

Renew your Spirit

2010

W A C V B

CEO FORUM

August 5-7, 2010
Sedona, Arizona

WESTERN ASSOCIATION OF CONVENTION & VISITORS BUREAUS



The WACVB CEO Forum—

Where destination marketing CEOs find the *essential resources and connections* they need to effectively lead their organizations.

For two decades, the WACVB CEO Forum has provided DMO leaders with the opportunity to *explore* industry priorities, *share* insights into challenges facing DMOs, and *determine* how to best market their destinations and *lead* their organizations.

“Great conference and networking!”

Bureau leaders will gather for the 21st annual CEO Forum, August 5-7, at Enchantment Resort near Sedona, Arizona. CEO Forum Co-chairs Jennifer Wesselhoff (Sedona), Bob Brown (Ontario) and Tracy Farhad (Solvang) look forward to welcoming you to this year's event.

Despite the economic woes and travel boycotts that are on all of our minds, the Co-Chairs, Board and staff are committed to ensuring the CEO Forum is more relevant than ever to bureau leaders and their organizations.

Bureau leaders are searching for ways to stay fresh and keep their organizations nimble. The CEO Forum provides insight into the evolving challenges facing DMOs and those who lead them. In your time together with fellow CEOs, you'll address the challenges driven by changes in funding sources and resource allocation, increased accountability and performance measures, escalating technology, and trends in the meetings and travel industry.

The CEO Forum is designed exclusively for leaders of destination marketing organizations—whether you're an experienced bureau leader or an up-and-coming CEO. First-time attendees: Benefit from the new CEO mentor match program to facilitate your Forum experience. CEOs attending the Forum for the first time will be paired with chief executives who have attended previous editions.

At the Forum build a face-to-face CEO network that will assist in garnering industry insights and resources from your colleagues. Bureau leaders at the Forum also participate in a marketing idea exchange. It's a quick way to glean a handful of terrific ideas to inspire your promotional efforts.

Often called “Red Rock Country,” Sedona is for everyone—whether you're into history and archaeology, arts and culture, power shopping, outdoor sports, or the spiritual and metaphysical—imagine doing all this in a backdrop of some of the most spectacular scenery in the world. This picturesque city is surrounded by red-rock monoliths named Coffeepot, Cathedral and Thunder Mountain. At the north end of the city is the stunning Oak Creek Canyon, a breathtaking chasm that even today is wildly wonderful.

Enchantment Resort is two hours north of the Phoenix/Scottsdale metropolitan area and two and one-half hours south of the Grand Canyon. The resort is located five miles from Sedona in Boynton Canyon, surrounded by the Coconino National Forest and Red Rock Secret Mountain Wilderness. The area is revered by the Apache as the birthplace of their tribe and holds ancient ruins of Native American cliff dwellings.

Plan to attend the 2010 CEO Forum—it's a great opportunity to deliberate industry issues and management challenges.

CEO Forum Program

ENCHANTMENT RESORT • SEDONA, ARIZONA

THURSDAY, AUGUST 5, 2010 • DAY ONE

2:30 p.m. – 5:30 p.m.

CEO Forum General Session

Engage in lively discussions with CEO peers to encourage application of best practices—see topics list in brochure. Discussion guided by peer facilitators.

6:30 p.m. – 8:45 p.m.

Group Reception & Dinner at Resort

Enjoy a relaxing reception and dinner with industry colleagues at Enchantment. A special Sedona historical presentation will highlight the evening.
Hosted by TIG Global

FRIDAY, AUGUST 6, 2010 • DAY TWO

Morning

Group Activities

- A. WACVB Foundation Golf Tournament at Seven Canyons (fundraiser)
- B. Guided Hike to Sedona's Boynton Canyon
- C. Broken Arrow Jeep Tour by Pink Jeep Tours
- D. Guided Art, Culture, and History Sightseeing Tour and Shopping in Sedona and at Tlaquepaque Arts & Crafts Village

Participant fees apply for some activities; see activity descriptions in brochure.

[Note: *Group activities must be selected by July 15.*]

12:45 p.m. – 1:30 p.m.

