



# 2022 DMA WEST LEADERSHIP SUMMIT FOR CEOS

June 27-29, 2022

Park Hyatt Beaver Creek Resort  
Beaver Creek, Colorado

**DMAwest**   
destination marketing association of the west

# TOGETHER AGAIN!

It's no secret that effective leaders must be ready to embrace change, work through disruption, and foster a culture of innovation. In addition, they must have the know-how to move from strategic thinking to concrete action.

Many of these changes were accelerated by the pandemic, but industry and societal trends around innovation, sustainability, the future of work and more require a new leadership lens and new strategies to keep pace.

During the Leadership Summit presentations and dialogue, explore these issues deeply with experts as well as your industry peers and leave energized for a positive future.

*The good news is that you don't have to go it alone!* DMA West is your professional home where you can share best practices with peers, learn what is working (or not working) for others, and make meaningful connections. The Leadership Summit offers support to CEOs throughout their careers — whether a newly minted leader or a veteran CEO.

Let's connect and grow in ways that will positively influence the direction of our organizations and let's enjoy the here and now with one another in the Vail Valley.



## DAY ONE - MONDAY, JUNE 27, 2022

**2:30pm – 5:30pm**  
**Opening General Session**

**Welcome and Self-Introductions**

**Featured Presentation**

***Make Culture Work: 5 Principles for Turning 'Culture' into a Tangible Business Tool***

*Presenter: Cynthia Forstmann,  
Partner, CultureTalk*

Checking the culture box isn't enough.

Culture has taken center stage and every CEO has taken notice. But creating an organizational culture that informs business strategy, drives employee engagement, and attracts talent is challenging for even the strongest leaders. Culture and people initiatives must reach the bottom line. When you measure and communicate the underlying drivers of workplace culture, it becomes a tangible asset. Learn five principles to identify an organization's culture and operationalize it across the talent lifecycle and critical business



functions such as: *recruiting and retention, leadership and team development, and brand, employee, and customer experiences.*

In this hands-on session, you will learn:

- Why culture is the key to unlocking individual potential, team performance, and organizational strategy.
- The 'Cultural Archetype' framework that provides a common language, making it easy to share strengths, discover blind spots, and develop organizational strategy, leaders, and teams.
- Concrete approaches to lead with intention and align people strategy with business strategy.
- Ways to drive measurable returns as you turn culture into a tangible business tool that reaches the bottom line.

**6:15pm – 8:30pm**  
**Reception and Dinner at Resort**

*Sponsored by Madden Media*

## SPECIAL THANKS TO LEADERSHIP SUMMIT SPONSORS



## DAY TWO - TUESDAY, JUNE 28, 2022

### 8:00am – 8:30am Group Breakfast

*Sponsored by Tripadvisor*

### 8:30am – 10:30am General Session

#### Achieving 'Net Positive' Outcomes

*Presenter: Cathy Ritter, Founder, Better Destinations LLC*



Creating a thriving destination requires more than attracting travelers. As never before, leaders are faced with creating flourishing tourism economics while addressing complex challenges. One-dimensional solutions can fall short of achieving desired results. Ritter believes that healthy visitor ecosystems grow from addressing a holistic range of considerations.

Learn how leaders can maximize the benefits of tourism while addressing impacts to achieve overall positive outcomes, including stakeholder support. There will be ample time for Q&A and group discussion after the presentation.

### 10:30am – 10:45am Break

### 10:45am – 2:00pm Topical Sessions | Small Group Discussions of ALL Topics

*Note: Delegates will be in predetermined, randomly assigned groups to discuss all topics.*

#### Topics

- How has Your Organization's Role Changed?
- Where are You Putting Your Funding?
- What's Your Compensation Philosophy?

