



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, April 9, 2019

8:30 am - 10:30 am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	B. Burnham
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CONSENT AGENDA – motion required	B. Burnham
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3. Approval of March 12, 2019 Marketing Committee Retreat Minutes

Staff will ask for Committee approval of the March 2019 Marketing Committee Minutes.

BUSINESS ITEMS	B. Burnham
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4. Marketing Discussions (85 min)

a. **New Marketing Committee Applications (40 min) – motion required**

Committee will review applications, discuss qualifications and vote on a recommendation to the Board of Directors.

b. **Google My Destination (25 minutes)**

Staff will review and Committee will discuss the Google my Destination opportunity.

c. **Recap on Retreat and Marketing Priorities (20 min)**

Staff will review and Committee will discuss the FY19/20 PR and Marketing priorities.

5. Advertising & Marketing Update (25 min)

Staff will review the progress on current initiatives, the paid media campaign, earned (PR) efforts and owned media programs.

ADJOURN

Brown Act Notice: Each speaker is limited to 2 minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Marketing Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Marketing Committee.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Retreat Minutes

Tuesday, March 12, 2019

8:30 am – 10:30 am

Avila Beach Golf Resort

6464 Ana Bay Road, Avila Beach, CA 93424

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Audrey Arellano, Terrie Banish, Jocelyn Brennan, Molly Cano, Gordon Jackson, Jennifer Little, Lindsey Roberts, John Sorgenfrei, Danna Stroud, Jill Tweedie

ABSENT: Jim Allen, Cheryl Cuming

STAFF PRESENT: Chuck Davison, Brooke Burnham, Michael Wambolt, Derek Kirk, Jordan Carson, Haley Cahill, Vanessa Robbins

Call to Order at 8:35 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Banish announced Atascadero's event Dancing with Our Stars will take place March 21-23 at the Pavilion on the Lake.

Stroud announced Sensorio Field of Light will be opening May 19 in Paso Robles. Tickets are on sale now with limited tickets each night and they are still looking for volunteers to help install the lights.

Cano let the Committee know that the SLO Film Fest is happening now until March 17.

CONSENT AGENDA

3. Approval of February 5, 2019 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – Banish noted the Brew at the Zoo event announcement from the February minutes needs to be adjusted to say April 27.

ACTION: Moved by Stroud/Banish to approve the Consent Agenda as amended.

Motion carried: 9:0:2
Cano abstained.

4. Introductions & Discussion Overview

All Visit SLO CAL Staff, Agency representatives, Committee members and members of the public introduced themselves. Michelle Janke, facilitator, outlined the format of the retreat.

Public Comment – None.

Committee Discussion.

5. Agency Presentations

Visit SLO CAL's agencies-of-record, BCF, TURNER Public Relations and Miles Partnership presented industry trends, insights from Visit SLO CAL campaigns and recommendations for FY 2019/20.

Public Comment – None.

Committee Discussion.

6. Visit SLO CAL Update

Visit SLO CAL staff reviewed Visit SLO CAL's personas, brand pillars, target markets, current initiatives, major FY 2019/20 priorities and current issues and concerns.

Public Comment – None.

Committee Discussion.

7. Discussion: Market Priority & Long-Term Trajectory

Burnham reviewed and Committee discussed Visit SLO CAL's target market strategy, as well as collective answers from the Marketing Committee Questionnaire about spend by market and medium.

Public Comment – None.

Committee Discussion.

9. Breakout Discussion: Public Relations

Burnham reviewed and Committee discussed areas of investment across PR tactics, media levels and media types, based on collective answers from the Marketing Committee Questionnaire, as well as areas of interest, areas of duplication, their negative impacts and possible solutions.

Public Comment – None.

Committee Discussion.

10. Breakout Discussion: Reducing Duplications

Burnham reviewed and Committee discussed areas of marketing investment and sales based on collective answers from the Marketing Committee Questionnaire, as well as areas of duplication, their negative impacts and possible solutions.

Public Comment – None.

Committee Discussion.

11. Recap & Review Action Steps & Timeline

Burnham recapped key takeaways and set next steps.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Meeting adjourned at 4:14 pm.



Visit SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Jessica Blanchfield
COMPANY: Archer & Hound Advertising
ADDRESS: 2033 N. Fine Fresno, CA93727
PHONE: 559-454-9400 ext.211 EMAIL: jessica@archerandhound.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: 20 years in marketing / 5 years as agency of record for Visit Cambria
TOURISM-RELATED MARKETING EXPERIENCE:

Please see attached.

Employment History

CURRENT EMPLOYER: (Owner) Archer & Hound Advertising YRS OF SERVICE: 13
TITLE: President and Senior Account Executive
PAST EMPLOYER: NBC, Fresno/Visalia DMA (DMA Ranked 56) YRS OF SERVICE: 2
TITLE: Research Director

Community/Board Involvement

ORGANIZATION: Alissa Ann Ruch Burn Foundation - California TITLE: BOD, Marketing Chair
DATES OF INVOLVEMENT: 2015 - Present
ORGANIZATION: American Red Cross - California Chapter TITLE: BOD, Marketing Chair
DATES OF INVOLVEMENT: 2011 - 2015
ORGANIZATION: Leukemia and Lymphoma Society - Central Valley Chapter TITLE: Marketing Chair - Team in Training
DATES OF INVOLVEMENT: 2010 - 2012

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to Jordan@SLOCAL.com. For more information, contact Visit SLO CAL at (805) 541-8000.



ARCHER & HOUND

April 2, 2019

Jordan Carson
Marketing and Brand Manager
Visit SLO CAL
Jordan@SLOCAL.com

Dear Jordan,

Thank you for allowing me the opportunity to submit my qualifications and application for the Visit SLO CAL Marketing Committee. I've connected with many Visit SLO team members while working with Visit Cambria as the agency of record for the past five years, and I have enjoyed collaborating on content, FAMs, and each visitor's overall connection with the area. As the agency for Visit Cambria, we've established their brand, built a custom website, developed a travel app, and created a robust ambassador program of up-and-coming and established influencers. We identified an opportunity for bicycle tourism and four years ago, launched Cycle Central Coast—a sub-brand that showcases cycling routes, elevation and GPS integration, points of interest, and local cycling events that bring cyclists to our community throughout the season. In fact, when Hwy 1 was closed due to the mudslide, we used Cycle Central Coast to bring in cycling tourism by way of a “hidden” route we created with some of our cycling friends—who happen to write for big national publications (bonus!). Needless to say, we love Cambria, and while it's tucked away in the North Coast, it's a treasure within the county (not to mention the largest unincorporated community) and we're thrilled to be tasked with the job of letting people know!

As an agency business owner for the past thirteen years, I'll admit, I've had to dust my resume off a bit—but I'd like to give you an introduction to who I am and how I'd be a beneficial addition to your marketing committee.

I've been in the marketing and advertising field for over twenty years, and for the past thirteen years (and counting) built and managed a pretty amazing boutique agency where I get the privilege of working alongside wonderful people and serving great clients. In 2006, after working for other agencies, within broadcast television, and for corporate companies for nearly a decade, I created Archer & Hound Advertising (Multi Marketing Corporation) alongside my husband. Over the years, our full-service agency has diversified in the services we offer and the clients and industries we represent. Subsequently, we have steadily grown in both business and staff. In 2013, we acquired a regional agency, which allowed us to expand our team and increase our client list even more.