Group Buffet Luncheon

1:30 p.m. – 5:00 p.m.

CEO Forum Breakout Sessions by Budget

Assemble for focused, small group discussions—based on bureau budgets—of funding sources, operations, and staffing.

5:45 p.m. – 9:00 p.m.

Wine-tasting Reception at Tlaquepaque Arts & Crafts Village and Creekside Dinner at Los Abrigados Resort

Transportation departs Enchantment at 5:45pm

The evening reception begins at the charming Tlaquepaque Arts & Crafts Village featuring Arizona wine from the Verde Valley's burgeoning wineries—Page Springs Cellars and Arizona Stronghold—and beer from Sedona's award-winning Oak Creek Brewery. The terraced reception area overlooks Tlaquepaque's famous cobblestone courtyards and eclectic galleries. Attendees will have an opportunity to participate in Sedona's First Friday Gallery Tour that evening. The group will then stroll to Los Abrigados Resort for a creekside wine-pairing dinner; the resort is nestled along the banks of the famous Oak Creek. Dine under the dimly lit sycamore trees to appreciate Arizona's starry skies. Savor Sedona's diverse landscapes, cuisine and culture.

Hosted by the Sedona Chamber of Commerce, Mesa CVB, Greater Phoenix CVB, Scottsdale CVB, Tempe CVB, and Metropolitan Tucson CVB

SATURDAY, AUGUST 7, 2010 • DAY THREE

8:00 a.m. – 8:30 a.m.

Group Buffet Breakfast

8:30 a.m. – 12:30 p.m.

CEO Forum General Session and Marketing Idea Exchange

Engage in lively discussions with CEO peers to encourage application of best practices—see topics list in brochure. Discussion guided by peer facilitators. During the Marketing Idea Exchange participants are invited to share one marketing idea that has worked for them.

Afternoon

Group Activities

- A. Outing to Jerome, Arizona—historic copper mining town
- B. Guided Hike to Sedona's Boynton Canyon
- C. Sightseeing/Shopping at Tlaquepaque Arts & Crafts Village (no guide)

Participant fees apply for some activities; see activity descriptions in brochure.

[Note: *Group activities must be selected by July 15.*]

“ Each year the CEO Forum exceeds my expectations. I was able to keep this in my budget because of the value I receive in managing our bureau. ”



CEO Forum Agenda

The agenda will be based on responses to the pre-event topic survey. Discussion will focus on economic and travel industry issues influencing the convention and visitor industry, political and governmental issues that shape the operation of CVBs, as well as marketing strategies for new and existing programs. Participants will have the opportunity to share challenges and solutions. The Forum will also include a discussion of management issues facing bureau chief executive officers. Peer CEOs will facilitate the Forum sessions.

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

The following discussion topics have been suggested by CEOs. Please indicate on your registration form additional areas of interest.

Funding

- Budget cuts and expectations to do more with fewer funds
- Impact of city budget shortfall
- Development of alternate funding sources
- BID funding replacing CVB funding; how to prevent this from happening

Marketing and Measurement

- Efficient marketing in a constrained economy
- Maintaining a presence when neighboring/competing destination budgets suddenly increase
- Development of more abundant cooperative marketing opportunities
- Shifting marketing dollars from traditional print/broadcast to online/social media
- Pressure to handle local marketing
- Measurement of economic impact; based on attendance vs. room-night pickup
- Internal branding

Technology/Media

- Managing social media, new technology trends/demands
- Best social media for DMOs
- Delegating staff to manage social media; controlling posted/published content
- How to analyze return on investment of social media efforts and online promotions
- Online advertising: the ins and outs
- Web marketing on a small budget—anything new?
- Print ads vs. e-newsletter ads
- Media relations

Convention Centers

- Booking policies between DMOs and facilities
- Political desire to give away the center to local groups (free or sharply reduced) vs. maintaining an adequate booking window for groups

Visitor Centers

- Visitor center numbers and continued relevance
- Center models and nontraditional centers

Staffing

- Reduced staff, restructuring, no funds for raisers
- How to have staff operate like a well-oiled machine in uncertain times

Organizational Structures

- Benefits and drawbacks of creating a regional DMO
- The merits of merging a CVB and Chamber: small town dilemma or opportunity?

