



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, February 5, 2019

8:30 am - 10:00 am

Hampton Inn

1530 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 – <i>motion required</i>	B. Burnham
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3. Approval of January 8, 2019 Marketing Committee Minutes
Staff will ask for Committee approval of the January 2019 Marketing Committee Minutes.

BUSINESS ITEMS	B. Burnham
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4. Marketing Discussions (100 min)
 - a. March Retreat Agenda (20 min)
The Committee will discuss the draft Annual Marketing Committee Retreat Agenda for March 12, 2019.
 - b. New Marketing Committee Applications (30 min) – *motion required*
Committee will review applications, discuss qualifications and vote on a recommendation to the Board of Directors.
 - c. IPW Co-op Activation (20 min)
Staff will review and Committee will discuss Visit California’s IPW design proposal for the SLO CAL activation.
 - d. Meeting Planner & In-Market Engagement (25 min)
Committee will discuss opportunities for engaging guests and groups before, during and after their visit.
5. Advertising & Marketing Update (15 min)
Staff will review the progress on current sales 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 Meeting Minutes

Tuesday, January 8, 2018

8:30 am – 10:30 am

The Kinney

1800 Monterey St., San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Jim Allen, Audrey Arellano, Molly Cano, Cheryl Cuming, Christen Goldie, Jennifer Little, Lindsey Roberts, Danna Stroud, John Sorgenfrei

ABSENT: Terrie Banish, Jocelyn Brennan, Gordon Jackson, Jill Tweedie

STAFF PRESENT: Brooke Burnham, Jordan Carson

Call to Order at 8:38 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Burnham reminded the Committee about the Beginning of Year Bash.

Burnham noted February's Marketing Committee meeting is during Visit California's Outlook Forum. Visit SLO CAL is proposing to move it to Tuesday, February 5. Visit SLO CAL will send out a reminder email.

Burnham informed the Committee about open jobs at Visit SLO CAL. All descriptions can be found at SLOCAL.com/Jobs.

Akers announced that Atascadero's Tamale Festival will be happening January 19, 2019 from 11am-5pm.

CONSENT AGENDA

3. Approval of December 11, 2018 Marketing Committee Minutes

Public Comment – None.

Committee Discussion. The date of the minutes was incorrect; it should be December 11, 2018.

ACTION: Moved by Cuming/Arellano to approve the December 11, 2018 Marketing Committee Minutes as amended.

Motion carried: 9:0:1

Roberts abstained.

4. Approval of December 11, 2018 Co-op Summit Minutes

Public Comment – None.

Committee Discussion – None

ACTION: Moved by Cano/Akers to approve the December 11, 2018 Co-op Summit Minutes as presented.

**Motion carried: 6:0:4
Non-attendees abstained.**

5. Marketing Discussions

a. Destination Presentation – Stroud reviewed Travel Paso’s brand platform.

Public Comment – None.

Committee Discussion – Little asked Stroud whether the 300 vacation rental licenses listed allow for multiple units under one license? Stroud replied no; it is one license per unit.

b. Retreat Planning Kick-off – Burnham asked the Committee to review last year’s Marketing Committee Retreat format.

Public Comment – None.

Committee Discussion – Cano asked what the Committee and Visit SLO CAL want to accomplish at this meeting so that the group can figure out how to get there. Burnham noted that items such as planning for next fiscal year, reducing duplication and helping to inform and guide the marketing plan for Visit SLO CAL were what the organization would like to accomplish.

Sorgenfrei noted that it is valuable to have the agency presentations first, uninterrupted, then allow the Committee to provide input one by one. Sorgenfrei also noted that he would like to see a general discussion time allocated to review how the Committee interacts with each other and what Visit SLO CAL would like to see from the Committee during future meetings.

Stroud requested that the agencies provide insights on trends, such as those from the previous year, and that when there’s the opportunity to build in the travel trade reports from the Director of Travel Trade, this information would also be helpful. Akers echoed Stroud’s feedback on travel trade reports.

Stroud inquired about whether or not there is an opportunity to share the DMOs priorities/focus. Burnham noted Visit SLO CAL will solicit that information ahead of time to help inform the discussion.

Cano noted, other than the co-ops, understanding the drive market and new flight markets, how Dallas fits into those markets, overall approach, how DMOs can plug in to those efforts, and also revisiting the overall PR approach could be useful discussion topics.