Overall, I'm void of an “off button” or a “dimmer switch,” and I give my all—all of the time. It is this internal drive and passion that has earned the respect of clients and colleagues for over 20 years. With experience in media buying, market planning, creative production, and client management for local, regional, and national accounts, it's important for me to lead by example. My work and leadership continue to be recognized by the industry, including more than 40 national Telly awards, more than 50 regional Addy Awards, the 2011 Fresno Young Professional of the Year, a Central California 40 Under 40 award winner, the 2014 Agency of the Year award, and the 2016 Fresno Advertising Federation Nancy Thielen Award (one of the highest honors).

It's no surprise to my clients, partners, or staff that I have high standards, require high-level work, and operate on high-octane. While many of my hare-brained concepts should start with, "Ethel, I have an idea," my practical tactics and a drive to produce results for clients have birthed many successful campaigns, one-of-a-kind concepts, and profit-earning sub-brands for our clients. When it comes to creating a strategy, I rarely fit into a box—but that's ok.

By design, there is no "I" in Archer and Hound, so it's hard to talk about myself without showcasing the team I work alongside every day. While it sounds cliché, we pride ourselves in being a company that allows each person to grow into their complete potential, think beyond boundaries, and take risks. We hire professionals that have experience in their field of expertise, but beyond that, we look for qualities not typically sought out – like grit, tenacity, and the ability to problem solve. It is by way of this culture that we garner results for our clients. The cherry on top are the awards, recognition, and reputation we've earned among our peers.

Beyond investing time and effort into my company, I've always had an incredible passion for giving back to my community and feel an unrelenting responsibility to contribute my time and talent in an effort to help others. Over the years, I've sat on many non-profit boards, serving as marketing chair for organizations such as the Leukemia and Lymphoma Society, American Red Cross, and the Alisa Ann Ruch Burn Foundation. Additionally, my husband and I have been a certified Fresno County Foster to Adopt home for the past two years, and have recently adopted our third child through the process. I lean heavily into my responsibility for living my best life, being a positive influence to those around me, and obligating myself to taking action in helping others.

Well done is better than well said.

That said, attached is my resume, giving a brief overview of my professional life over the years.

I look forward to the continued work we do together with Visit Cambria, but am eager to dive in deeper as a potential marketing committee member.

Sincerely,

Jessica Blanchfield
Archer and Hound Advertising
jessica@archerandhound.com
archerandhound.com

2033 N. Fine
Fresno, Ca 93727
Phone 559-260-8959
E-mail: Jessica@archerandhound.com

Jessica D. Blanchfield

Professional Experience:

2006-Present Archer & Hound Advertising Fresno, CA
Owner, President, Senior Account Executive

- Create and manage marketing plans for all agency clients
- Conduct and analyze market research for clients in various industries
- Concept and develop advertising campaigns for all agency clients
- Hire and manage all company employees
- Manage and resource all company vendors, contractors, and partners

2004-2006 NBC TV; Fresno DMA Fresno, CA
Research Director

- Conduct market research for all station clients and advertising agencies to quantify each proposed TV schedule
- Concept, plan and conduct all revenue producing station promotions
- Plan and schedule all quarterly Sweeps media buys for NBC
- Develop and manage online marketing department for the station

2000-2004 Jeffrey/Scott Advertising Fresno, CA
Media Director

- Research and develop media plans for all agency clients
- Plan, schedule, and monitor all national, regional and local media buys
- Conduct post-buy analysis and create recap reports for each concluded schedule
- Work with each department lead to develop complete marketing plans for all clients; including creative, digital, PR, and media

1999-2000 Jeffrey/Scott Advertising Fresno, CA
Production Director

- Implemented the first digital company-wide operating system to track jobs, timelines, and develop company-wide schedules
- Managed all production projects, including casting, talent management, camera and audio crews, and final production
- Managed all vendor bids, project coordination, and final product development

1997-1999 Gottschalks, Inc. Fresno, CA
Corporate Softline Buyer - Women's Dresses

- Developed advertising and marketing strategies for the dress department, corporate wide
- Created annual purchasing plans, retail and sales plans, and tracked seasonal buying trends
- Purchased, and maintained inventory for the department in 43 stores
- Responsible for creating and develop visual merchandising strategies for the dress department in 43 stores
- Orchestrated and managed department set-up, and buyout of good during the 1998 merger of Gottschalks and Harris Corp.

*Community
Involvement:*

2015-Present

Alisa Ann Ruch Burn Foundation, State of California

- Board member, representing the Central Valley and Central Coast
- Marketing Committee Chair
- Successfully created a new brand for AARBF, new website, and new marketing direction

2010 - 2015

American Red Cross Board Member & Marketing Chair, Central Valley Chapter

- Board member
- Events Chair
- Corporate Sponsor of the American Red Cross

2010 - 2012

Leukemia and Lymphoma Society, Central Valley Chapter

- Marketing Chair for Team in Training - Central Valley
- Corporate Sponsor of the LLS
- Volunteer and fundraise for Team in Training

2009 - 2010

United Way of Fresno County Marketing Committee

- Concept, organize, and produce all Marketing Committee promotions
- Write, release and manage all press releases and press events

2001 - 2005

Big Brothers/Big Sisters

- "Big Sister" to a young girl named Elizabeth



Visit SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Patricia Harden
COMPANY: Courtyard by Marriott Paso Robles, Ca
ADDRESS: 120 South Vine Street, Paso Robles, Ca
PHONE: 805.239.9700 EMAIL: pasoroblesdos@ih-corp.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: 4
TOURISM-RELATED MARKETING EXPERIENCE:

Director of Sales and Marketing for local hotel

Employment History

CURRENT EMPLOYER: Courtyard by Marriott YRS OF SERVICE: 4
TITLE: Director of Sales
PAST EMPLOYER: Rocky Mountain Chocolate Facotry YRS OF SERVICE: 12
TITLE: Retail Sales Manager

Community/Board Involvement

ORGANIZATION: _____ TITLE: _____
DATES OF INVOLVEMENT: _____
ORGANIZATION: _____ TITLE: _____
DATES OF INVOLVEMENT: _____
ORGANIZATION: _____ TITLE: _____
DATES OF INVOLVEMENT: _____

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Patricia Harden
Courtyard by Marriott
120 South Vine Street
Paso Robles, Ca 93446
805.239.9700

March 29th, 2019

To whom it may concern:

I am writing today in hopes of being considered for one of the open positions on the Visit SLOCAL Marketing Committee. I was excited to hear of this opportunity and feel that I could provide a beneficial outlook and opinion to the committee as a whole.

As a lifelong native of Paso Robles, I am passionate about seeing this area grow for the betterment of our citizens, tourists and the county as a whole; and although relatively newer to the hospitality industry, I am motivated and driven to continue increasing interest in SLO County. Being one of the largest hotels in Paso Robles, and one of the better known brands, I feel that Courtyard has a strong voice and unique knowledge of what tourists are looking for and responding to when making their travel choices. Our hotel is a large contributor to tourism taxes each year and greatly benefits from the progressive efforts of Visit SLOCAL and the committee – I feel this would be a great chance for me to contribute to the cause & work you put into our industry.

