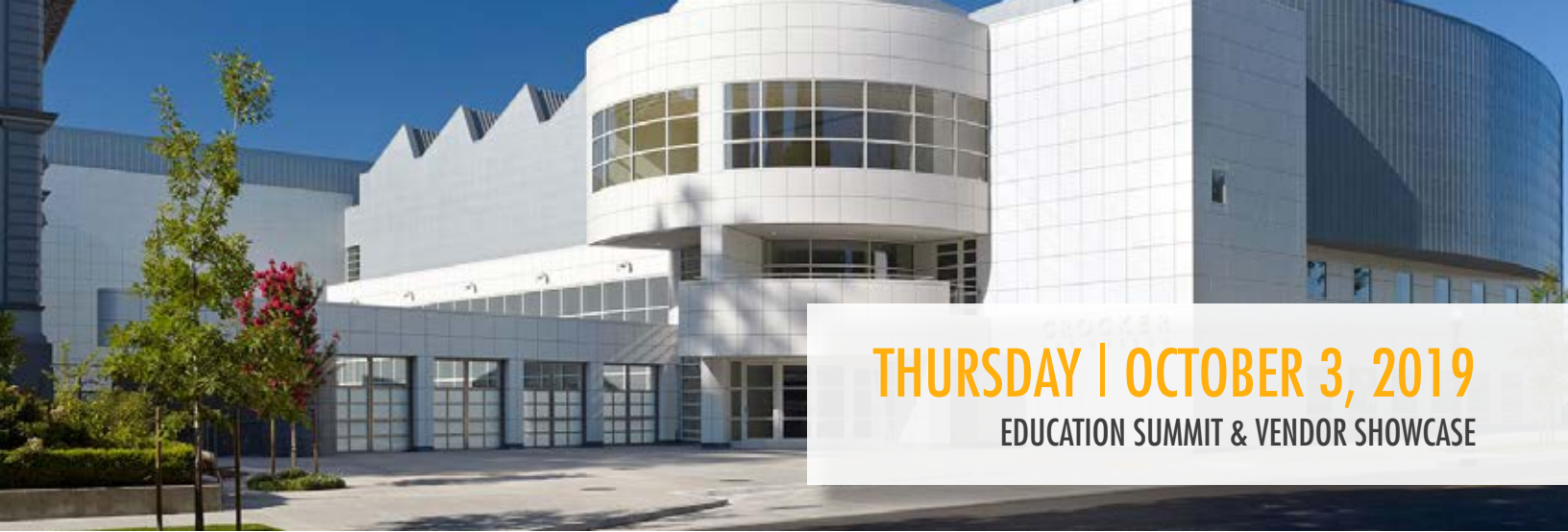
*Presenters: Jon Ballesteros, Chief External Affairs Officer, San Francisco International Airport; Tamara Kennedy-Hill, CMP, Vice President of Community Relations, Travel Portland; Tom Kiely, President & CEO, West Hollywood Travel + Tourism Board*

This session's panelists will share examples of how, in their DMO roles, they are or have addressed multicultural and diversity marketing, including insights in actual multicultural and diversity programs of work (i.e., African American market and LGBTQ market—both as primary market and co-branding with non-LGBTQ travelers). The panelists will also address how a destination's marketing and advertising may be affected by local/state policy issues and that an authentic representation of one's destination is necessary to resonate with travelers and groups when they ultimately visit your destination. Being attractive to multicultural visitors and groups is essential to long-term success as a destination.



**DAY**  
**OCTOBER 3**

**3**



## THURSDAY | OCTOBER 3, 2019

### EDUCATION SUMMIT & VENDOR SHOWCASE

**12:00pm — 1:30pm**

#### Luncheon & Presentation

##### Destination Marketing and Economic Shifts: How DMOs Can Plan

*Presenter: Aran Ryan, Director, Lodging Analytics,  
Tourism Economics*

Aran Ryan will share the latest forecasts for the U.S. and global economies and identify important financial market and policy risks. Gain insights on travel trends and learn how to position your destination for success in the coming months.

**1:30pm — 3:30pm**

#### Peer-to-Peer Advice

It's time for a reality check with your destination marketing and management peers. So, share your expert knowledge and bring your questions for the group. Peer facilitators will lead the discussions.

Choose **one** session you register.