Arellano asked if Visit SLO CAL is able to see where passengers originated from, and if they didn’t start at DFW, if we can see where they started. Burnham responded that the airport has that data.

Sorgenfrei suggested keeping the retreat attendance to just the committee members. Cuming noted it would be beneficial to have the flexibility to bring an agency partner.

Little noted it would be helpful to get the agenda set far enough in advance so that the DMOs can have discussions ahead of time with their committees or boards.

c. Meeting Planner and In-market Engagement – Staff did not review and will table for February meeting.

Public Comment – None.

Committee Discussion – None.

6. Advertising & Marketing Update – Staff did not review but notified the Committee that the slides will be sent out with the takeaways.

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 10:30 am.



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Strategic Marketing Committee Retreat
Tuesday, March 12, 2019 at 8:30 am - 4:30 pm

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	B. Burnham
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CONSENT AGENDA – <i>motion required</i>	B. Burnham
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3. **Approval of February 05, 2019 Marketing Committee Meeting Minutes**
Staff will ask for Committee approval of the February 2019 Marketing Committee Meeting Minutes.

BUSINESS ITEMS	B. Burnham
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4. **Introductions & Discussion Overview (30 minutes)**
The Committee, Visit SLO CAL agencies and guests will introduce themselves and facilitator will outline the goals and priorities for the day's agenda.
5. **Agency Presentations (60 minutes)**
VISIT SLO CAL agencies will each present a 10-minute overview of recent insights, current trends and FY 19/20 recommendations in each of their respective areas, followed by an opportunity for Q & A.
6. **Break (15 minutes)**
7. **Visit SLO CAL Update (30 minutes)**
VISIT SLO CAL will share their marketing and sales strategies, cover current challenges and preview FY 19/20, followed by an opportunity for Q & A.
8. **Discussion: Market Priority & Long-Term Trajectory (45-minutes)**
The Committee and guests will discuss market priorities and the long-term trajectory for SLO CAL marketing.
9. **Lunch & Team Building Activity (60 minutes)**
Lunch will be served and the facilitator will lead a networking exercise.
10. **Breakout Discussion: Public Relations (80 minutes)**
Attendees will break into small groups to discuss ideas on how to strategically collaborate and reduce duplication in Public Relations.
11. **Breakout Discussion: Reducing Duplications (80 minutes)**
Attendees will break into small groups to discuss additional ways to reduce duplication in marketing, research and operations for the coming fiscal year.
12. **Break (15 minutes)**
13. **Recap & Review Action Steps (50 minutes)**
Attendees will review discussion conclusions, identify action steps, assign follow-up and plan for future meetings.

ADJOURN

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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.

DRAFT



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 Strategiest

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: _____

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 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 that reads "Stacie Jacob". The signature is written in a cursive style and is placed 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: 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

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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 led 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: 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

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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/

PROFESSIONAL SKILL OVERVIEW

- Digital marketing expertise, with complete understanding of strategy and brand development
- Innovative and experienced multi-property hospitality professional
- Successful track record of leading teams, growing revenues and improving profitability
- Excellent leadership skills that demonstrate adaptability, flexibility and the ability to motivate staff and vendors to exceed expectations
- Strong communication, analytical, and financial management skills
- Enthusiastic, creative, entrepreneurial style
- Exceptional project management skills

Blu Hotel Management, Santa Barbara, California

Principle/Owner February 2019 - Present

Oversee the San Luis Obispo County hotel management contracts which currently include Avila Village Inn.

Momentum Strategies, Paso Robles, California

President/CEO August 2018 - Present

Serve as the leader of the company focused on successful marketing strategy and execution focused on tourism and hotel marketing clients.

Martin Resorts, San Luis Obispo, California

Chief Executive Officer February 2017-June 2018

Vice President, Strategy March 2016-February 2017

Vice President, Marketing & Sales July 2013 - March 2016

Significantly altered the marketing direction of the company toward a digital/online focus, restructured processes and procedures to drive efficiencies, and delivered a high level of customer service to the hotel operations team. With a focus on big picture strategies, along with tactical refinements, and an effort to drive cost savings, increased revenue (same number of rooms) by more than 25 percent. Successfully rebranded two Best Western PLUS hotels to boutique independent hotels significantly increasing RevPAR. Developed strategies, including the construction of 24 additional rooms in Paso Robles which will help drive future company value.

