



# ***Meeting Information***

## **Accommodations**

Your room accommodations are being provided by:

**Asilomar Conference Grounds  
800 Asilomar Avenue  
Pacific Grove • CA 93950  
Phone: (831) 372-8016**

## **Attire**

The attire for the entire meeting is Business Casual. Bring comfortable shoes and something warm for the evenings.

## **Destination Tour**

At the last meeting you requested that we have an overview tour of the destination so that you can better understand how the jurisdictions relate to each other in accessibility and meeting offerings. The tour will begin at 8:30 from the hotel lobby on Thursday morning, November 21 and we will return to the hotel by noon. The tour will be repeated on Saturday.

## **First Timer Orientation**

If this is your first meeting, please plan to attend an orientation at 1:30 p.m. on Thursday, November 21<sup>st</sup>. Location details will be sent prior to the meeting.

## **Thursday Meeting Schedule**

The Board meeting will start at 2:45 p.m. on Thursday, November 21<sup>st</sup> at the Fred Farr Forum. Please join us at 2:30 pm for coffee and snacks and a chance to mingle before the meeting starts.

## **Outgoing Members**

You will see at the final wrap up session on Friday that we will be bidding farewell to some of our members. We hate to have anyone leave the board but once a board has met several times it is important to put a rotation process in place to keep new ideas and perspectives coming in without the board getting too large to be able to dialogue.

## **Homework**

On Friday morning we will break into roundtables to discuss various trends and issues. Some of the discussion will be around the following topics so it would be great if you could give this some pre-thought to make the dialogue more productive.

1. What are the three biggest trends influencing meetings in the next two years. (Positive and negative.)
2. What is impacting your market segment with regards to meetings?
3. Articulate the value proposition of a CVB
4. What are 3 suggestions that would make it easier to do business in Monterey. (Other than direct/non-stop air.)

## **Airport Transportation**

Board members will be met at the airport and transported to the hotel. Look for a driver in baggage claim who will have a sign with your name or the Advisory Board name on it. If you do not see a driver please call: Carol Chorbajian, CCM&E, (831) 646-5952 (O) or (831) 915-7014 (C)

# Monterey County Convention & Visitors Bureau Meetings Advisory Board

Fall Meeting 2013  
November 21 – 23, 2013

## *Agenda*

### Thursday • November 21<sup>st</sup>

9:00 am – Noon Destination Orientation Tour

1:30 p.m. First Time Attendee Orientation

2:30 – 2:45 p.m. Refreshments

2:45 – 5:30 p.m.

#### **Opening Session**

⇒ Welcome & Introductions

⇒ State of the Destination

⇒ Updates since last Meeting  
(Conference Center  
Carmel/Sunset Center  
MPG)

⇒ Sales Overview/Strategies for  
Target Markets

#### **Fred Farr Forum**

*Nancy Morrell Swanson*

*Tammy Blount*

*Tammy Blount*

*Linda Ruby*

#### **Session Objective:**

- 1) To give Board Members the CEO's perspective and vision on Monterey as a destination and initiatives that will be the focus for the future.
- 2) To report on progress on Board recommendations from the last meeting.
- 3) To give Board Members an overview of MCCVB's sales analysis (market segments, market origin, competitive set, marketing spend, etc.) that will help them to give more thoughtful input.

6:30 – 8:30 p.m. Reception/Dinner

**Seascape**

## **Friday • November 22<sup>nd</sup>**

**7:30 – 8:15 a.m.      Breakfast      Kiln**

**8:30 – 9:45 a.m.      **General Session**      **Fred Farr Forum****  
⇒ *Branding and Marketing Monterey*      *Rob O'Keefe*

**Session Objective:**

To give an update on the Monterey branding campaign and get further feedback on marketing strategies.

**9:45 – 10:15 a.m.      Break**

**10:15 – 11:45 a.m.      **Roundtables**      **Fred Farr Forum, Hearth, Embers, Afterglow****

⇒ *Trends in the Meetings Industry*

**Session Objective:**

Roundtables will discuss various industry issues and prepare insights to share with the entire group.

