

Destination Marketing **LEADERSHIP SUMMIT**



July 30-August 1, 2015 • Hotel Alyeska

ALASKA



Presented by Destination Marketing Association of the West



Destination Marketing LEADERSHIP SUMMIT

July 30-August 1, 2015 • Hotel Alyeska

Destination Marketing Leadership Summit – 26th Annual Program

Each year DMO CEOs gather for an intimate meeting of minds to look at their organizations through a broader lens.

For nearly three decades, DMO CEOs have gathered annually to explore industry priorities, share insights into challenges facing DMOs and determine how to best market their destinations and lead their organizations.

DMO chief executives face unique demands and have distinct professional needs. Step outside your routine and join industry CEO colleagues for this year's Leadership Summit.

Both veteran and newly minted DMO leaders will gather July 30 to August 1, at the Hotel Alyeska outside Anchorage. Julie Saupe (Anchorage), Debbie Braun, IOM (Aspen), Anne Jenkins (Medford) and Bonnie Quill (Mat-Su) look forward to welcoming you to this year's event.

In your time together with fellow CEOs, you'll address the challenges driven by changes in funding sources and resource allocation, increased accountability and performance measures, marketing strategies, escalating technology and complex trends in the meetings and travel industry.

At the Leadership Summit, build a face-to-face network of CEO colleagues to garner industry insights and resources. CEOs also participate in the annual Marketing Idea Exchange. It's a quick way to gather terrific ideas to inspire your promotional efforts.

We'll open the Leadership Summit with a keynote presentation at the Thursday afternoon session by Neal Fried, economist with the Alaska Department of Labor & Workforce Development. Fried will bring his insights, with a dose of humor, to Anchorage's 100-year history and tourism's role in shaping the region. He will share some of the economic oddities of Alaska while providing talking points about tourism's stabilizing effect and value to communities in all locations.

At the Thursday evening dinner, four-time Iditarod Champion Martin Buser will share stories of spirit, courage, stamina (and luck!) as he describes life on the Iditarod Trail and attendees will get a look at parts of Alaska that few people ever see. In 30 Iditarods, Buser has won the event four times, in 1992, 1994, 1997 and 2002.

On Saturday at the closing general session, senior team members from Thompson & Co. Public Relations will present a session about planning for the unexpected by ensuring your DMO has a crisis communications plan. The media experts will guide CEOs through the process of developing crisis communication plans and putting them into action when needed.

There will be time to get to know your peers at the Thursday evening welcome reception and dinner at The Hotel Alyeska, hosted by Madden Media. Saturday's hot buffet breakfast is hosted by TripAdvisor and provides another opportunity to connect with CEO colleagues. Visit Anchorage will be our host Friday evening for the Prince William Sound Cruise and dinner.

The Leadership Summit is designed exclusively for leaders of destination marketing organizations—whether you are an experienced bureau leader or a relatively new CEO.

Anchorage, Alaska
www.anchorage.net

The Hotel Alyeska
www.alyeskaresort.com/hotel/

The hotel is located 41 miles southeast of Anchorage. The Hotel Alyeska is Alaska's premier year-round resort destination. Nestled in a lush valley surrounded by mountain peaks, hanging glaciers and spectacular ocean views, The Hotel Alyeska offers guests luxurious accommodations and convenient access to the magnificent Alaskan wilderness. The chateau-style hotel features supreme comfort with perfect modern touches and rich Native influences, bringing the natural beauty of Alaska's great outdoors inside.



Girdwood, Alaska

Girdwood, "Alaska's best year-round resort community," is reached by taking a 40-minute trip from Anchorage along the breathtaking Turnagain Arm.

Girdwood, originally named Glacier City, was founded as a gold-mining town at the turn of the century. As the number of miners increased, a supply camp arose that also supplied a trail stop on the route between Seward and Ship Creek, which is now Anchorage. James Girdwood was an Irish immigrant and linen merchant with four gold claims on Crow Creek. He later became the namesake for the mountain community. Though founded as a mining town, the development of Girdwood was spurred by railroad construction begun by the Federal Government in 1915. The little town boomed with new businesses. Mining in the upper Crow Creek area continued into the late 1930s when mine closures by a World War II presidential order made Girdwood a near ghost town. In 1949, Girdwood again flourished as construction began on the Seward Highway connecting the seaport of Seward to Anchorage. In 1954, 11 local men formed the Alyeska Ski Corporation along with the beginnings of the hard-earned dream of a first-class ski resort. In 1960, the first chair lift and a day lodge was built. Francois de Gunzburg, a Frenchman and a member of the Rothschild Banking family managed to secure a used chair lift from France that was dismantled, shipped to Alaska and rebuilt at Alyeska. Then, tragedy struck. On Good Friday in 1964, an earthquake with the magnitude of 9.2 dropped the coastal edges along the Turnagain Arm eight to 10 feet! Consequently, the town site of Girdwood moved two and one-half miles up the valley to the present location. Present-day Girdwood consists of a diverse population of outdoor enthusiasts, local businesses, services and Anchorage commuters. Girdwood has much to offer the Alaskan visitor—a mercantile, a post office, restaurants and bars, boutiques and shops.