EliteMeetings.com, Santa Barbara, California

Branding Strategy Consultant 2012 - 2013

Developed B2B strategic marketing plan for EliteMeetings.com - a website portal matching meeting planners with luxury hotels. Prioritized plan to utilize existing resources and recommended phased approach to overall execution. Plan included overarching brand messaging, inbound marketing strategies, customer lifecycle mapping with triggered email marketing, a loyalty program, public relations outreach (including white paper strategies, blog and social), key results/performance dashboard, and other digital marketing strategies to drive qualified leads.

Pacifica Hotel Company, Santa Barbara, California

Vice President, Marketing and Sales 2003 - 2012

Responsible for \$100 million in revenue for Pacifica Hotel Company, the largest operator of independent boutique California coastal hotels. Successfully generated revenues through the development and execution of innovative, customized business plans for 26 hotels and all company-managed restaurants. Led the revenue team for the company.



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

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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.

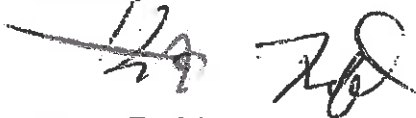
My role at the PAC is also responsible for creating, planning and executing strategic communications concepts, advertising campaigns, and developing and promoting the PAC brand. My department works to support the success of PAC client organizations, while promoting and positioning the venue as a leader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



Kristen Teufel
Marketing Manager
Performing Arts Center San Luis Obispo



VISIT SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Joel Peterson
COMPANY: Paso Robles Wine Country Alliance
ADDRESS: 1446 Spring St. Paso Robles, CA 93446
PHONE: 805-610-2204 EMAIL: jpeterson@pasowine.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: 15+
TOURISM-RELATED MARKETING EXPERIENCE:

I've worked in the wine & beer industry for 15+ years in branding, marketing & public rela

Employment History

CURRENT EMPLOYER: Paso Robles Wine Country Alliance YRS OF SERVICE: -
TITLE: Executive Director
PAST EMPLOYER: Firestone Walker Brewing Co. YRS OF SERVICE: 2
TITLE: Marketing Manager

Community/Board Involvement

ORGANIZATION: Paderewski Festival TITLE: Board Member
DATES OF INVOLVEMENT: 2008 - current, past president, co-founder of festival
ORGANIZATION: Paso Robles Joint Unified School Board TITLE: Board Member
DATES OF INVOLVEMENT: 2012 - current
ORGANIZATION: Paso Robles Tourism Collaboration Com TITLE: Member
DATES OF INVOLVEMENT: 2014 - 2016

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

To the Visit SLO CAL team,

I would like to apply for the marketing committee with the Visit SLO CAL organization. I am the incoming Executive Director for the Paso Robles Wine Country Alliance and have a vested interest in this committee.

I've spent over 15 years in the wine industry, working in marketing, organizational management and public relations. Specifically, my background in branding, telling stories and building industry relationships fits the key necessities of the role. I've worked at Hope Family Wines developing key new brands, including the Troublemaker label. I've helped wineries redesign websites, labels and logos, both internally and with design agencies. Most recently, I've been in Firestone Walker marketing dept. working on the new beer projects for 2019 including Mind Haze and Rosalie.

I look forward to speaking with you and learning more about the committee. It would be an honor.

Kind regards,

Joel Peterson
805-610-2204

Joel Peterson



A proven leader with deep roots in Paso Robles; passionate about this wine region, building relationships and finding creative solutions.

PROFESSIONAL EXPERIENCE



Firestone Walker Brewing Company, Paso Robles, CA **Marketing Manager**

2017 - Current

- Manage 20+ person marketing department that encompasses four teams: creative, trade, media and events. Responsible for hiring, setting KPIs, and annual performance reviews.
- Execute annual strategic marketing plan for national distribution with marketing team.
- Lead tactical marketing efforts with 85-person sales team and distributor network.
- Oversee and manage media plan (organic/paid) that includes social media, public relations, and digital advertising. Concept, produce and direct Firestone core brand video projects.
- Improved creative delivery process that resulted in completing 15% more projects on time.
- Developed new opportunities for regional event activations including CA Mid-State Fair, Wildflower Triathlon, Paso Pops and Sip & Savor at the Tournament of Roses.