I have enclosed a copy of my resume for reference as well – I look forward to the possibility of working with you.

Sincerely,

Patricia Harden

PATRICIA HARDEN



Professional Summary

Personable, dependable, driven, honest leader offering 4 years of success as a sales leader within multi-million-dollar, branded hotel. Passion for delivering excellent customer service at every interaction; dedicated to progressing my career within the hospitality industry.



Employment history

Director of Sales, Island Hospitality (Courtyard by Marriott). Paso Robles, CA Oct. 2016 – Present

- Managed a multi-million dollar budget of a 130 room hotel including prospecting, forecasting and top account maintenance
- Negotiated corporate and group rates with new and existing accounts resulting in a 2018 production growth of 10% in Special Corporate segment and a 29% growth in Group segment
- Completed weekly analysis of STAR reports, which identified market trends and opportunities resulting in updated strategies to shift market share
- Created the annual sales marketing plan that analyzed historical performances and developed strategies and goals for the following year
- Strengthened relationships with clients through appreciation events, attendance of networking events and face-to-face appointments
- Maintain hotel website content and all sales collateral
- Trained other sales & front desk associates within Marriott's training curriculum
- Oversee Sales Coordinator position as well as all meetings & events
- Support hotel operations through cross training; working breakfast hours in Bistro, covering Front Desk shifts and assisting Housekeeping when needed

Sales Coordinator, Island Hospitality (Courtyard by Marriott). Paso Robles, CA Jun. 2015 – Oct. 2016

- Tracked daily numbers and room night production through use of several nightly reports
- Day to day operations of meetings & events; booking, processing, overseeing setup/breakdown and managing employee gratuities
- Securing and booking social and tour/travel group rooms through cold calling, prospecting, event attendance and appointments with local venues

Store Manager, Rocky Mountain Chocolate Factory. Paso Robles, CA Jun. 2003 – Jun. 2015

- Daily store operations [Opening, closing, register, production, ordering AP & AR]
- Interviewing, hiring, training and management of all employees [Scheduling, conflict resolution, payroll, etc]

Personal info

Phone:
(805) 610-7463

Email:
pharden637@gmail.com

Address:
1139 Turtle Creek, Paso Robles, CA
93446

Skills

Sales

Event Management

Leadership

Forecasting

Data Analysis

FOSSE

Customer Relationship Management (CRM)

Microsoft Office Products

- Weekly deposits, daily cash handling and POS knowledge
- Implemented new sales strategies, marketing techniques and merchandising plans
- Responsible for hitting monthly, quarterly and yearly sales & revenue goals



Education

Paso Robles High School, Paso Robles, CA

High School Diploma, Jun. 2015



Certifications

Marriott Certifications:

- Access Edge Sales Certified
- FOSSE Certified
- One Yield v2 Revenue Management Certification
 - Special Events
 - Revenue Management
 - Strategy Outlook
 - Inventory/Hurdles/Rates/Supply/Demand
- Government Sales Segment Certified
- Shaping Service
- Anti Human Trafficking



Visit SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Brittany Hensley
COMPANY: AMF Media Group
ADDRESS: 711 Tank Farm Road, Suite 210, San Luis Obispo CA 93401
PHONE: 805-712-7049 EMAIL: brittany@amfmediagroup.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: _____

TOURISM-RELATED MARKETING EXPERIENCE:

Hotels, Restaurants, Retail Businesses, Real Estate businesses - handled all aspects of

Employment History

CURRENT EMPLOYER: AMF Media Group YRS OF SERVICE: 1 month
TITLE: Account Supervisor
PAST EMPLOYER: S. Lombardi & Associates YRS OF SERVICE: 4
TITLE: Sales Manager/Account Executive

Community/Board Involvement

ORGANIZATION: Madonna Inn Fashion Show TITLE: Program Coordinator
DATES OF INVOLVEMENT: 2016-2018
ORGANIZATION: Cambria Chamber of Commerce TITLE: Board Member
DATES OF INVOLVEMENT: 2010 - 2012
ORGANIZATION: Cambria Sunrise Rotary TITLE: Member
DATES OF INVOLVEMENT: 2006 - 2012

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BRITTANY HENSLEY

711 Tank Farm Road, San Luis Obispo | 805-712-7049 | brittany@amfmediagroup.com

1/29/2019

Recipient
jordan@SLOCAL.com
SLOCAL
1334 Marsh Street, San Luis Obispo
805-541-8000

Dear Recipient:

I would like to be considered for appointment to Visit SLOCAL's Marketing Committee. I have 18 years of marketing experience working with large and small businesses on the Central Coast, specializing in media buying and placement strategies for digital, broadcast, print and PR channels. I have recently joined AMF Media Group as account supervisor for the SLO TBID. I am excited to apply my marketing expertise to help boost our local tourism industry.

As the TBID's contract agency, AMF is responsible for the day-to-day management of marketing execution for the SLO TBID. I work directly for Molly Cano and her support team and am responsible for bringing new ideas and contemporary plans to our team. Gaining insight into VSC's initiatives will enable AMF Media and our digital partners at Matchfire to better understand shared objectives and build complementary, cost efficient campaigns that deliver continued success for our community.

I would be honored to be selected as a member of your VSC Marketing Committee.

Sincerely,

A handwritten signature in black ink that reads "Brittany Hensley".

Brittany Hensley

Brittany Keatts Hensley

1580 Granache Way, Templeton, CA 93465 • (805) 712-7049 • brittany@amfmediagroup.com

Professional Experience

AMF Media Group, San Luis Obispo, CA

Current

Account Supervisor

- Lead for SLOTBID account for remainder of 2018-2020 contract period.
- Direct partner with Matchfire media who handles website and digital buy components and social media strategies for the SLOTBID Campaign.
- Run weekly meetings with SLOTBID Exec and Coordinator, Matchfire and SLO Chamber PR Team to ensure all tasks are being managed and executed in guidance to the SLOTBID Marketing Plan.
- Present monthly and quarterly reports to SLOTBID Board members.

S. Lombardi & Associates, San Luis Obispo, CA

2014 – 2018

Sales Manager & Account Executive

- Management, idea generation, creative execution of branding concepts and campaigns for key agency accounts. Digital, Print, Outdoor, TV, Radio, Social Media, Websites, Logos & Branding Marketing pieces.
- Manage creative team and project assignments with deadlines and client expectations.
- Assisted with hiring all staff positions and replacements for key creative jobs.
- Created all RFP presentations for company submission.
- Coordinated and contracted with key digital partners to bring in-house planning and implementation of digital and website services to SLA clients.
- Compressive media buy recommendations and plan generation with detailed excel spreadsheets for quarterly and yearly planning for both paid media and creative billing estimates.

The Tribune/The Cambrian, San Luis Obispo & Cambria, CA
Real Estate & Retail Advertising Sales Manager

2012 – 2014

The Cambrian/The Tribune, Cambria, CA
Retail & Real Estate Media Specialist

2006 – 2012

The Tribune, San Luis Obispo, CA
Ad Production Coordinator (2005 – 2006)

2004 – 2006

Graphic Designer (2004 – 2005)

The Fresno Bee, Fresno, CA
Ad Production Specialist

2003 – 2004

The County of San Luis Obispo, CA
Aquatics Manager

2001 - 2002

Awards

Addy's – Coastal California Competition

2017 – received four Bronze Awards for:

Consumer Website, Local Television Commercial, Service Promotional Campaign, Film/Video/Sound Branded Content

Western Fairs Association

2017 – received first place for:

Radio Advertising Campaign and Poster Design, First place for Television ad series Santa Barbara County Fair, Santa Maria Valley Strawberry Festival, Salinas Valley Fair, Contra Costa County Fair.