Community Relations

- Developing strong community relations—unique ideas and thoughts on how to create a stronger awareness for you CVB within your community
- Community members with good intentions, but not interested in learning about visitor center and bureau department functions
- Educating locals about tourism: what works?

Boards/Volunteer Leaders

- How to get a Board of Directors more involved; roles and responsibilities
- Board challenges
- Development of the next generation of industry leaders within the community

National Issues/Advocacy

- Travel boycotts
- How to take advantage of the new U.S. travel programs



Marketing Idea Exchange (Saturday morning)

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

Collateral Materials

A continuing Forum 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 Forum. If possible, bring 20+ copies of each. Extras will be scanned and added to the WACVB Resource Library.

“ All participants were so open and friendly; I felt very welcome as a first-timer. I gained a lot of useful information and confidence. ”

Registration Information

Fees include Forum program and scheduled meal functions. The spouse/companion rate includes Forum group meal functions. Separate fees apply for selected Friday morning and Saturday afternoon group activities.

[Note: Group activities must be selected by July 15.]

\$400 – WACVB-member bureau CEO

\$600 – Nonmember bureau CEO

\$150 – Spouse/companion

Forum Registration Deadline

Please send your completed registration form and fee to the WACVB office by **July 23, 2010**. Refunds will be honored until 5:00 p.m., July 23; after that date, no refunds will be granted. [Note: Group activities must be selected by July 15.]

Online Registration

Online registration is available at www.wacvb.com. See the Calendar of Events button on the home page to locate the CEO Forum.

Hotel Reservations

Enchantment Resort
525 Boynton Canyon Road
Sedona, Arizona 86336
Telephone: 928-282-2900
Reservations: 800-826-4180
www.enchantmentresort.com

The reservations number is 800-826-4180; please indicate you are with WACVB when making your reservation. An advance deposit is required to guarantee your reservation.

Room rates:

- \$150 plus a daily resort fee of \$22 and 7.325% tax
Casita Bedroom/Deluxe Studio Mix – s/d
- \$230 plus a daily resort fee of \$22 and 7.325% tax
Casita Junior Suite – s/d

Cut-off date is **July 14, 2010**, if rooms are still available.

NOTE: *Please make your guest room reservations as soon as possible. Cancellations are accepted up to seven (7) days prior to the arrival date. All accommodations are nonsmoking and pets are not permitted.*

Airports and Airlines

Delegates may book flights into Flagstaff or Phoenix.

Enchantment Resort is located:

- 40 minutes from Flagstaff Pulliam Airport
- 2.5 hours from Phoenix Sky Harbor International Airport

Flagstaff Pulliam Airport

<http://www.flagstaff.az.gov/index.aspx?NID=1541>

Flagstaff Pulliam Airport provides air service via two primary carriers:

Horizon/Alaska Airlines www.alaskaair.com

US Airways www.usairways.com

Phoenix Sky Harbor International Airport – www.skyharbor.com

Sky Harbor provides air service via numerous carriers.

Ground Transportation Options

A number of transportation options are available for attendees after arriving at either the Flagstaff Pulliam Airport or Phoenix Sky Harbor International Airport—rental cars and shuttle services are available.

Sedona - Phoenix Shuttle Service Inc.

928-282-2066

info@sedona-phoenix-shuttle.com

www.sedona-phoenix-shuttle.com

One-way: \$50; Roundtrip: \$90

* 9 trips daily between Phoenix and Sedona

Arizona's Private Coach Limos

602-653-9340

www.privatecoachlimos.com

privatecoachlimos@yahoo.com

Sedona Sedans

928-203-9300

www.sedonasedans.com

sedonasedans@yahoo.com

Sedona Limousines LLC

928-204-1383

www.sedonalimos.com

info@sedonalimos.com

White Tie Transportation

928-203-4500

www.whitetietransportation.com

reservations@whitetietransportation.com

Shared Ground Transportation

Note: On your registration form, indicate your arrival airport/day/time and departure airport/day/time. WACVB staff will distribute a spreadsheet of delegate arrival and departure airports/dates/times. We invite you to contact fellow delegates about sharing a rental car or other transportation option to/from the resort.