Solterra Strategies, Paso Robles, CA **Strategist / Director of Communications**

2013 - 2016

- Directed public relations efforts for ten wineries. Focus on wine, travel, and lifestyle publications. Strong background in pitching story lines, sample submissions, media tours, and public speaking. Wrote and distributed 50+ press releases.
- Created strategic plans for winery clients including award programs, collateral development and photo/video projects. Developed and wrote the winning Green Award application for Halter Ranch Vineyard for Sustainable Winegrowing Leadership Awards.
- Built strong network of wine media and developed media trips for clients that brought journalists to Paso Robles and El Dorado regions, resulting in regional and national press.
- Led organizational management, marketing and public relations of regional and national wine organizations (Rhone Rangers, World of Pinot Noir, El Dorado Wine Association).



Hope Family Wines, Paso Robles, CA **Director of Communications**

2008 - 2013

- Managed national public relations and marketing efforts for five wine brands, including developing and launching the Troublemaker brand. Co-wrote and directed winery videos.
- Increased winery profile at national wine events and local/regional awareness of brands.
- Traveled extensively to speak about the brands, brief publications, and grow media profile.
- Grew sales markets with national sales team, worked with distribution partners on co-marketing, wrote press releases, website copy, brochure content and tasting notes.

Marketing Manager

2005 - 2008

- Led marketing campaigns of entire brand portfolio, created initial social media platforms, developed point-of-sale materials for sales team. Led winery website re-design and updated content and photography. Managed legal trademarks for winery brands.

Joel Peterson

PROFESSIONAL EXPERIENCE CONTINUED



Crusader Entertainment, Los Angeles, CA

2002 - 2003

Production Supervisor

- Led crew of 80 and managed \$30M budget and production schedule for *Game of Their Lives* (motion picture), shot on location in St. Louis, MO.
- Read scripts, created budgets, oversaw hiring of department leads, scouted locations, managed scout team, managed budget projections, opened and closed production offices.



Various Film Productions, Los Angeles, CA

1995 - 2000

- Production Supervisor, *MTV's Undressed* (seasons 1-3)
- Line Producer/Associate Producer, *Purpose* (\$7M budget)
- Unit Production Manager, *The Cure For Boredom* (\$650K budget)
- Unit Production Manager/Co-producer, *The Last Best Sunday* (\$500K budget)
- Production Coordinator, *Tortilla Soup* (\$5M budget)
- Production Coordinator, *Dusk till Dawn, II & III* (\$10M budget)
- Post Production Assistant, *Nightwatch* (\$12M budget)
- Production Assistant, *Tin Cup* (\$45M budget)



RELEVANT WINE EXPERIENCE

Coit Liquor, Fine Wine Manager
L'Aventure Winery, Harvest Crew
JUSTIN Winery, Harvest Crew
Whole Foods, Wine Dept. - West Los Angeles store

2004
2003
2001
2001



AWARDS + COMMUNITY INVOLVEMENT

Paso Robles Joint Unified School District, Board Member, 2012 – current
Twin Cities Community Hospital, Board Member, 2016 – current
City of Paso Robles, Planning Commissioner, 2007 – 2012
City of Paso Robles, Tourism Collaboration Committee, 2013-2016
Paderewski Festival, President, 2006-2011, Board of Directors, 2006-2018
Top 20 under 40, SLO Tribune, 2012
Wine Spectator Video Contest, 1st place winner, 2011



EDUCATION

University of Arizona, Tucson, AZ

1991 - 1995

- Bachelor of Arts, Media Arts



VISIT SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Janine Dion
COMPANY: Boutique Hotel Collection
ADDRESS: 285 Bridge St, San Luis Obispo, CA 93401
PHONE: (805) 544-4444 EMAIL: janine@cliffshotelandspa.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: 7
TOURISM-RELATED MARKETING EXPERIENCE:

Currently running social media profiles for Cliffs Hotel and Spa (3 total) and Sycamore Mineral Springs Resort (1 currently, creating 2 others). In addition to creating in house marketing materials for Cliffs Hotel and Spa and designing and placing advertisements in local and national publications. Assisting other BHC properties, making sure that they are up to date on all social media trends and updates.