Associations/Volunteer

Western Fairs Association 2015 – Current

Madonna Inn Fashion Show – Program Coordinator, 2017, 2018

Cambria Chamber of Commerce – Board Member, 2010 – 2012

Cambria Sunrise Rotary – Member, 2006 - 2012

Scenic Coast Association of Realtors – Public Relations Director, 2008 – Current

Kappa Alpha Theta – Alumni, Past President, 1999 - Current

Education

B.A. in Mass Communication & Journalism, concentration in Advertising (2003)

California State University Fresno – Fresno, CA (2001-2003)

University of Missouri – Columbia, MO - (1999-2001)

Paso Robles High School Graduate 1995- 1999



Visit SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Stacie Jacob
COMPANY: Solterra Strategies
ADDRESS: 1405 Spring Street; Suite 203; Paso Robles, CA 93446
PHONE: 805-286-6874 EMAIL: sjacob@solterrastrategies.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: 19
TOURISM-RELATED MARKETING EXPERIENCE:

Visit SLO CAL Executive Director, PRWCA Executive Director, Washington Wine

Employment History

CURRENT EMPLOYER: Solterra Strategies YRS OF SERVICE: 8
TITLE: Chief Strategist
PAST EMPLOYER: PRWCA YRS OF SERVICE: 7
TITLE: Executive Director

Community/Board Involvement

ORGANIZATION: Dream Big Darling TITLE: Treasurer
DATES OF INVOLVEMENT: 2018 - Current
ORGANIZATION: Economic Vitality Corporation TITLE: Board Member
DATES OF INVOLVEMENT: 2015 - current
ORGANIZATION: _____ TITLE: _____
DATES OF INVOLVEMENT: _____

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January 28, 2019

Visit SLO CAL
Attn: Chuck Davison
1334 Marsh Street
San Luis Obispo, CA 93401

Dear Mr. Davison,

I'm interested in serving on the Visit SLO CAL Marketing Committee.

Understanding its core purpose - *to align marketing objectives and complementary strategies between community and county tourism marketing programming to optimize collaboration and reduce duplication* - I am keenly interested in helping to optimize collaboration and reduce duplication.

Solterra Strategies is a boutique agency specializing in public relations, brand strategy, strategic planning and marketing solutions. We are actively working with two SLO CAL destinations: Paso Robles and San Simeon. We also work with several wineries in San Luis Obispo County who value direct to consumer sales and traffic as important measurements of success.

My experience in wine and tourism, knowledge of the county and professional expertise in marketing and public relations align with the criteria outlined.

I look forward to the opportunity to serve on this important committee and being part of the collaboration and continued success of tourism in San Luis Obispo County.

Regards,

A handwritten signature in black ink, reading "Stacie Jacob", is displayed on a light gray rectangular background.

Stacie Jacob
Chief Strategist
www.solterrastrategies.com



Stacie Jacob, Chief Strategist

Solterra Strategies Founder and Chief Strategist Stacie Jacob lives for “aha” moments—the milestones that prove unwavering tenacity and hard work can lead to tangible success. A believer in honesty, creativity, and building strong relationships, Jacob combines real-world knowledge, resolute leadership, and execution needed to transform client dreams into concrete success stories.

From her early days growing up in a small, Nebraska farming community to her celebrated work elevating Paso Robles’ and Washington State’s world class wine industries, Jacob strives to exceed expectations. In 2011 the brand strategist, communications expert and marketing professional launched Solterra Strategies Inc. Solterra, a lifestyle marketing firm based in Paso Robles, works with clients representing a unique sense of place: food, wine, agriculture and tourism to promote their bounty and brilliance.

Jacob launched her career in Kansas City at a global public relations agency, Fleishman-Hillard, where she was instrumental in exponentially expanding client reach and retention during her four-year stint. Moving to Seattle placed her as the first-ever public relations director for the Washington Wine Commission, a statewide organization where she touted the accolades of Washington wine for four years during a time of critical growth for the wine community. During her time in Washington State, Jacob made a lasting impression that is still felt throughout the communities of Yakima, Tri-Cities and Walla Walla today. Hard-earned time serving as an enthusiastic industry spokesperson led Jacob to build lifelong, fruitful relationships with important writers from the food and wine world.

Jacob has harbored a lifelong passion for agriculture and an innate understanding of regional branding. The University of Nebraska Lincoln Agricultural Journalism graduate will tell you: “It is not simply the brand that makes the product, but also the people and place at its heart.”

During her successful seven-year tenure as Executive Director of the Paso Robles Wine Country Alliance, Jacob aided in bolstering the region’s incredible rise to regional, national, and global brand recognition, grew the organization’s budget by 80 percent, and created powerful, lasting demand for Paso Robles wines.

Always pushing further, Jacob continued to position San Luis Obispo County as an unmatched wine, cuisine, and leisure destination in her role as Chief Executive Officer of Visit San Luis Obispo County, the county’s destination marketing organization (DMO). Jacob’s intuitive marketing skills were on display in this role, which included the creation and promotion of the nationally acclaimed four-day food and wine event, *Sunset SAVOR the Central Coast*. Consensus building and strategic planning put Jacob at the helm of the DMO creating its first countywide Tourism Marketing District (TMD), a public-private partnership representing the lodging community. The TMD expanded the organization’s budget by 240% creating a sustainable five-year budget for the destination.

Jacob resides in Paso Robles, where she finds rich parallels to her hard-working Midwest upbringing. Although Jacob has received numerous awards throughout her career, she is always looking ahead to the next goal. “I am a driver; always looking for ways to do better and strive for the next goal,” Jacob said. “I believe life is about ongoing learning, and I am energized by listening to my clients’ challenges. Together, we’ll determine how to create positive results.”

Jacob has received several accolades for her work, including: 2008 the San Luis Obispo Tribune Top 20 Under 40, 2011 San Luis Obispo Wine Industry Person of the Year and 2013 Pacific Coast Business Times Top 40 under 40. Jacob is also a member of the Board of Directors for the San Luis Obispo County Economic Vitality Corporation, Dream Big Darling and a former Board Member of The Rhone Rangers.





VISIT SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: David L Jones
COMPANY: Cal Poly
ADDRESS: 306 Cliff Ave, Pismo Beach, CA 93449
PHONE: 415.374.0911 EMAIL: david.jones.hk@gmail.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: 44
TOURISM-RELATED MARKETING EXPERIENCE:

Expertise in hospitality and destination marketing and sales

Employment History

CURRENT EMPLOYER: Cal Poly YRS OF SERVICE: 1
TITLE: Lecturer
PAST EMPLOYER: Singapore Institute of Technology YRS OF SERVICE: 3
TITLE: Professor and Programme Director of Hospitality Business

Community/Board Involvement

ORGANIZATION: Orlando CVB Board TITLE: Secretary and Treasurer
DATES OF INVOLVEMENT: 1983-86
ORGANIZATION: MPINCC Board TITLE: Education Committee
DATES OF INVOLVEMENT: 2011-2012
ORGANIZATION: PATA Northern California Board TITLE: President
DATES OF INVOLVEMENT: 2005-2007

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to Jordan@SLOCAL.com. For more information, contact Visit SLO CAL at (805) 541-8000.

