



**JANUARY 17- 19, 2019**  
**MONTEREY CLIENT ADVISORY BOARD**

**HOST HOTEL**

Carmel Valley Ranch  
One Old Ranch Road  
Carmel, CA 93923  
831.620.6427  
[www.carmelvalleyranch.com](http://www.carmelvalleyranch.com)

**Thursday, January 17, 2019**

- 2:00pm - 3:00pm      **Welcome Orientation & Introductions-** Carmel Valley Ranch: Vintner Room
- Welcome - Tammy Blount-Canavan- President & CEO
  - Monterey County Destination Overview – Mark McMinn, VP Sales
  - Agenda & CAB Responsibilities- David Kliman, Kliman Group
- 3:30pm - 5:30pm      **Destination Education Experiences-** Walking tour of downtown Monterey- Monterey Conference Center, Conference District, Fisherman’s Wharf, Cooper Molera Barns, Alvarado Street
- 6:00pm - 8:00pm      **Evening Experience – Reception & Dinner-** Hyatt Regency Monterey: President’s House

**Friday, January 18, 2019**

- 8:00am – 9:00am      **Breakfast** – Carmel Valley Ranch: Vintner Room
- 9:30am - 10:30am      **Destination Education Experiences-** Asilomar Conference Grounds & Pebble Beach
- 11:00am – 12:00pm      **Destination Education Experiences** - Carmel by the Sea
- 12:30pm - 1:30pm      **Lunch-** La Playa Hotel / Carmel by the Sea
- 1:30pm - 4:30pm      **Sustainable Moments** – La Playa Hotel: Pacific Room
- Tammy Blount-Canavan- President & CEO  
Incorporating sustainable practices into the destination and meetings taking place in Monterey
  - Guest Speaker: Fiona Pelham - CEO - Positive Impact Events
- 2:50pm - 3:10pm      Coffee and Communications Break
- 4:30pm - 6:00pm      Free Time/ Return to Carmel Valley Ranch
- 6:30pm - 8:30pm      **Evening Experience** – Reception & Dinner- Quail Lodge

**MONTEREY**  
Inspired moments in meetings:

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**Saturday, January 19, 2019**

8:00am – 9:00am

**Breakfast** – Carmel Valley Ranch: Vintner Room

9:00am - 11:00am

**In the Moment**

- Rob O’Keefe – VP of Marketing
- Infusing *In The Moment* branding and storytelling into the ways Monterey does business and inspires the community, customers and attendees

10:00am - 10:20am

Coffee & Communications Break

11:00am – 12:00pm

Wrap Up: Industry Hotspots, Agenda Items and Next Steps

12:00pm - 12:30pm

**Meeting Summary and Adjournment**

12:30pm – 1:00pm

**Grab & Go Lunch and Departures**