Employment History

CURRENT EMPLOYER: Boutique Hotel Collection/Cliffs Hotel and Spa YRS OF SERVICE: 3
TITLE: Marketing and Social Media Manager
PAST EMPLOYER: Sycamore Mineral Springs YRS OF SERVICE: 4
TITLE: Front Desk Supervisor

Community/Board Involvement

ORGANIZATION: Pismo Beach Hospitality Association TITLE: Secretary
DATES OF INVOLVEMENT: December 2015 - present
ORGANIZATION: _____ TITLE: _____
DATES OF INVOLVEMENT: _____
ORGANIZATION: _____ TITLE: _____
DATES OF INVOLVEMENT: _____

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.

Janine Dion

1106 Oceanaire Drive #49, San Luis Obispo, CA 93405

janine.dion@gmail.com

707.536.3238

To Whom It May Concern,

I am interested in applying to the Visit SLO CAL Marketing Committee. I was informed about the open position by Christen Goldie, the former committee member and Revenue and Marketing Manager at the Apple Farm. I would love to be given the opportunity to join your team. I have worked in the hospitality industry for over seven years now and have developed a true love of working in this industry and for marketing within this community and to outside markets.

For Boutique Hotel Collection, I currently serve as the Social Media Manager. With my position, I am responsible for maintaining a thorough knowledge of all new advancements in the main social media platforms and implementing new strategies as new features are available. Currently, I am running all three of the Cliffs Hotel and Spa profiles and now working with Sycamore to expand their social media presence to also include their spa and restaurant. In the past year and a half, I have increased the Cliffs Hotel and Spa instagram followers by 210% and am on pace to get us to 10k followers by the end of the year. We have created a strong brand centered around the hashtag "Let Yourself Coast" and frequently utilize that phrase in both our print and digital media advertising.

I am responsible for scheduling and attending meetings with all of our General Managers on a weekly basis and leading our monthly Sales and Marketing meeting with our sales and marketing managers from all of our properties. It was at this meeting that Christen Goldie would report back on what was going on with the Visit SLO CAL Marketing Committee which would enable us to work on aligning our marketing objectives with that of SLO CAL. In addition to my work with Boutique Hotel Collection, over the past 3 years I have served on the Pismo Beach Hospitality Association as the secretary; scheduling and attending meetings, creating agendas and completing meeting minutes, while maintaining a relationship with the Pismo Beach CVB and with the various General Managers and Vacation Rental owners that are members.

I would be an ideal candidate for the Marketing Committee, as I have a connection to both San Luis Obispo and Pismo Beach. We have valued the knowledge that Christen has been able to bring to our meetings and hope to continue a strong relationship with the Visit SLO CAL Marketing Committee long after her departure. I would love the opportunity to further discuss with you what I feel I could bring to your organization. If you would like to get in touch with me feel free to call me at (707) 536-3238 or email me at janine@cliffshotelandspa.com.

Thank you for your time and consideration.

Sincerely,

Janine Dion

Janine Dion

1106 Oceanaire Drive #49, San Luis Obispo, CA 93405

janine.dion@gmail.com

707.536.3238

Education California Polytechnic State University, San Luis Obispo

Bachelor of Science Degree

Major: Graphic Communication

Concentration: Web and Digital Media

Graduated June 2014

Work Experience **Boutique Hotel Collection - Social Media Manager**

November 2018 - Present

Assists the properties with their social media, assisting them with managing their presence on social media channels and developing compelling content to engage audiences.

Cliffs Hotel and Spa -

Marketing and Social Media Manager: November 2018- Present

Wine Waves and Beyond Event Coordinator: December 2015 - Present

Social Media & eMarketing Strategist: September 2017 - November 2018

Manages, implements and markets the social media, eMarketing and content creation initiatives for Cliffs Hotel and Spa, Marisol Restaurant, and DiaFeliz Spa including promoting and capturing local, on property, and promotional activities. Manages hotel email database and assists to plan out and design email offers for the hotel and spa. Designs in house marketing materials. Plans and executes Wine, Waves and Beyond, a three day event which is intended to elevate the awareness of Pismo Beach while raising money for local charities and non-profit organizations. Applied and filed all appropriate permits with ABC as well as with the City's Special Events Committee.