Host Bureau/Destination Information

Visit our host's website for destination information.

Sedona Chamber of Commerce www.visitsedona.com

Attire

Attire for all CEO Forum sessions is resort casual. Select appropriate, comfortable attire for your selected group activities. Remember sunscreen, a hat, and sunglasses. Wear comfortable shoes and bring a light jacket for the evenings.

Group Activities

Friday, August 6, 2010

WACVB Foundation Golf Tournament at Seven Canyon Golf Club (Fundraiser for WACVB Education & Research Foundation)

6:45 a.m. - depart resort

Participants are responsible for transportation to/from course; directions will be provided to golfers.



7:30 a.m. - tee times begin

Seven Canyons is a private residence club set among 100,000 acres of Coconino National Forest. Red Rock views and an 18-hole Tom Weiskopf golf course distinguish Seven Canyons.

Seven Canyons Golf Club
755 Golf Club Way, Sedona, AZ 86336
928-203-2000 | 866-694-8844
www.sevencanyons.com

- Fee: \$107 per person (includes \$50 donation to the WACVB Foundation)
- Participant limits: maximum of 20

Guided Hike to Sedona's Boynton Canyon

8:30 a.m. – pick-up time at resort lobby

Total tour time: 8:30 a.m. to 11:30 a.m.

Boynton Canyon is one of the most scenic of the box canyons that make Arizona Red Rock Country so famous. Boynton Canyon has been popular for its outstanding scenery. Lately it has become even more so, since it developed a reputation as a site of a New Age



“vortex”—a sort of energy field emanating from inner earth. Whether or not you subscribe to this bit of modern mysticism, you'll no doubt agree that some sort of magic exists here among the towering buttes, crimson cliffs, and natural desert gardens. The trail starts out by skirting the luxuri-

ous Enchantment Resort. It quickly returns to the canyon floor where the walking is pleasant and easy. As you hike, keep an eye out for the area's plentiful wildlife which includes everything from colorful songbirds to bristling, shy whitetail deer.

- Fee: Free
- Distance and Rating: 2.5 miles/Easy
- Tour guide (Gratuity for guide courtesy of Sedona Chamber of Commerce.)
- Participant limits: no limits

Broken Arrow Jeep Tour by Pink Jeep Tours

8:50 a.m. – pick-up time at resort lobby

Total tour time: 8:50 a.m. to 11:10 a.m.

The ultimate 4x4 Jeep experience—100% off-road fun! Eyes open wide on this fun-filled adventure that leads you on and over the red rocks while the magnificent canyon walls surround you. Whether



you're stretching your legs during a break and soaking up the views at Submarine Rock and Chicken Point or holding on tight for a heart-pounding descent down the “Road of no Return,” this exhibition of natural beauty will leave you mesmerized. Broken Arrow exceeds all expectations every time and is offered exclusively to you by Pink Jeep Tours. The best off-road tour in the Southwest!

- Fee: \$83 per person (includes gratuity)
- Beverages/Snacks: water and snacks provided
- Participant limits: maximum of 20

Guided Art, Culture, and History Sightseeing Tour and Shopping in Sedona and at Tlaquepaque Arts & Crafts Village

8:30 a.m. – pick-up time at resort lobby

Total tour time: 8:30 a.m. to 12:15 p.m.

Explore Sedona's art, culture, and history as you tour several Uptown Sedona galleries and Tlaquepaque Arts & Crafts Village. Your tour will include a visit to the Sedona Art Center, which is a gathering place where artists and those who love art can explore, teach, and exhibit their works. You will also enjoy a guided tour of the Goldenstein Gallery. Goldenstein Gallery is owned by Linda Goldenstein who is considered the Art Maven of Sedona. Her collection includes works by celebrated established artists as well as exceptional emerging artists. Goldenstein Gallery offers an unforgettable experience. Your final stop will include Tlaquepaque Arts & Crafts Village, authentically fashioned after a Mexican village. You'll be transported back in time. Vine-covered stucco walls, cobblestone walkways and magnificent arched entryways lead into magical garden nooks that give one the feeling that Tlaquepaque has been here for centuries. You will take a step back in time with local guide Laura Vandegrift as you hear the stories of the artists, the lifestyles, and work that created this great community.