- Product Development and the Destination Experience
- Marketing and Sales Tales, Anecdotes and Sagas
- Hot Topics—Advocacy, Economic Issues, Overtourism, the Sharing Economy and More

**3:30pm — 4:15pm**

#### Vendor Showcase & Refreshment Break

**4:15pm — 5:00pm**

#### General Session Presentation

##### Becoming a DMMO: Charting the Course

*Presenters: Tamara Kennedy-Hill, Vice President of Diversity and Community Relations, Travel Portland; Mike Testa, President & CEO, Visit Sacramento*

Change can be scary and energizing when you are spearheading your organization's campaign to pump life back into your city. Tamara Kennedy-Hill and her colleagues are playing a large part in shaping and executing a comprehensive six-year plan for Travel Portland to become a destination marketing and management organization (DMMO). The DMMO master plan is about Travel Portland wanting to be intentional and strategic about how the organization is actually promoting tourism, meetings and conventions in a manageable way. Mike Testa is relatively new CEO, but has been with Visit Sacramento since 2001 and prior to that worked for the Downtown Sacramento Partnership. Testa and his team are currently overseeing Visit Sacramento's role as it relates to the expansion of the Sacramento Convention Center along with managing a marketing district and an infrastructure district as well as the ongoing promotion of Sacramento's farm-to-fork identity nationally to consumers, and charting the course for the Sacramento Sports Commission. Plus, Visit Sacramento is busy bringing concerts and festivals to the destination and growing existing events. The overall understanding that the appeal of a destination's quality of life, food scene and its focus on sustainability connects to residents and enhances a destination's tourism and meetings/conventions promotion in a manageable way.

## Visit SACRAMENTO

**EVENING | OCTOBER 3, 2019**

#### Winery Dinner Event

*Hosted by Visit Sacramento*

Our hosts at Visit Sacramento invite Education Summit delegates to enjoy an evening of locally produced wine and food that is the best expression of Sacramento. From farm-to-fork to farm-to-glass, delight in savory food from the finest local ingredients and select wines from the best fruit available. We'll be dining outdoors by the Sacramento River Thursday evening. Since it can get cool in the evenings, please wear comfortable walking shoes and pack a jacket!



**DAY4**

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**OCTOBER 4**





## FRIDAY | OCTOBER 4, 2019

### EDUCATION SUMMIT & VENDOR SHOWCASE

**7:30am – 2:00pm**  
Registration

**7:30am – 8:30am**  
Hot Buffet Breakfast with Vendors  
*Sponsored by Smart Meetings*

**8:30am – 9:30am**  
General Session Presentation & Annual Business Meeting  
“American Resident Sentiment Towards Tourism” Study  
*Presenter: Amir Eylon, President & CEO, Longwoods International*

Destinations International and Longwoods International released the first-ever “American Resident Sentiment Towards Tourism” benchmark study in response to the international concern over the sustainability of growth in tourism destinations. The report examines how Americans assess the tourism industry’s growth—both its benefits to their lives as well as the potential pitfalls.

**9:30am – 10:15am**  
Vendor Showcase & Refreshment Break

**10:15am – 11:30am**  
Concurrent Workshops

- **Workshop D: Destination Sustainability: It Is All About Balance**  
*Presenters: Debbie Braun, CDME, IOM, President & CEO, Aspen Chamber Resort Association; Jennifer Wesselhoff, CDME, President & CEO, Sedona Chamber of Commerce and Tourism Bureau*

How do you manage challenges posed by high tourism numbers with actions ranging from environmental stewardship to reducing noise, traffic congestion and overcrowding at popular locations? How do you involve residents, community groups and visitors in the process and plan? How do you balance and enhance residential quality of life, protect fragile lands, create memorable visitor experiences and grow a strong economy?

- **Workshop E: Punch Above Your Weight: Maximizing Your DMO’s Marketing Budget**  
*Presenters: Randy Fortes, Vice President-Travel Marketing + Client Experience, FourthIdea; Thomas Mooney, CEO & Executive Creative Director, FourthIdea*

All the technological expertise and creative talent in the world can’t help your brand if you don’t have a clear strategic vision. Whether it’s media, branding or creative, everything must be driven by a strong and focused brand position. Goals should be realistic, repeatable and designed to evolve and improve year-over-year. Less can be more, so focus on measuring outcomes, investing in the most effective strategies and executing them with authenticity and authority—after all, you are the expert on your region.