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Program Schedule

Wednesday, July 29 • Pre-event Day Trip

6:00am – 6:30pm (departs and returns to Anchorage)

South Denali-Talkeetna Adventure

Overview the Day

Participants will be picked up at their respective Anchorage hotels at 6:00 a.m. and the group will travel north to Talkeetna. In the morning, experience a two-hour Mahay's Jet Boat Adventure in the shadows of Mt. McKinley. Then, it's time for sightseeing on Talkeetna's Main Street, with lunch provided at the Talkeetna Alaska Lodge. In the afternoon, participants have a choice of a 3-hour world-class canopy zipline tour or a 1.5-hour flightseeing tour of Denali National Park with a glacier landing. Afterward, relax on the return trip to your Anchorage hotel. You'll be back in Anchorage by 6:30 p.m.

Tour Fee (inclusive): \$250 per participant

Tour Preregistration: Due by July 13; no extensions of deadline.

Event Pre-selection Mandatory: Pre-select zipline tour or flightseeing tour when you register.

Fee Payable to: DMA West

Attire: Dress in layers and wear sturdy, comfortable shoes.

Cancellation Policy: No cancellation refunds after July 13; emergency cancellations will be evaluated on a case-by-case basis.



Thursday, July 30, 2015 • Day One

2:00pm – 2:30pm

Registration

2:30pm – 3:30pm

Opening General Session

Welcome

Presentation: *Tourism and Local Economies: A Case Study from Alaska*

Presenter: Neal Fried, Economist, Alaska Department of Labor & Workforce Development



State Labor Economist Neal Fried brings insight, with a dose of humor, to Anchorage's 100-year history and tourism's role in shaping the region. Fried will share some of the economic oddities of Alaska while providing talking points about tourism's stabilizing effect and value to communities in all locations. Fried was born in Washington D.C., but raised in Vienna, Austria. He has worked as an economist in Alaska for more than 30 years and has observed many changes.

3:30pm – 3:45pm

Refreshment Break

3:45 pm – 5:30 pm

General Session

Engage in lively discussions, guided by peer facilitators, with CEO peers.

Discussion Topics

- Executive Management
- Boards/Committees
- Community Relations/Advocacy
- Stakeholder Engagement
- Government and Business Relations

6:15pm – 9:00pm

Welcome Reception and Dinner at Hotel

Sponsored by Madden Media

Presentation: *It Takes Teamwork and Persistence*

Presenter: Iditarod Champion Martin Buser

Four-time Iditarod Champion Martin Buser will share stories of spirit, courage, stamina (and luck!) as he describes life on the Iditarod Trail and attendees will get a look at parts of Alaska that few people ever see. In 30 Iditarods, Buser has won the event four times, in 1992, 1994, 1997 and 2002. On 16 occasions, he has finished among the top-10 finishers and holds many Iditarod records. His sense of humor and positive outlook have made him a fan favorite. Buser began mushing at age 17 in Switzerland. In 1979, he moved to Alaska to train and raise sled dogs full time. His training operation, Happy Trails Kennels, is located in Big Lake, Alaska. Upon completion of his fourth Iditarod victory in March 2002, Buser was naturalized as a citizen of the United States under the burlled arch in Nome that marks the race's official finish line. Buser and his Happy Trails Kennels were featured on an episode of the Discovery Channel's Dirty Jobs program as well as on the sixth episode of Sarah Palin's Alaska. He enjoys speaking to youth about the humane care of animals. Buser is the only four-time winner of the Alaska Airlines Leonhard Seppala Humanitarian Award. As a bonus, he usually brings some furry friends along to his presentations.



Destination Marketing LEADERSHIP SUMMIT

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Program Schedule (continued)

Friday, July 31, 2015 • Day Two

8:00am – 8:30am

Hot Buffet Breakfast

8:30am – 10:30am

General Session

Engage in lively discussions, guided by peer facilitators, with CEO peers.

Discussion Topics

- Marketing, Strategic and Business Planning
- Technology Trends
- Leisure Marketing
- Meetings/Events/Sports
- International Markets
- Visitor Services/Centers
- Best Practices – Working with Outside Agencies

10:30am – 10:45am

Break

10:45am – 1:00pm

Budget Sessions

Engage in lively discussions, guided by peer facilitators, with CEO peers in similar budget categories.

Discussion Topics

- Product Development: Events, Trails and More
- Financial Ducks in a Row? Policies and Procedures
- Organizational Management: Right Team with Right Budget

1:00 p.m. – 1:30 p.m.

Lunch on own

1:30pm – 5:00pm

Afternoon Group Activities

Participants preregister and pay a separate fee for selected activity. See detailed activity timelines and descriptions in brochure.

[Note: Select a group activity by July 13.]