- Fee: \$60 per person
- Beverages/Snacks: water and light snacks provided
- Gratuity and beverages/snacks courtesy of Sedona Chamber of Commerce.
- Participant limits: minimum of 5; maximum of 13

Saturday, August 7, 2010

Outing To Jerome, Arizona—historic copper mining town

1:00 p.m. – pick-up time at resort lobby

Total tour time: 1:00 p.m. to 6:00 p.m.



Ever wanted to rub elbows with a ghost? Then join us on a visit to Jerome, Arizona, once described by the New York Sun as the “Wickedest Town in the West.” Depart Enchantment Resort for a delightful ride through the Sedona/Verde Valley countryside. Along the way hear stories of the early settlers and learn how Northern Arizona is being transformed into a new viticulture area.

The history of the Verde Valley begins with a drive by a prehistoric Indian ruin. Learn how the ancient people survived living off the land prior to 1500 AD. Your guide will entertain and educate with artifacts and stories from these ancient times. Your final destination is the historic copper mining town of Jerome—turned art center—located high on top of Cleopatra Hill (5,200 feet). You will learn about the Wild West and this adventuresome old-time mining community, said to have produced more than one billion dollars in ore during 70 years. Once home to 15,000 people in the 1920s, Jerome is now a tourist destination with approximately 400 residents, most of whom are artisans, shopkeepers, crafts persons, writers, musicians or historians who have made Jerome their home. You can also explore the area’s newest wine bars and enjoy this beautiful mountainside community with astounding views.

- Fee: \$90 per person
- Meal: box lunch included
- Gratuity courtesy of Sedona Chamber of Commerce.
- Participant limits: minimum of 5; maximum of 13

“Thank you again for the wonderfully organized CEO Forum. It was a wealth of information and a terrific group of professionals!”

Guided Hike to Sedona’s Boynton Canyon

8:30 a.m. – pick-up time at resort lobby

Total tour time: 8:30 a.m. to 11:30 a.m.

Boynton Canyon is one of the most scenic of the box canyons that make Arizona Red Rock Country so famous. Boynton Canyon has been popular for its outstanding scenery. Lately it has become even more so, since it developed a reputation as a site of a New Age “vortex”—a sort of energy field emanating from inner earth. Whether or not you subscribe to this bit of modern mysticism, you’ll no doubt agree that some sort of magic exists here among the towering buttes, crimson cliffs, and natural desert gardens. The trail starts out by skirting the luxurious Enchantment Resort. It quickly returns to the canyon floor where the walking is pleasant and easy. As you hike, keep an eye out for the area’s plentiful wildlife which includes everything from colorful songbirds to bristling, shy whitetail deer.



- Fee: Free
- Distance and Rating: 2.5 miles/Easy
- Tour guide (Gratuity for guide courtesy of Sedona Chamber of Commerce.)
- Participant limits: no limits

Sightseeing and Shopping at Tlaquepaque Arts & Crafts Village (no guide)

1:00 p.m. – pick-up time at resort lobby

Total time: 1:00 p.m. to 4:00 p.m.

Your unforgettable Sedona experience must include spending time at internationally renowned Tlaquepaque (pronounced Tla-keh-pah-keh), Sedona Arizona’s Arts & Crafts Village. Nestled beneath the shade of the sycamores on the banks of beautiful Oak Creek in Sedona, Tlaquepaque is the most distinctive shopping experience to be found in the Southwest. Authentically fashioned after a traditional Mexican



village, Tlaquepaque, meaning the “best of everything,” has been a Sedona landmark since the 1970s. Vine-covered stucco walls, cobblestone walkways and magnificent arched entryways give you the feeling that Tlaquepaque has been here for centuries. Tasteful galleries and unique shops live in harmony with its lush natural environment where giant

sycamore trees stand in testimony to the care taken in preserving the timeless beauty of the Tlaquepaque grounds. It would be difficult to find more beautiful surroundings for a shopping experience.