- **Workshop F: Revolutionizing Your Meetings/Conventions and Leisure Strategy**  
*Presenter: Nicole Halmer, Consultant Velociti Partners, Inc.*

Savvy destination sales executives understand that sales success isn’t just about selling—thoughtful planning and positioning are also critical to ensure long-term success. An effective sales model today must be strategic in nature—integrating convention, group and leisure trends, and sales & market research into a comprehensive framework for a flexible and profitable destination market strategy. Learn to use historical data analysis, such as CRM, ADR, RevPAR and occupancy data to gain predictive insights into your destination’s outlook. Join this session to learn how to create a sales model that will help you set your sales strategy.

**11:30am – 12:30pm**  
Luncheon & Closing General Session  
*Luncheon sponsored by PCMA/Convene*

**Best Idea Program Presentations and Awards**  
*Presenters: Representatives from DMOs Receiving Achievement Awards*

Stick around! A favorite component of the Education Summit is the Best Idea Program luncheon. Our award winners will share their creative and imaginative approaches to marketing their destinations and managing their organizations. Special thanks to sustaining supporter PCMA/Convene for sponsoring the luncheon.

**Safe travels back home.**



# REGISTRATION INFORMATION FOR ALL PROGRAMS

## REGISTRATION

Fees include sessions and daily group breaks and meal functions. Applicable registration fees apply for all delegate classifications.

## REGISTRATION/ATTENDANCE POLICIES

Please carefully review the attendance policies outlined below. If you have questions about the attendance policies, please contact DMA West staff at [info@dmawest.org](mailto:info@dmawest.org) or (916) 443-9012.

- **DMA West-member DMO Employees**  
Attendance is open to employees of DMA West-member destination marketing organizations. Membership in DMA West rests with the organization, and all member-DMO employees attend at the member rate.
- **Nonmember-DMO Employees**  
Attendance is also available to employees of nonmember DMOs/official destination marketing organizations/tourist boards and employees of state/regional DMO associations.
- **Spouse/Companion**  
Attendance is open to a delegate's spouse/significant other, if the spouse/companion is not engaged in the destination marketing industry and is not affiliated with a company that provides goods or services to DMOs.
- **Student/Faculty Members**  
Attendance is open to students and faculty members from accredited colleges/universities who have a legitimate interest in destination marketing. Staff will confirm institution affiliation for each student and faculty member seeking registration.

- **Education Summit Confirmed Speakers**  
Attendance is open to invited and confirmed guest speakers, moderators and panelists.

- **Exhibitors/Vendors and Sponsors**  
The only suppliers attending the Education Summit are those designated as confirmed Vendor Showcase exhibitors and/or Education Summit sponsors or speakers.  
Applicable Vendor Showcase exhibitor and/or sponsor fees apply. All sponsors must also be vendors in the Vendor Showcase. Contact DMA West staff at [info@dmawest.org](mailto:info@dmawest.org) for vendor and sponsor packets.

## REGISTRATION DEADLINE AND CANCELLATION POLICY

Please send your completed registration form and fee to the DMA West office by **September 20, 2019**. Refunds will be honored until 5:00pm (Pacific Time), **September 20**; after that date, no refunds will be granted. Registrant substitutions are welcome.

## ONLINE REGISTRATION

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

## MORE INFORMATION

For more information about the PDM Courses and the Education Summit & Vendor Showcase, contact DMA West staff at (916) 443-9012 or [info@dmawest.org](mailto:info@dmawest.org).



## HOTEL INFORMATION AND RESERVATIONS

### Hyatt Regency Sacramento

1209 L Street, Sacramento, CA 95814

**Group rate:** \$189 plus room tax/assessment; single/double occupancy

**Reservations:** (877) 803-7534

Make your reservations before **September 9, 2019**.

**Reservations link:** <https://www.hyatt.com/en-US/group-booking/SACRA/G-DMAW>

Located across the street from the California State Capitol, delegates at the Hyatt Regency Sacramento can walk to nearby restaurants, retail establishments and entertainment venues.