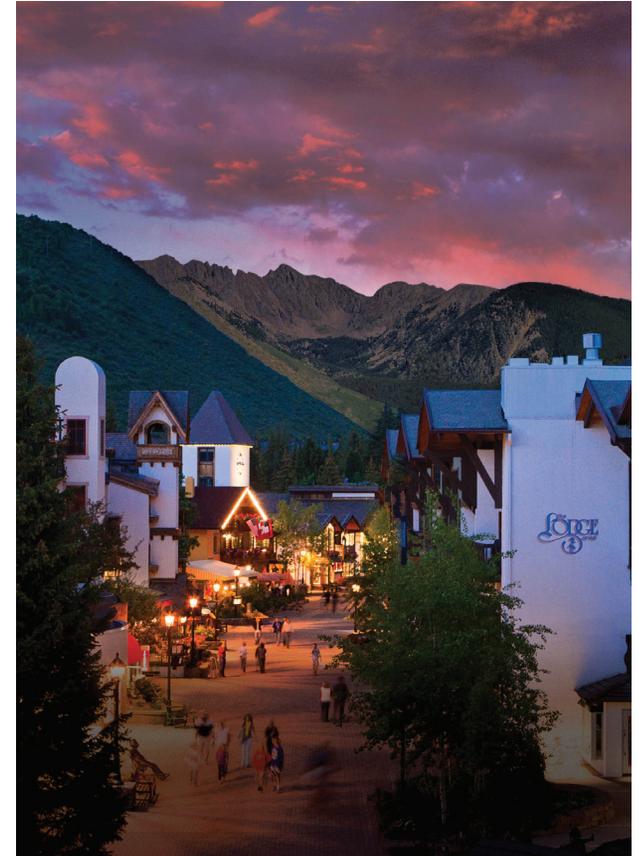
### 2:30pm – 5:30pm Afternoon Group Activities

**Experience the destination; see details outlined in the brochure.**

- Horseback Riding at Beaver Creek Stables
- Guided Vail Pass Bike Tour
- Guided Hiking Tour to Beaver Lake
- Exhale Spa at Park Hyatt Beaver Resort (on own)

### 6:30pm – 9:00pm Group Reception and Dinner at Vail Golf Club & Nordic Clubhouse

*Hosted by Discover Vail*



## DAY THREE - WEDNESDAY, JUNE 29, 2022

**7:30am – 8:00am**  
**Group Breakfast**

**8:00am – 11:00am**  
**Topical Sessions | Small Group Discussions**  
**of ALL Topics**

*Note: Delegates will be in predetermined, randomly assigned groups to discuss all topics.*

### Topics

- Management Plan or Marketing Plan?
- Residential Use vs. Visitor Use: How to Keep Everyone Satisfied?
- Disaster Preparedness and the DMO's Role

**11:00am – 11:15am**  
**Break**



**11:15am – 12:30pm**  
**Closing General Session**

**New Realities for Tourism Organizations —**  
**Now and Forthcoming**

*Presenter: Ralf Garrison, Founder,*  
*Advisory Group and The Insights*  
*Collective*

While the direct impacts of the pandemic appear to be fading, its unintended economic consequences and role as an evolution acceleration in communities are still morphing and to be determined. Nowhere is this more apparent than the forces driving a shift from the legacy role and priorities of the public- and private-sector organizations to a set of New Realities forthcoming. This final session of the DMA West 2022 Leadership Summit, presented and moderated by Ralf Garrison, will first provide a brief market update and synopsis of the economic, social, and political forces at play; then we'll shift to an informal town hall format—engaging attendees in a participatory process to discuss prospective solutions, best practices, and the roadmap to the new reality forthcoming.



**12:30pm – 1:30pm**  
**Lunch on own**

**1:30pm – 5:30pm**  
**Afternoon Group Activities**

Experience the destination; see details outlined in the brochure.

- Jeep Tour of Vail Valley
- Ziplining Over Alkali Creek Canyon
- Whitewater River Rafting in Gore Canyon

## LEADERSHIP SUMMIT PLANNING COMMITTEE

### Co-chairs

- Chris Romer, ACE, IOM, President & CEO, Vail Valley Partnership
- Debbie Braun, IOM, CDME, President & CEO, Aspen Chamber Resort Association

### Members

- Andy Chapman, President & CEO, Incline Village Crystal Bay Visitors Bureau
- Angie Onyewuchi, President & CEO, Travel Salem
- Kim Brussow, Director of Sales, Vail Valley Partnership

## TUESDAY AFTERNOON GROUP ACTIVITIES | CHOICE OF ONE | ACTIVITY REGISTRATION DEADLINE: JUNE 10

### HORSEBACK RIDING — BEAVER CREEK STABLES

**Time:** 2:30pm - 4:15pm (1-hour riding time)

**Departure:** Plan to arrive at the stables by 2:30pm for pre-ride check-in

**Transportation:** Walk from the Park Hyatt Beaver Creek to Beaver Creek Stables

**Description:** Beaver Creek Stables operates the best horseback riding stables in the Vail Valley, to provide you with one of the most exhilarating outdoor activities on your Colorado adventure. The stables are on Beaver Creek Mountain.