January 31, 2019

Visit SLO CAL Marketing Committee
1334 Marsh Street
San Luis Obispo, CA 93401

RE: Application for Marketing Committee

Dear Marketing Committee:

Since arriving in SLO a year ago when I joined the faculty at Cal Poly, one of the most impressive things I've found about the hospitality and tourism industry (a.k.a., experience industry) in the area is the work of Chuck Davison and the Visit SLO CAL team. I've enjoyed having Chuck in my classes as a guest speaker, he does a terrific job and has a great message. Additionally, I've found the Visit SLO CAL events I've attended to be full of great information and well organized. Therefore, I would be honored to be considered for a position on the marketing committee where I could contribute my unique expertise in both the industry and academics in hospitality and destination marketing and sales to the outstanding efforts of Visit SLO CAL.

I'd like to highlight a few qualifications that I feel make me uniquely qualified to be a member of the Visit SLO CAL marketing committee:

- 40 plus years in the hospitality and tourism field when combining industry and academics
- Past Vice President of Marketing for the San Jose Convention and Visitors Bureau
- Marketing and sales experience with 3 CVB/DMO in my career (San Jose, Phoenix and Grand Rapids, MI)
- International experience in industry and academics, particularly in Asia with an expertise in China
- Opened 4 hotels in my career including Director of Sales and Marketing at the Hilton Santa Barbara Beachfront Resort (formerly Fess Parker's Red Lion Resort when it opened)
- Opening Director of Marketing for the Marriott World Center in Orlando. Also served on the Orlando Convention and Visitors Bureau board as Secretary and Treasurer when it was first formed as an organization and co-authored their first marketing plan
- Past Group Director of Sales (i.e., Vice President) for Shangri-la Hotels, one of the top five star hotel brands in the world
- More than 20 years of teaching and executive development expertise in marketing, sales management, venue management, service quality management and meeting / events. Plus, always focused on incorporating on technology and innovation in the industry and teaching
- Applied research expertise and knowledge in hospitality marketing related areas that are meaningful to the industry

Rather than include a resume/CV, as mine gets a bit long, I'll refer you to my LinkedIn account for more information: www.linkedin.com/in/jonesdlj. Please note on the application, I only included a few of my past community/industry organization commitments that I felt would be most relevant.

Finally, I would add that my wife, Shirley, and I plan to retire here when I'm finished with my commitment at Cal Poly. "Life is too beautiful to rush" is now in our DNA. So, staying involved with the industry through membership in this committee would be a welcome opportunity to give back to the place we love.

Sincerely,

A handwritten signature in black ink, appearing to read "David L. Jones". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

David L Jones, PhD
Experience Industry Management Department



VISIT SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Lyndi Love-Haning
COMPANY: Edna Valley Vineyard
ADDRESS: 2585 Biddle Ranch Road, San Luis Obispo, CA 93401
PHONE: 209-495-6329 EMAIL: lyndi@ednavalley.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: 12
TOURISM-RELATED MARKETING EXPERIENCE:

See attached

Employment History

CURRENT EMPLOYER: E&J Gallo Winery (EVV, Talbott, Bridlewood) YRS OF SERVICE: 7
TITLE: Central Coast Direct to Consumer Manager
PAST EMPLOYER: Mid-Valley Engineering (MVE) YRS OF SERVICE: 5
TITLE: Director of Business Development, Marketing and Client Relations

Community/Board Involvement

ORGANIZATION: Leadership South County Class I TITLE: Class Member
DATES OF INVOLVEMENT: Dec 2018 - Present
ORGANIZATION: SLO Coast Wine Collective ED Search Committee TITLE: Committee Member
DATES OF INVOLVEMENT: Nov 2018 - Jan 2019
ORGANIZATION: San Luis Obispo Wine Country Association TITLE: Vice Present
DATES OF INVOLVEMENT: Jan 2015 - Dec 2018

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to Jordan@SLOCAL.com. For more information, contact Visit SLO CAL at (805) 541-8000.

Visit SLO CAL Board of Directors and Staff
Visit SLO CAL
Attn: Visit SLO CAL Selection Committee
1334 Marsh Street
San Luis Obispo, CA 93401

Dear Members of the Board and Selection Committee,

Re: Application for Visit SLO CAL Marketing Committee

Attached for your consideration please find my application and highlights of my relevant skills that make me an excellent candidate for Visit SLO CAL's Marketing Committee.

I have spent most of my career in marketing focused roles. I realized a lifelong dream when I moved to San Luis Obispo in 2015 and took on the role of Retail Operations Manager at Edna Valley Vineyard for E. & J. Gallo Winery. Edna Valley Vineyard underwent an extensive renovation in 2017. In addition to project managing the renovation, it was my key responsibility to ideate and execute an all-encompassing destination awareness marketing plan to drive foot traffic into the new tasting room. After much success in my role, I was promoted to Central Coast Direct to Consumer Manager with the idea that I will replicate that success for Talbott Vineyards, Bridlewood Estate winery and continue driving destination awareness for Edna Valley Vineyard.

Parallel to my role with E. & J. Gallo Winery, I was actively involved in promoting San Luis Obispo as Vice President of San Luis Obispo Wine Country Association (SLO Wine Country). Before my term ended in 2018, I was involved with the rebranding of SLO Wine Country to San Luis Obispo Coast Wine Collective (SLO Coast Wine). I recently finished my commitment to the search committee for the new SLO Coast Wine Executive Director. We successfully selected a new Executive Director that will continue to carry San Luis Obispo messaging internationally.

Throughout my professional career I have been involved in many areas of marketing including, but not limited to branding, website refreshes, digital marketing, social media campaigns, copy development and photo shoot styling. I would welcome the opportunity to serve on the Visit SLO CAL Marketing Committee where I can leverage my 12+ years of marketing experience to remind everyone that life's too beautiful to rush.

Thank you for your time and consideration. I look forward to meeting to discuss how I can be an asset to the Visit SLO CAL Marketing Committee.

Respectfully,

Lyndi Love-Haning
Edna Valley Vineyard
2585 Biddle Ranch Road, San Luis Obispo, CA 93401
209-495-6329



LYNDI LOVE-HANING

DIRECT TO CONSUMER SALES AND MARKETING

OBJECTIVE

Be an impactful member of the Visit SLO CAL Marketing Committee to help grow awareness and smart tourism in San Luis Obispo County.