## DMA WEST | MEETING SAFETY & RESPONSIBILITY POLICY

DMA West is committed to providing a safe, productive, and welcoming environment for all meeting participants. All participants are expected to abide by this Meeting Safety & Responsibility Policy. This Policy applies to all DMA West meeting-related events, including those sponsored by organizations other than DMA West but held in conjunction with DMA West events, in public or private facilities. Read complete policy [here](#).





## TRAVEL INFORMATION

### TRANSPORTATION

#### Plane | Sacramento International Airport (SMF)

[www.sacramento.aero/smf/](http://www.sacramento.aero/smf/)

Sacramento International Airport offers 11 airlines and more than 150 nonstop flights per day to over 35 destinations. Sacramento International Airport is located 12 miles (10-15 minutes) from Downtown Sacramento hotels and attractions. Sacramento International Airport combines an exceptional travel experience with unsurpassed boutique-style shopping and culinary options.

#### Train | Amtrak

[www.amtrak.com](http://www.amtrak.com)

Amtrak links Sacramento to the Bay Area, the Central Valley and beyond. Sacramento's historic train station is located Downtown, steps from Old Sacramento and Downtown Sacramento hotels, shops and attractions. The downtown Sacramento Valley Amtrak Station, located at 401 I Street, is approximately a mile from the Hyatt Regency Sacramento.

#### SuperShuttle

[www.supershuttle.com](http://www.supershuttle.com)

SuperShuttle provides on-demand van service at Sacramento International Airport. Pickup areas for passengers are located in the ground transportation areas. Call (800) 258-3826 for more information. SuperShuttle also offers lift-equipped van service to passengers with disabilities with at least 24-hour notice.

### TAXICABS

On-demand taxi service is provided by the Sacramento Independent Taxi Owners Association (SITOA). All cars are white and carry airport branding. SITOA has the exclusive contract to

provide taxi service at the airport, although other taxi companies can drop off passengers at the airport at any time and may pick up passengers with an advance reservation. All taxis are located in the ground transportation area adjacent to the baggage claim area.

#### Yellow Cab Company of Sacramento

[www.yellowcabsacramento.com](http://www.yellowcabsacramento.com)

(916) 444-2222

### RENTAL CARS

All rental car companies at Sacramento International Airport are located at the rental car terminal on airport property. The on-airport rental car shuttle arrives at designated stops on ground-level curbs outside both terminals approximately every 10 minutes. Four rental car companies at the airport—Avis, Budget, Hertz and National—offer vehicles for people with disabilities. Reservations for equipped vehicles must be made at least 48 to 72 hours in advance.

### APP-BASED RIDE SHARE

Using apps like Lyft and Uber is simple at Sacramento International Airport. When using ride share transportation services, there are specific designated areas for pick-up at both terminals.



*Visit*

**SACRAMENTO**

### DESTINATION: SACRAMENTO

[www.visitsacramento.com](http://www.visitsacramento.com)

Sacramento is America's Farm-to-Fork Capital and the only star on the map of California. This capital city is buzzing with things to taste, see and savor. Our Visit Sacramento team invites you to pick your pleasure, whether it is farm-fresh restaurants, home-grown breweries, colorful street murals, Gold Rush-era attractions or a sunset walk along the river. Hailed as one of the most ethnically diverse and livable cities in America, Sacramento got its start as a supply center for prospectors from around the globe during the 1849 Gold Rush. Since 1854, the city has served as the political nucleus of the nation's most influential state. Sacramento is part of the 400-mile Central Valley, a rich agricultural region considered California's breadbasket. A mild, Mediterranean climate makes outdoor living part of the local lifestyle.



# DMA WEST EDUCATION SUMMIT & VENDOR SHOWCASE

REGISTRATION FORM | OCTOBER 2-4, 2019 | HYATT REGENCY SACRAMENTO  
PDM COURSES | OCTOBER 1-2, 2019



Name \_\_\_\_\_ Nickname for badge \_\_\_\_\_

Title \_\_\_\_\_ Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Province/ZIP+4 \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Spouse/Companion if Attending/Full Name \_\_\_\_\_

How many years have you been employed in the DMO/CVB industry? \_\_\_\_\_

## REGISTRATION ATTENDANCE POLICIES

Applicable registration fees apply for all delegate classifications.

Please carefully review the attendance policies outlined elsewhere in the brochure for the DMA West Education Summit & Vendor Showcase. If you have questions about the policies, please contact DMA West staff at [info@dmawest.org](mailto:info@dmawest.org) or (916) 443-9012 before you register.