- Fee: Free
- Meal: Lunch on own at Tlaquepaque
- Gratuity courtesy of Sedona Chamber of Commerce.
- Participant limits: minimum of 3; maximum of 10

WACVB CEO Forum

AUGUST 5 - 7, 2010 • ENCHANTMENT RESORT • SEDONA, ARIZONA

(Please read carefully and complete all sections of the form.) Online registration at www.wacvb.com

Name _____ Title _____
 Bureau _____
 Address _____ City/State/ZIP+4 _____
 Telephone _____ Fax _____
 E-mail _____
 Guest/Spouse Attending _____
 Children Attending (names and ages) _____
 Flight Arrival Date & Time _____ at Flagstaff or Phoenix Flight Departure Date & Time _____ from Flagstaff or Phoenix

NUMBER OF YEARS AS A BUREAU CEO _____

CHECK YOUR BUREAU BUDGET

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

CHECK THE NUMBER OF FULL-TIME BUREAU STAFF

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

FORUM TOPICS

Please suggest additional topics for the Forum sessions.

HOTEL RESERVATIONS

Enchantment Resort
 525 Boynton Canyon Road
 Sedona, Arizona 86336
 Telephone: 928-282-2900
 Reservations: 800-826-4180
www.enchantmentresort.com

The **reservations number is 800-826-4180**; please indicate you are with WACVB when making your reservation. An advance deposit is required to guarantee your reservation.

Room rates

\$150 plus a daily resort fee of \$22 and 7.325% tax - Casita Bedroom/Deluxe Studio Mix – s/d
 \$230 plus a daily resort fee of \$22 and 7.325% tax - Casita Junior Suite – s/d
 Cut-off date is **July 14, 2010**, if rooms are still available.

NOTE: Please make your guest room reservations as soon as possible.
 Cancellations are accepted up to seven (7) days prior to the arrival date. All accommodations are nonsmoking and pets are not permitted.

PAYMENT OPTIONS

Membership in WACVB rests with the Bureau. Contact WACVB staff two weeks in advance if you require reasonable accommodation (ADA) to fully participate in the Forum activities. Return your registration form and registration fee to the WACVB office prior to **July 23, 2010**. Refunds will be honored until July 23, 2010; after that date, no refunds will be granted. **You may register at www.wacvb.com—see CEO Forum on the home page.**

Total Amount \$ _____

Check Payable to WACVB Check Number _____ AMEX MasterCard Visa
 Account Number _____ Exp. Date _____ VCode _____
 Card Address _____
 Name on Card _____ Signature _____

REGISTRATION FEES (all payable to WACVB)

- WACVB Member Registration - \$400 [4400-610]
 Nonmember Registration - \$600 [4405-610]
(\$100 allocated to membership dues if nonmember bureau joins WACVB within 30 days of the Forum's conclusion)
 Spouse/Guest Registration - \$150 [4410-610]

EVENT PARTICIPATION (included in registration unless separate fee listed)

Thursday, August 5

- Group Reception & Dinner at Resort
 Number of Participants _____

Friday, August 6

- Golf Tournament at Seven Canyons: \$107 per person [2220]
 (WACVB Foundation Fundraiser) Number of Participants _____
 Guided Hike to Boynton Canyon: No charge
 Number of Participants _____
 Pink Jeep Tour: \$83 per person [4420-610]
 Number of Participants _____
 Guided Sightseeing/Shopping: \$60 per person [4420-610]
 Number of Participants _____
 Group Luncheon
 Number of Participants _____
 Group Reception & Dinner (offsite)
 Number of Participants _____

Saturday, August 7

- Group Breakfast: Number of Participants _____
 Outing to Jerome: \$90 per person [4420-610]
 (Includes box lunch) Number of Participants _____
 Guided Hike to Boynton Canyon: No charge
 Number of Participants _____
 Sightseeing/Shopping: No charge/no guide
 (Lunch on own) Number of Participants _____

[Preregistration for group activities is **required by July 15**; fees payable to WACVB.]



2010 WACVB CEO Forum

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 (916) 443-9012 • (916) 932-2209 fax ~ info@wacvb.com ~ www.wacvb.com