RELEVANT SKILLS

Destination Awareness
Hospitality
Marketing
Brand Advocacy
Experience Management
Digital Marketing
E-Commerce
Strategic Planning
Non-Profit Develop
Salesforce CRM

RELEVANT MARKETING EXPERIENCE

CENTRAL COAST DIRECT TO CONSUMER MANAGER • E. & J. GALLO WINERY (EDNA VALLEY VINEYARD, TALBOTT VINEYARDS, BRIDLEWOOD ESTATE WINERY) • SEPTEMBER 2015 - PRESENT

Develop and execute program strategy to drive awareness of the San Luis Obispo, Carmel-by-the-Sea and Santa Ynez Valley regions, ensuring consistency of brand messaging. Execute digital and e-commerce strategy for the direct to consumer channel including website, e-mail campaigns and social media. Map customer journeys and use Salesforce Client Relationship Management (CRM) tool to nurture prospects, mine data, and deliver curated content through every phase of the customer lifecycle. Business Project Manager for two website refreshes.

DIRECTOR OF BUSINESS DEVELOPMENT, MARKETING AND CLIENT RELATIONS • MID VALLEY ENGINEERING • AUG 2006 – APRIL 2011

Managed full rebrand of company during recession. Assisted in company expansion from two offices in 2006 to 13 offices in 2011.

ASSISTANT GENERAL MANAGER • FUZIO UNIVERSAL BISTRO • NOVEMBER 2001 – AUGUST 2006

Created successful marketing campaign leading to over a 5% increase in sales and covers.

EDUCATION

BACHELOR OF SCIENCE DEGREE, BUSINESS ADMINISTRATION • CALIFORNIA STATE UNIVERSITY STANISLAUS

Honors: Phi Kappa Phi, Beta Gamma Sigma, *summa cum laude*

ASSOCIATES DEGREE, BUSINESS ADMINISTRATION • MODESTO JUNIOR COLLEGE

Graduated with Honors and Certificate in Communication



LYNDI@EDNAVALLEY.COM



209.495.6329



WWW.LINKEDIN.COM/IN
/LYNDILOVEHANING/



Visit SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: April Schirmer
COMPANY: AdVerb Marketing Group
ADDRESS: 723 E. Grand Avenue, Arroyo Grande, CA 93420
PHONE: 805.202.1569 EMAIL: april@adverbgroup.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: 5+
TOURISM-RELATED MARKETING EXPERIENCE:

Please see attached.

Employment History

CURRENT EMPLOYER: AdVerb Marketing Group YRS OF SERVICE: 8+
TITLE: Owner/President
PAST EMPLOYER: Spectrum YRS OF SERVICE: 6
TITLE: Senior Account Executive

Community/Board Involvement

ORGANIZATION: Arroyo Grande Tourism Board TITLE: Board Member
DATES OF INVOLVEMENT: October 20128- present
ORGANIZATION: South County Chambers of Commerce TITLE: Member
DATES OF INVOLVEMENT: 2014-present
ORGANIZATION: Arroyo Grande Youth Rugby TITLE: Marketing Manager
DATES OF INVOLVEMENT: 2012-2014

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to Jordan@SLOCAL.com. For more information, contact Visit SLO CAL at (805) 541-8000.



Dear SLOCAL Board & Staff,

Thank you for the opportunity to apply for a position on the SLOCAL Marketing Committee and advocate for tourism growth in San Luis Obispo County.

As a 30 year marketing veteran and 5th generation in my family to call this area "home", I would be honored to extend my knowledge and experience to the marketing efforts for continuing to build SLO County as a top destination in California and the United States, through local, regional, and national campaigns.

I have worked with nearly every form of advertising and marketing from both a sales and creative perspective. I am the owner and Marketing Director for AdVerb Marketing Group, located in Arroyo Grande.

We have several clients in the region (SLO, Santa Barbara, and Kern Counties) and we handle all aspects of marketing for each one. Our client list includes auto dealerships, entertainment venues, local non-profits, and tourism destinations. Relative to the tourism industry, we have been the exclusive agency for SLO County Parks & Rec Dept. and Mustang Waterpark at Lopez Lake for over five years. We've recently added the new Stadium805 (formerly known as Santa Maria Raceway) to our portfolio.

In addition to AdVerb Marketing Group, I am also part owner and Marketing Director of Vista Lago Adventure Park at Lopez Lake. We opened the park in 2014 as a family-friendly outdoor adventure for all ages to enjoy. As you see, not only are we committed to marketing for our clients, but we have a vested interest in bringing more tourists to the county, as well as tapping into the local citizens to be active in their communities.

I was appointed to the Arroyo Grande Tourism Board in October 2018 and have been thrilled to be serving my community in that capacity. I'm not kidding when I say that I /love collaborating with other marketers, engaged in a common goal!

Please connect to my LinkedIn profile for my full resume: <https://www.linkedin.com/in/aschirmer/>

I appreciate your consideration and am happy to answer any questions you may have.
Thank You,

April Schirmer
805.202.1569
april@adverbgroup.com



Visit SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Lynette Sonne
COMPANY: FARMstead ED
ADDRESS: 5989 Mustard Creek Rd, Paso Robles, CA 93446
PHONE: 805.226.2081 EMAIL: info@farmsteaded.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: 5 years
TOURISM-RELATED MARKETING EXPERIENCE:

Founder of FARMstead ED and agri-CULTURAL match-maker to SLO County's visiting tourists and our locally grown & made. Event & Fundraising chair for CWA agricultural scholarships.

Employment History

CURRENT EMPLOYER: FARMstead ED YRS OF SERVICE: 5
TITLE: Founder
PAST EMPLOYER: (current) Lynette Sonne Consulting Inc. YRS OF SERVICE: 18
TITLE: President

Community/Board Involvement

ORGANIZATION: California Women for Agriculture TITLE: _____
DATES OF INVOLVEMENT: member 2009-present fundraising chair 2009-2016
ORGANIZATION: SLO Co CattleWomen TITLE: member
DATES OF INVOLVEMENT: 2017-present
ORGANIZATION: SLO Co Sheriff's Posse TITLE: 2nd Lt. Training Officer
DATES OF INVOLVEMENT: 2004-2014

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to Jordan@SLOCAL.com. For more information, contact Visit SLO CAL at (805) 541-8000.



Brand – Market Promote

January 31, 2019

Dear Visit SLO CAL Board of Directors and Marketing Committee,

Thank you for the opportunity to be considered for a seat on the **Visit SLO CAL Marketing Committee**.

The following information will inform, and I hope, encourage you to consider me as a continuing value-added partner contributing to and promoting **San Luis Obispo County** as a chosen destination to global visitors. The continuous growth and interest in our local Agri-CULTURE and Agri-Tourism is what we plan to build our 2019 FARMstead ED program on; we believe it crucial to both our local tourism and agri-economic well-being. It takes a village of many talents and skillsets to make it happen. I believe my multifaceted experience of local agri-marketing and project management unique and valuable and will assist in further promoting **SLO County** through the eyes of agritourism.

As you know, at FARMstead ED, our goal is to promote & market local farms, ranches and agriculturally related businesses. We showcase their products, skills & practices via educational experiences, workshops & gatherings at farms, ranches & Ag related venues. Examples of past workshops and experiences I have cultivated, managed and executed include **Cocktails 101: from Garden to Glass**, **Pop-up Paso**, **Windrose Farm Heirloom Tomato Festival**, **Inside the Olive**, **Holiday Infusions**, **Plant Your Palate**, **Pasture to Plate**, **The Central Coast Cheese & Dairy Tour** & more!