1. Use a separate form for each registrant. If more forms are needed, please make photocopies.
2. Register online at [www.dmawest.org](http://www.dmawest.org).  
**One** registrant per online form.
3. Enclose a check, made payable to DMA West, or provide credit card information, for the registration fee(s).
4. If, after registering, you find you will be unable to attend, please notify DMA West staff as soon as possible since any refund must take into consideration meal commitments.
5. We invite our vendors/sponsors to send marketing messages to Education Summit delegates as a preview of services, products and opportunities available at the Education Summit & Vendor Showcase.  
☐ I accept receipt of these marketing messages. I know how important the vendors and sponsors are to the success of our events.  
☐ I decline receipt of these marketing messages.

## REGISTRATION DEADLINE AND CANCELLATION POLICY

Please send your completed registration form and fee to the DMA West office by **September 20, 2019**. Refunds will be honored until 5:00pm (Pacific Time), **September 20, 2019**; after that date, no refunds will be granted. Registrant substitutions are welcome.

## HOTEL RESERVATIONS

### Hyatt Regency Sacramento

1209 L Street, Sacramento, CA 95814

**Group rate:** \$189 plus room tax/assessment; single/double occupancy

**Reservations:** (877) 803-7534

Make your reservations before September 9, 2019.

**Reservations link:** <https://www.hyatt.com/en-US/group-booking/SACRA/G-DMAW>

## 2019 EDUCATION 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)

## REGISTRATION

Please indicate which programs you will attend. Fees include daily group breaks and meal functions.

### OCTOBER 1-2, 2019

Pre-conference courses in partnership with Destinations International.

#### PROFESSIONAL DEVELOPMENT MANAGEMENT (PDM) COURSES (DAY-LONG)

PDM Course Registration Fee: Includes selected course(s) and associated group meal functions.

#### REGISTRANT FROM A DMA WEST-MEMBER DMO or A DESTINATIONS INTERNATIONAL-MEMBER DMO

- ☐ \$395 October 1 - PDM: Fundamentals of Sales  
☐ \$395 October 2 - PDM: Governance and Finance

#### REGISTRANT FROM A NONMEMBER DMO

- ☐ \$968 October 1 - PDM: Fundamentals of Sales  
☐ \$968 October 2 - PDM: Governance and Finance

### OCTOBER 2-4, 2019

#### EDUCATION SUMMIT & VENDOR SHOWCASE AND BEST IDEA PROGRAM

Education Summit Registration Fee: Includes sessions and group meal functions.

#### REGISTRANT FROM A DMA WEST-MEMBER DMO or ANY REGISTRANT ATTENDING ONE OR BOTH PRE-CONFERENCE COURSES

Special Offer: The Education Summit member fee is open to DMA West members or any DMO delegate from a nonmember DMO who is attending at least one of the pre-conference PDM courses.

- ☐ \$350 First registrant from a DMA West-member DMO  
☐ \$275 Each additional member registrant from the same DMA West-member DMO  
☐ \$175 Guest registrant (spouse/significant other/faculty/student)

#### REGISTRANT FROM A NONMEMBER DMO

- ☐ \$615 Each registrant from a nonmember DMO

## PEER-TO-PEER ADVICE

Choose one session.

- ☐ Product Development and the Destination Experience  
☐ Marketing Tales, Anecdotes and Sagas  
☐ Hot Topics—Advocacy, Economic Issues, Overtourism, the Sharing Economy and More

## OCTOBER 2, 2019 (WEDNESDAY MORNING/AFTERNOON) – EXPERIENTIAL SESSIONS

Per person fee for each Experiential Session (Experience-the-Destination outings). Choose one.

- ☐ \$90 per person Sacramento's Best Kept Food Secrets  
☐ \$90 per person Sacramento Public Arts Tour  
☐ \$100 per person Bike & Breweries

## HOSTED EVENING EVENTS (PREREGISTRATION REQUIRED)

- ☐ I will attend the Welcome Reception, Wednesday, October 2. Sponsored by Drozian Webworks  
☐ I will attend the Offsite Winery Dinner, Thursday, October 3. Hosted by Visit Sacramento

## PAYMENT OPTIONS

For your security, do not email this form with credit card information. Fax form to 916-294-0415.

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 \_\_\_\_\_