**Fee:** \$125 per person  
*[\$5 of fee to be donated to DMA West Foundation]*

**Notes:** Enclosed shoes are required, no sandals. Wear long pants and a hat if you are not wearing a helmet. Rain slickers without hoods are provided in the event of rain, which is frequent on afternoon rides. Bring any additional rain gear you wish, and a fleece jacket or a sweatshirt if needed. Bring a water bottle with you. Water and/or water bottles are for sale at the stables. A tote bag will be provided so you can carry your items. Leave any valuables or large bags at your hotel.

**Minimum:** No minimum

### GUIDED VAIL PASS BIKE TOUR — VENTURE SPORTS

**Time:** 2:30pm - 5:30pm | 3 hours

**Departure:** 2:30pm from Park Hyatt Beaver Creek

**Transportation:** Picked up at Park Hyatt Beaver Creek and dropped at the top of Vail Pass, then picked up in Vail to transport back to the hotel

**Description:** Enjoy breathtaking views of the Gore Range and the Vail Valley. A guided, easy-to-moderate, 15-mile ride downhill, along a paved bike path that ends in the heart of the Vail Village at their Base Camp location. Fee includes your bike, helmet, water and gourmet snacks. Vail Pass Guided tours are led by first-aid/CPR-certified guides.

**Fee:** \$180 per person  
*[\$5 of fee to be donated to DMA West Foundation]*

**Notes:** Each bike will be outfitted based on a participant's height. Bring sunscreen, eye protection, closed-toe shoes, and a light jacket, depending on the forecast.

**Minimum:** No minimum; 15 participants maximum

### GUIDED HIKING TOUR — BEAVER CREEK HIKING CENTER

**Time:** 2:00 pm - 5:00pm | 3 hours

**Departure:** Depart from and return to Park Hyatt Beaver Creek

**Transportation:** N/A – Trail begins near the base of the Centennial Lift (Chair 6) at Beaver Creek Village.

**Description:** For easy access to a tucked-away mountain lake, it's hard to beat the six-mile-round-trip hike to Beaver Lake, which starts at the ski area then continues beyond it. It's also a great hike for socializing, as much of it is on a wide (former wagon) trail where you don't have to walk single-file. Beaver Lake is ringed with conifers and sparkles under that blue, blue Colorado sky. Find a shady spot for a snack before heading back to civilization.

**Fee:** \$115 per person  
*[\$5 of fee to be donated to DMA West Foundation]*

**Notes:** All guided hikes include water, granola bars and demo hiking gear, if needed. Bring your sunglasses, sunscreen and comfortable hiking attire/shoes. Remember to drink plenty of water.

**Minimum:** 4-7 participants



### WEDNESDAY AFTERNOON GROUP ACTIVITIES | CHOICE OF ONE | ACTIVITY REGISTRATION DEADLINE: JUNE 10

#### JEEP TOUR — ABOVE & BEYOND

**Time:** 1:30pm - 5:00pm | 3 hours

**Departure:** 1:30pm departure from Park Hyatt Beaver Creek

**Transportation:** Above & Beyond to bring Jeeps to the Park Hyatt Beaver Creek; transportation provided

**Description:** Jeep tours near Vail are one of the best ways to enjoy the spectacular Rockies. See incredible mountain ranges surrounding the Vail Valley from the comfort of a customized Unlimited Jeep Wrangler. Along the way, you'll pass by fields of wildflowers, hear stories about the area's local history and possibly experience a chance encounter with local wildlife. Bring your camera (or your phone!) for fabulous picture-taking opportunities.

**Fee:** \$165 per person  
*[\$5 of fee to be donated to DMA West Foundation]*

**Notes:** Beverages and snacks are provided. Bring a light jacket, sunglasses, sunscreen, camera, hat and closed-toe shoes. Rain gear will be provided, weather dependent.