At our last workshop, our guests were introduced to goat milking, taught about breeding and sustainable farming. While being provided the How To's to create & craft their own goat milk soap and felting with alpaca fiber, they were exposed to and used our uniquely special locally grown and made materials and ingredients. This workshop introduced our guests to 9 local businesses; growers, purveyors and a restaurant. 85% of our guests were from out of County. 50% spent at least one night at a local hotel or vacation rental while they attended the workshop. In addition to guests being introduced to so many unique products & businesses, they were also encouraged to visit the in-town establishments for further patronage!

Heading into my 5th year of offering these uniquely special agri-CULTURAL experiences, I feel ready to take the next step...on to the **Farm Trail**! While agriculturally rich in resources and ag-related experiences, we are one of the few counties in the state not currently boasting a farm trail. Sonoma County is doing it, so is Nevada County, Sierra Oro, Capay Valley, and the list goes on... 2019 is our year to further celebrate our local farms, ranches and purveyors with the all new **SLO Co Farm Trail**. Here is a snap shot view of what is in the works:










More, More, More I say! My ambition for 2019 is to get involved within the community in which I live and work by helping the **VSC Marketing Committee** take our local & tourist guest experiences to the next level, further building a multi-dimensional promotional platform and broadening our network. This will allow **SLO County** to offer more options & possibilities to more visiting guests, tapping in to more interests while we continue to cross pollinate with even more local businesses. Guests visiting our area are looking for additional unique activities to pair with their wine tasting tours that will enhance and complete their experience.

Marketing to bring guests to **SLO County** is essential and creating unique experiences for them to *stay and spend* their money at our hotels, restaurants, wineries and businesses is where I can share a bit of my savvy experience with the **VSC Marketing Committee**. Communication and sharing of our collective know-how via various mediums of this unique and special place we call home is key to our success.

Local Spotlights – Key Accomplishments – Successes:

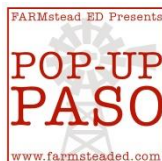
-  Ground up creator of **FARMstead ED**, promotor of our locally grown and made (5 years)
-  Fundraising Chair for **California Women for Agriculture, SLO Chapter**, gathering and leading efforts to build resources for agricultural scholarships. (7 years)
-  **SLO Co Farm Trail** founder / developer, agri-CULTURAL matchmaker to our farms & visiting guests
-  2nd Lt. Training Officer for **SLO Co Sheriff's Dept Posse**; public service and outreach via search & rescue, parades and gatherings. (10 years)
-  President of **Lynette Sonne Consulting Inc.**, a project management consultancy specializing in retail and commercial development projects. (18 years)

Thank you so very much for taking time to consider my qualifications for a seat on the **Visit SLO CAL Marketing Committee**. I am excited and welcome the opportunity to further review, discuss and answer questions about my qualifications and how together we will make **SLO County** a #1 tourist, and locals, destination!

Looking forward...



Lynette Sonne, Founder
805.226.2081 info@FARMsteadED.com





VISIT SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Maryann Stansfield
COMPANY: Mental Marketing
ADDRESS: 9185 Arvine Court, Atascadero
PHONE: 8052153331 EMAIL: Maryann@mentalmarketing.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: 12
TOURISM-RELATED MARKETING EXPERIENCE:

See resume and cover letter

Employment History

CURRENT EMPLOYER: Mental Marketing YRS OF SERVICE: 12
TITLE: VP Marketing, Owner
PAST EMPLOYER: BCA YRS OF SERVICE: 3
TITLE: Account Manager

Community/Board Involvement

ORGANIZATION: North County YMCA Advisory Com TITLE: Member
DATES OF INVOLVEMENT: Nov 2015 - Dec 2017
ORGANIZATION: CCTC TITLE: Board Member
DATES OF INVOLVEMENT: 2011 - 2013
ORGANIZATION: SBP Marketing Task Force TITLE: Member
DATES OF INVOLVEMENT: 2010 - 2011

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to Jordan@SLOCAL.com. For more information, contact Visit SLO CAL at (805) 541-8000.



January 31, 2019

Visit SLO CAL
1334 Marsh Street
San Luis Obispo, CA 93401

Dear SLO CAL Board of Directors,

I am the co-owner of Mental Marketing located in San Luis Obispo County and am interested in obtaining a position on the SLO CAL Marketing Committee. Since starting our company Mental Marketing 11 years ago, we've had a great number of clients in the hospitality arena in SLO county and throughout the state. We are truly committed to driving the best marketing results possible for our hospitality clients, and are invested in the success of SLO CAL. I also worked in restaurant industry for 17 years, many of those here in SLO County, prior to getting a degree in communications and advertising. I truly love the hospitality industry.

In addition, I love marketing. Plain, easy, simple. I create strategic branding, advertising, PR, and digital campaigns that get noticed and deliver results. That makes clients happy, which makes me happy. That's as simple as it gets.

My attached resume includes more details about my experience prior to starting Mental Marketing, working for SLO firm BCA, the SLO Downtown Association, former local Senator and State Superintendent of Public Instruction Jack O'Connell and an international PR firm in San Francisco.

I'd truly appreciate your consideration for a SLO CAL Marketing Committee position.

Looking Forward,

:

:

Maryann Stansfield

MARYANN STANSFIELD

9185 Arvine Court · Atascadero, CA 93422 · 805.215.3331 · maryann@mentalmarketing.com

EXPERIENCE

Mental Marketing, Inc.

Owner, VP Marketing 2008 – current

Our firm has worked with many DMOs, hotels and tourism attractions over the last 11 years. These clients include: The Hearst Castle Foundation, The City of Paso Robles Tourism, The City of Santa Clarita Tourism, The City of Redding and Shasta Cascade County Tourism, The Highway 1 Discovery Route Tourism BID, The City of Atascadero Tourism, and the City of Morro Bay Tourism. Also, we have worked with La Bellasera Inn & Suites, LA Quinta Inn & Suites, and the Allegretto in Paso Robles among other properties in Colorado.



I am closely involved with all clients in developing marketing approaches to increase sales, TOT, ADR, RevPAR and other tourism related objectives. Activities included strategic planning and execution, media planning and buying, developing public relations plans and implementation, results tracking and reporting. Activities and mediums include print, digital, outdoor, social media, blogs, and website content development, as well as coordinating and hosting visiting journalists.

Barnett Cox & Associates

Account Executive 8/04 – 7/07

Clients: Centex Homes, CellularOne, Phillips Floor to Ceiling, City of San Luis Obispo, SLO Aging Institute, First Bank, Edna Valley Vineyards

- Develop and manage long term sales and marketing relationships with clients from diverse industries
- Develop and implement strategic marketing communication plans utilizing promotional advertising, direct mail and public relations communications
- Manage and develop promotional marketing materials including diverse and numerous collateral pieces, print, radio and television campaigns, websites, logo and branding materials



San Luis Obispo Downtown Association, San Luis Obispo, CA

Promotions Coordinator 11/02 – 3/04

Public relations and promotions for: Concerts in the Plaza, Downtown Farmers' Market and related theme night events, Downtown Holiday events, Downtown Sidewalk Sales, Annual Promotions Calendar

- Strategized, organized, managed and promoted Downtown San Luis Obispo projects and events dealing with diverse publics including the media, public officials, business owners, local artists and the general public



State Senator Jack O'Connell's Fundraising Campaign, San Luis Obispo, CA

Event Coordinator 5/00 – 11/02; interned at San Luis Obispo field office summer 1999

- Member of successful fundraising team which lead to the election of Jack O'Connell as State Superintendent of Public Instruction
- Organized, planned and managed statewide fundraising events dealing with diverse publics including public officials, business owners, labor unions, school officials, general public and media

Fleishman-Hillard International Communications, San Francisco, CA

Marketing Communications 5/00-2/01

Clients: wine.com, Yahoo!, Dryer's Ice Cream, Product Health, walmart.com, gazoontite.com and Glad Trash Bags

- Formulated and implemented creative strategies and marketing goals to create positive press and meet client's needs

- Successfully developed media relationships; pitched stories to national media outlets on ideas re: new product launches, events, holiday ideas, promotions, campaigns, current client topics, survey results, and cause related marketing.