Pismo Beach Hospitality Association - Secretary

December 2015 - Present

Attend monthly meetings and record minutes and distribute updates on behalf of the association's board and coordinate Annual Mixer intended to raise funds for local non-profit organizations.

Inn at the Cove - Guest Services Manager

June 2015 – December 2015

Managed the Front Desk Agents and the day-to day management of the hotel back office procedures. Interviewed and hired employees for open positions within the company. Responsible for inventory and ordering of supplies, inputted all invoices for the hotel, and managed the billing of all FIT companies. Encouraged employees to make budget and bonus goals for hotel revenue. Implemented a new system for managing amenities and found new vendors increasing the profit for the hotel.

Sycamore Mineral Springs Resort -

Front Desk Supervisor: June 2014 - June 2015

Spa Reservationist/Cashier: May 2011 - June 2014

Supervised the on duty Front Desk Agents, Bellman, and reservationists. Resolved guest problems quickly and efficiently. Monitored daily management of online booking sites (Expedia, Booking.com, Orbitz). Responsible for training new front office employees and emphasizing strong customer service values. Fostered strong working relationships with all hotel departments. In the Health and Wellness Department made appointments and managed schedule for massage therapists. Focused on customer service and exemplified the hotel's mission statement.



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

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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: 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

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.



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.
- Comprehensive 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 2012 – 2014
Real Estate & Retail Advertising Sales Manager

The Cambrian/The Tribune, Cambria, CA 2006 – 2012
Retail & Real Estate Media Specialist

The Tribune, San Luis Obispo, CA 2004 – 2006
Ad Production Coordinator (2005 – 2006)

Graphic Designer (2004 – 2005)

The Fresno Bee, Fresno, CA 2003 – 2004
Ad Production Specialist

The County of San Luis Obispo, CA 2001 - 2002
Aquatics Manager

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: Anne Steinhauer
COMPANY: San Luis Obispo Wine Association
ADDRESS: PO Box 607, Pismo Beach, CA 93448
PHONE: 805.541.5868 EMAIL: anne@slowine.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: 11
TOURISM-RELATED MARKETING EXPERIENCE:

Over the last 11 years, I have worked in tourism-related marketing, specifically for the wine industry.

Employment History

CURRENT EMPLOYER: SLO Wine Association YRS OF SERVICE: Start 2/4/19
TITLE: Executive Director
PAST EMPLOYER: 6539 Consulting YRS OF SERVICE: 4
TITLE: Owner

Community/Board Involvement

ORGANIZATION: Napa County Historical Society TITLE: Board of Directors
DATES OF INVOLVEMENT: June 2018 - January 2019
ORGANIZATION: St. Helena Hospital Foundation Board of Ambassador TITLE: Ambassador
DATES OF INVOLVEMENT: 2014-2018
ORGANIZATION: Napa County Fairgrounds TITLE: Board of Directors
DATES OF INVOLVEMENT: 2012-2018

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.

February 1, 2019

San Luis Obispo Cal Marketing Committee
Jordan@SLOCAL.com

Subject: Application for the SLO CAL Marketing Committee

To Whom it May Concern,

I have attached my application for the SLO CAL Marketing Committee, upon recommendation of Heather Muran. I was just recently hired as the executive director of the San Luis Obispo Wine Association and start on Monday, February 4, 2019.

My experiences over the past ten years include the Community Relations Manager for the Napa Valley Vintners, the Executive Director of the Napa County Red Cross and with my own consulting business, 6539 Consulting. As a consultant, I provided community relations and nonprofit management to the Napa Open Space District, and the Napa Valley Coalition of Nonprofit Agencies. I just recently finished as the consulting executive director of the nascent trade group, the Napa Valley Cannabis Association. I do my best work with Boards of Directors and members in formulating, communicating, and implementing strategic plans.

As a nonprofit executive director, I fully understand the power of fundraising. I have experience in managing membership organizations, specifically for agricultural trade associations and in the ongoing work to maintain membership satisfaction. In addition, I have experience with complex events that drive destination marketing, increase membership benefits, and raise funds.

I also have extensive destination marketing and public relations experience with the Napa Valley Vintners, the Napa Open Space District, and the Napa Valley Cannabis Association. This includes utilizing tools from the world wide web, use of newsletters, and working with traditional media. I understand the strength of place and believe that San Luis Obispo has an amazing story to tell.