**12:00 – 12:45      Lunch      Kiln**

**1:00 – 2:15 p.m.      **General Session**      **Fred Farr Forum****  
⇒ *Roundtable Highlights - Trends*      *Board Members*

**Session Objective:**

Each group will report their findings from the roundtable and explore further input from the entire Board.

**2:15 – 2:45 p.m.      Break**

**2:45 – 3:30 p.m.      **General Session**      **Fred Farr Forum****  
⇒ *Strategic Client Services*      *Nancy Morrell Swanson*

**Session Objective:**

To delve into what services are most important to planners and what new services might tip the decision to Monterey.

**3:30 – 3:40 p.m.      Stretch Break**

**3:40 – 4:30 p.m.**

**General Session**

⇒ *The Perfect Site Inspection*

**Fred Farr Forum**

*Nancy Morrell Swanson*

**Session Objective:**

To discuss planner expectations on a site inspection and how to best show a unique destination like Monterey.

**4:30 – 4:45 p.m.**

**General Session**

⇒ *Wrap Up*

⇒ *Honor Outgoing Members:*

- Chad Ammon
- Michael Hancock
- Grace Jan
- Vicki Johnson
- Carolyn Pund
- Eve Schmidt
- Pam Wilson

**Fred Farr Forum**

**6:30 – 9:00 p.m.**

**Reception/Dinner**

**Saturday • November 23<sup>rd</sup>**

**Breakfast**

**9:00 a.m. – Noon**

**Destination Overview Tour**

**Departures**

**Monterey County Convention & Visitors Bureau  
Meetings Advisory Board  
2013 Fall Meeting**

***Board Attendees***

1	<b>Darrell Benning</b>	<b>Principal</b>	<b>San Diego Meetings &amp; Incentives</b>
2	<b>MaryAnne Bobrow, CAE CMP, CMM,CHE</b>	<b>Principal</b>	<b>Bobrow Associates, Inc.</b>
3	<b>Ken A. Crerar</b>	<b>President/CEO</b>	<b>The Council of Insurance Agents and Brokers</b>
4	<b>Diane P. Elliott, CMP</b>	<b>Senior Director, Event Marketing</b>	<b>McKesson Corporation</b>
5	<b>Nelson Fabian, M. S.</b>	<b>Executive Director and CEO</b>	<b>National Environmental Health Association</b>
6	<b>Judi Froehlich, CMM</b>	<b>Account Development, Americas</b>	<b>BCD Meetings &amp; Incentives</b>
7	<b>Kay V. Granath, CMP, CAE</b>	<b>Director of Meetings &amp; Conventions</b>	<b>Association Management Center</b>
8	<b>Jan Hennessey, CMP, CMM</b>	<b>Manager, Conference Services</b>	<b>Lawrence Berkeley National Laboratory</b>
9	<b>Chet Hogenson</b>	<b>Business Development Manager</b>	<b>ITA Group</b>
10	<b>Grace L. Jan CAE, CMP</b>	<b>Vice President, Meetings</b>	<b>Management Solutions Plus, Inc.</b>
711	<b>Judy R. Johnson, CMP</b>	<b>President &amp; CEO</b>	<b>RX Worldwide Meetings, Inc.</b>
12	<b>Victoria Johnson, CMP, CMM</b>	<b>Global Manager, Meeting Services &amp; Sourcing</b>	<b>Underwriters Laboratories Inc.</b>
13	<b>Jackie M. Mark</b>	<b>Administrative Assistant, Product Development</b>	<b>Land O'Lakes, Inc.</b>
14	<b>Donald Potter</b>	<b>Director of Sourcing and Industry Relations, West Coast</b>	<b>Maritz Travel</b>
15	<b>Carolyn Pund, CMP CMM</b>	<b>Senior Manager, Global Strategic Meeting Management</b>	<b>Cisco Systems, Inc.</b>
16	<b>Eve Schmitt MBA, CMP CEM</b>	<b>Senior Manager, Global Meetings and Vendor Relations</b>	<b>VMware, Inc.</b>
17	<b>Stacy Weber, CMP</b>	<b>Meeting &amp; Procurement Manager</b>	<b>Moss Adams, LLP</b>
18	<b>Pam Wilson</b>	<b>Senior Director, Office of Education</b>	<b>State Bar of California</b>