EDUCATION

Bachelor's Degree: Speech Communications, San Francisco State University, December 2001

Emphasis: Public Relations and Journalism

Associate's Degree: Broadcast Communications, Cuesta College, San Luis Obispo, CA, June 1999

COMMUNITY INVOLVEMENT

- **North County YMCA Advisory Member 2015 – 17**
- **CCTC Board Member 2011 – 13**
- **Paso Robles Women in Business 2011 – 12**
- **SBP Airport Marketing Task Force 2010 - 11**
- **Mozart Festival Marketing Committee Member 2005 - 07**
- **Cuesta College Broadcast Communications Advisory Board Member 2005**
- **SLO Chamber of Commerce Tourism Council Member 2004**
- **Student Leadership Award, Journalism Department, Cal Poly, Spring 2000**
- **Volunteer work:** San Luis Obispo Homeless Shelter volunteer and fundraiser, after school tutor for ESL elementary students, Aids Support Network Walk-a-thon participant, Making Strides Against Breast Cancer participant, blood donor



Visit SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Kristen Teufel
COMPANY: Performing Arts Center San Luis Obispo
ADDRESS: 1 Grand Ave, San Luis Obispo, CA 93401
PHONE: 805-756-7556 EMAIL: kjteufel@calpoly.edu
TOTAL YEARS IN HOSPITALITY INDUSTRY: 7.5
TOURISM-RELATED MARKETING EXPERIENCE:

Marketing and Communications Manager for PACSLO, hired 2011.

Employment History

CURRENT EMPLOYER: Performing Arts Center SLO YRS OF SERVICE: 7.5 years
TITLE: Marketing Manager
PAST EMPLOYER: KSBY & KCOY TV YRS OF SERVICE: 8 years
TITLE: Assignment Editor, Producer

Community/Board Involvement

ORGANIZATION: Cal Poly Service Awards Committee TITLE: Marketing
DATES OF INVOLVEMENT: 2014-19
ORGANIZATION: FPAC Marketing Committee TITLE: PAC Marketing liaison
DATES OF INVOLVEMENT: 2017-19
ORGANIZATION: Chapman Estate TITLE: Graphic designer
DATES OF INVOLVEMENT: 2018

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to Jordan@SLOCAL.com. For more information, contact Visit SLO CAL at (805) 541-8000.

January 30, 2019

Visit SLO CAL
1334 Marsh St.
San Luis Obispo, CA 93401



To Visit SLO CAL Board and Staff:

It is with great enthusiasm that I submit my application to serve on the Marketing Committee for Visit SLO CAL. As Marketing Manager for the Performing Arts Center San Luis Obispo, I oversee marketing, promotions, public relations and communication strategies for all divisions of the PAC, and serve as the primary marketing contact for 30+ PAC clients and affiliates, including local performance groups, community arts organizations and Cal Poly constituents.

My role at the PAC is also responsible for creating, planning and executing strategic communications concepts, advertising campaigns, and developing and promoting the PAC brand. My department works to support the success of PAC client organizations, while promoting and positioning the venue as a leader in the arts community.

As marketing manager, I also direct branding and promotions for PAC Outreach Services, which presents annual events, including several large-scale fundraisers. These include Family Day at the PAC, the Forbes Pipe Organ Sing Along and the School Matinee series, which serves over 12,000 local school children each year.

I am eager to assist Visit SLO CAL in implementing the Board's marketing priorities to promote our county as a desirable destination around the world. As a Cal Poly grad-turned-resident of almost 20 years, I have a vested interest in our community and strong appreciation for the myriad offerings unique to SLO County.

I look forward to your review of my application. Should you have any questions, please contact me anytime at 756-7556 or kjteufel@calpoly.edu. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Kristen Teufel".

Kristen Teufel
Marketing Manager
Performing Arts Center San Luis Obispo



KRISTEN TEUFEL

CONTACT

✉ kjteufel@calpoly.edu

☎ (805) 458-2751

📍 105 Terry Court
Pismo Beach, CA 93449

EDUCATION

California Polytechnic State University San Luis Obispo

2002-2007

- Bachelor of Science
- Major: Journalism
- Concentration: Print

ACHIEVEMENTS

Armistead B. Carter Award

For outstanding service rendered
by students in the fields of
journalism, radio or related
communication media

EXPERIENCE

Marketing Manager

Performing Arts Center San Luis Obispo | San Luis Obispo, CA | 2011 – Present

- Direct marketing, promotions and public relations strategies for all divisions of the PAC
- Refine and promote the PAC brand to market the venue as a desirable world-class rental facility
- Serve as an industry resource to assist and enhance local arts organizations in support of the PAC's mission
- Develop and direct marketing strategies and programs to drive sales and maximize earned revenue
- Serve as lead marketing contact for clients and affiliates, including local and touring artists, community arts organizations and Cal Poly constituents
- Direct promotions and branding for PAC Outreach Services, including Family Day at the PAC and the community School Matinee Series, which serves over 12,000 local children per year

Assignment Editor

KSBY-TV | San Luis Obispo, CA | 2009 – 2011

- Direct news coverage via leads from cultivated sources, officials, breaking news, press releases, etc.
- Determine and assign stories to reporters, photogs and field crew
- Review and edit staff scripts before air
- Work with NBC affiliates across the country to share media, scripts and content
- Write, edit and publish content for corporate website
- Repurpose content and assets for social media
- Collaborate with marketing department to coordinate promotional event coverage
- Hire and supervise student journalists

Assignment Editor

KCOY CBS 12 & KKFX FOX 11 | Santa Maria, CA | 2008 – 2009

- Direct news coverage via leads from cultivated sources, officials, breaking news, press releases, etc.
- Determine and assign stories to reporters, photogs and field crew
- Review and edit staff scripts before air
- Work with CBS and FOX affiliates across the country to share media, scripts and content
- Write, edit and publish content for corporate website
- Repurpose content and assets for social media
- Collaborate with marketing department to coordinate promotional event coverage
- Hire and supervise student journalists

Technical Writer

CDM Technologies | San Luis Obispo, CA | 2007 - 2008

- Collaborate with software developers to co-author, edit and design user manuals

Producer / Reporter

KCOY CBS 12 & KKFX FOX 11 | Santa Maria, CA | 2006 - 2007

- Oversee and build live newscasts including selecting content, writing scripts/teases, edit video
- Write, edit and report live on air during morning newscast and anchor online newscast
- Assist promotions and sales with press coverage of major community events