**Minimum:** 4 participants

#### ZIPLINING — ZIP ADVENTURES

**Time:** 1:00pm - 5:00pm | 4 hours

**Departure:** 1:00pm departure from Park Hyatt Beaver Creek to 4 Eagle Ranch, 4098 CO-131 in Wolcott, Colorado

**Check-in and Safety Briefing:** 1:30pm

**Transportation:** Transportation options to 4 Eagle Ranch to be determined based on final number of participants

**Description:** Just 20 minutes from Beaver Creek in Wolcott, Colorado. Soar through a scenic Vail Valley canyon with Zip Adventures – one of the top ten zip lines in the world! With six zip lines near Vail and Beaver Creek, each with their own personality and ready to show you wild and wonderful Colorado. After the safety briefing, there will be a 10-minute ride in a six-wheel off-road vehicle to enjoy six zip lines over the historic Alkali Creek Canyon.

**Fee:** \$255 per person  
*[\$5 of fee to be donated to DMA West Foundation]*

**Notes:** These items are included: ziplining gear, helmet, safety briefing, snacks and water. Wear closed-toe shoes and comfortable clothing. Bring sunscreen and a hair tie if you have shoulder length or longer hair. Maximum weight is 250 lbs.

**Minimum:** 10 participants

#### WHITEWATER RIVER RAFTING — SAGE OUTDOOR ADVENTURES

**Time:** 2:00pm - 5:30pm | 3.5 hours

**Departure:** 2:00pm from Park Hyatt Beaver Creek

**Transportation:** Transportation options to Vail Transportation Center to be determined based on final number of participants

**Description:** Vail's true local stretch of water. Raft through the heart of Vail Village! Surf waves and play holes are interspersed with fun rapids. Enjoy the breathtaking scenery of the Gore Range, waterfalls cascading off enormous granite cliffs, and some of Colorado's most spectacular Aspen tree groves. Enjoy Vail from a whole new perspective! It's a six-mile trip on the water.

**Fee:** \$205 per person  
*[\$5 of fee to be donated to DMA West Foundation]*

**Notes:** Wear your swimsuit, bring a fleece jacket (if it's a cold day), dry clothes, towel, sunscreen, and sunglasses with croakies. Sage Outdoor Adventures will provide wetsuit, river booties, splash top, PFD and helmet. Release waivers will be provided to participants for signature prior to the rafting trip.

**Minimum:** 4 Participants



## GENERAL INFORMATION

### REGISTRATION INFORMATION

\$475 – CEO from a DMA West-member DMO

\$675 – CEO from a nonmember DMO

\$250 – 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 afternoon and Wednesday afternoon group activities. *[Note: Group activities must be selected by June 10.]*

### LEADERSHIP SUMMIT REGISTRATION DEADLINE

Register online or send your completed registration form and fee to the DMA West office by **June 20, 2022**. Refunds will be honored until 5:00 p.m. Pacific Time, **June 20**; after that date, no refunds will be granted. *[Note: Select group activities by June 10.]*

### ONLINE REGISTRATION

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

### HOTEL RESERVATIONS

Park Hyatt Beaver Creek Resort  
136 East Thomas Place  
Beaver Creek, CO 81620  
Group Rate: \$259 Sun-Wed  
Group Code: G-DMA2

Booking link: [www.hyatt.com/en-US/group-booking/BEAVE/G-DMA2](http://www.hyatt.com/en-US/group-booking/BEAVE/G-DMA2)

If you wish to extend your stay, contact the hotel directly at 970-949-1234; the DMA West Group Code is: G-DMA2. The rate is higher for Thursday, Friday and Saturday nights.

**Cut-off Date: June 5, 2022**



### TRAVEL INFORMATION | GETTING TO VAIL/BEAVER CREEK

For travel information regarding airport options “and shuttle services, visit:

[www.visitvailvalley.com/getting-here](http://www.visitvailvalley.com/getting-here)

### HOST DMO

Vail Valley Partnership/Visit Vail Valley area destination information at: [www.visitvailvalley.com](http://www.visitvailvalley.com)



### 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 peers. The materials will be displayed for casual browsing during the Leadership Summit. If possible, bring 20+ copies of each.

### 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.