I have experience in managing day-to-day activities; maintaining the budgets; implementing programs; raising funds; maintaining membership satisfaction; and working with a diverse group of Board members. Lastly, I have extensive experience in working with government leaders, community members, and volunteers in pulling towards a common goal. This is why I work in nonprofit management: to help the community come together around a common mission.

Thank you for considering my application and if you have any questions, please let me know. I look forward to continuing the conversation.

Sincerely,
Anne Steinhauer
Anne@SLOWine.com
(805) 541-5868 (as of 2/4/19)
(707) 287-6539 (until 2/4/19)

1044 A La Londe Lane
Napa, CA 94558

Anne Steinhauer

(707) 287-6539
ASteinhauer18@gmail.com

Experience

6539 Consulting (2015 to Present)

Building stronger businesses, organizations, or programs, through management, government relations, community relations and communications with a focus on positive public awareness and support.

Current Projects:

- Consulting Executive Director of the Napa Valley Cannabis Association

Past Projects:

- Field Representative for Diane Dillon for Supervisor (culmination in a win for a 5th term);
- Community Relations for the Napa Open Space District;
- Interim Executive Director for the Napa Valley Coalition of Nonprofit Agencies; and
- Consultant for the Disaster Relief Fund at the Napa Valley Community Foundation.

Napa County Red Cross (2012 to 2014)

Implemented the American Red Cross mission of preventing and alleviating human suffering in times of emergency by mobilizing the power of volunteers and the generosity of donors in Napa County by managing a diverse Board of Directors and a volunteer cadre of over 100 for a team approach to core mission delivery, fundraising, and external relations. Responsible for overall revenue and expense goals for the chapter, raising \$1m from July 2012 to November 2014.

Napa Valley Vintners (2008 – 2012)

Managed programs focusing on strengthening goodwill for the Napa Valley wine industry through community awareness programming, building sustainability initiatives, and managing political issues. Created and implemented a cross-team community outreach campaign, including use of media, advertising, opinion editorials, e-newsletters, and speaking forums, while building strong relationships with local elected officials. Monitored and evaluated local issues for pertinence to the wine industry and lobbied on its behalf. Oversaw three annual events and collaborated on two major fundraisers including Premiere Napa Valley, (raised \$3.1m in 2012), and Auction Napa Valley (raised \$8m in 2012).

National Democratic Institute (2004 –2007)

Managed democracy development programs for a team based in Iraq including staffing, budgeting, negotiations, sub-grantee partnerships, and designing and implementing international training programs in Croatia, Jordan, Lebanon, & Romania for Iraqi citizens. TDY in Israel in 2005 to develop a code-of-conduct for Palestinian political parties to implement during the election season. Managed organizational input for a successful \$50m grant proposal from the U.S. Department of State.

U.S. House of Representatives (1998-2001)

Advised and supported Congresswoman Lucille Roybal-Allard and Congressman Mike Thompson by researching, drafting and monitoring legislation, representing Members in meetings, designing and implementing constituent mail response programs, developing targeted educational direct mail programs and drafting constituent letters for the Member's signature. Volunteered for the Al Gore for President and the Mike Honda for Congress campaigns.

Education

- Monterey Institute of International Studies, Master of Arts Degree in International Policy, (2003)
- International Institute for Mediation and Conflict Resolution, The Hague, (summer 2003)
- Proyecto Linguistico Francisco Marroquin, Guatemala, (summer 2002)
- University of California Santa Cruz, Bachelor of Arts Degree in Anthropology, (1996)

Board of Directors

- Napa County Historical Society, Napa (2018-Present)
- St. Helena Hospital Foundation Board of Ambassadors, St. Helena (2014-2018)
- Napa County Fairgrounds, Calistoga (2013 to 2017)
- Calistoga Chamber of Commerce, Calistoga (2009 to 2013)
- Farmworker Housing Committee, Napa County (2008 to 2012)

Other Activities

- Friedrich Naumann Foundation – Conference Participant (2012 - Present)
- Leadership Napa Valley, Napa, CA - Member, Class 23 (2009-2010)
- American Council on Germany - Participant, Youth Leadership Conference, Germany (September 2005)
- Everybody Wins Reading Program, Washington, D.C. - Volunteer (1999-2001)
- Divemaster, Koloa Hawaii (1996)