- A. Crow Creek Mine Tour
- B. Alaska Wildlife Conservation Center (AWCC) Tour
- C. Girdwood on Bike
- D. Hiking! Raven Glacier
- E. Hiking! Winner Creek
- F. Alaska Art Experience Scarf Painting

5:20pm – 10:30pm

(Motorcoach leaves Resort at 5:30 pm—Don't be late!)

Prince William Sound Cruise and Dinner Aboard the M/V Glacier Quest

Hosted by Visit Anchorage

The group will depart from Whittier and cruise into magnificent Prince William Sound, home of seven glaciers and beautiful Yosemite-scale waterfalls! Enjoy watching the playful sea otters, harbor seals, black bears, whales and even mountain goats. This cruise is aboard a luxury catamaran with large picture windows and a heated cabin. No seasickness guarantee!

Transportation provided to/from Alyeska.

Comments shared by several of the CEO delegates after the 2014 event:

"Always one of my favorites."

"Topics relevant and timely; information shares essential."

"Enjoyed hearing others comments/suggestions/troubles/successes."

*"I absolutely love the CEO event and am so pleased to be coming back!
So valuable—always amazing takeaways and great peer support."*

"Great attendance = high energy."



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Program Schedule (continued)

Saturday, August 1, 2015 • Day Three

7:45am – 8:30am

Hot Buffet Breakfast

Sponsored by TripAdvisor

8:30am – 10:30am

Marketing Idea Exchange

The Marketing Idea Exchange is a popular fixture at the Leadership Summit. The exchange is a quick way to take home 30+ terrific ideas! Participants share one marketing idea that has worked for them. Marketing Idea Exchange guided by peer facilitators.

10:30am – 10:45am

Break

10:45am – 12:30pm

Presentation: *Planning for the Unexpected*

Presenter: Gary Scott, VP of New Media, Thompson & Co.

We expect the unexpected. All destinations need a crisis communications plan to prepare for the worst. A media expert will guide CEOs through the process of developing crisis communication plans and putting them into action when needed. At this session, gather tools to use to ensure your DMO and destination can prepare for consistent communications while avoiding cringe-worthy pitfalls. Planning for a crisis helps decrease the effect of a crisis. With offices in Anchorage and New York City, Thompson & Co. is Alaska's largest PR firm whose work includes Alaska's PR program for tourism statewide.

General Session (following the presentation)

Engage in lively discussions, guided by peer facilitators, with CEO peers.

Discussion Topics

- Crisis Management/Media Relations

12:30pm – 1:15pm

Lunch on own

1:30pm – Late Evening

Group Activities

Participants preregister and pay a separate fee for selected activity. See detailed activity timelines and descriptions in brochure. [Note: Select a group activity by July 13.]

- Portage Glacier/Lake Tour and Alaska Wildlife Conservation Center
- Alaska ATV Adventures
- Seward Trip/Kenai Fjords Cruise
- Kenai River Float

Fishing Excursion

Southcentral Alaska provides abundant opportunities for fishing, from halibut to salmon to trout. If you are interested in a fishing excursion, please check the box on the registration form and Visit Anchorage staff will contact you for more information.

Leadership Summit Agenda

The final agenda will be based on responses submitted by delegates. Please include your suggested topics when you register. Participants will have the opportunity to share challenges and solutions. Peer CEOs will facilitate the Leadership Summit sessions.

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

The discussion topics are suggested by CEOs. Please indicate on your registration form discussion topics of interest.

Marketing Idea Exchange

The Marketing Idea Exchange is a popular fixture at the Leadership Summit. The exchange is a quick way to take home 30+ terrific ideas! All participants share one marketing idea that has worked for them.

Collateral Materials

A continuing Summit component is the opportunity to review samples of collateral materials. Bring samples (relax! there's no contest!) of standard print pieces (visitor guides, meeting planning guides, calendar of events, and other specialty brochures) as well as other materials (CEO and staff evaluation forms, annual reports, board manuals, marketing plans) you believe would be of interest to your CEO colleagues. The materials will be displayed for casual browsing during the Leadership Summit. If possible, bring 20+ copies of each.





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Registration & Travel Information

Registration Information

\$400 – CEO from a DMA West-member DMO

\$600 – CEO from a nonmember DMO

\$150 – Spouse/companion

Fees include education program and scheduled group meal functions. The spouse/companion rate includes group meal functions. Separate fees apply for selected Friday afternoon and Saturday afternoon group activities. *[Note: Group activities must be selected by July 13.]*

Leadership Summit Registration Deadline

Register online or send your completed registration form and fee to the Association office by **July 22, 2015**. Refunds will be honored until 5:00 pm Pacific Time, July 22; after that date, no refunds will be granted. *[Note: Select group activities by July 13.]*

Online Registration

Online registration is available at www.dmawest.org on the home page.

Hotel Reservations

NOTE: Please make your guest room reservations as soon as possible.

The Hotel Alyeska

Girdwood, Alaska (40 minutes from Anchorage)

Reservations: 1-907-754-2111 or 1-800-880-3880

Group rate: \$249 plus \$12% room tax and \$10 nightly resort fee; single/double occupancy

Reservations Cut-off Date: **June 29, 2015** (if rooms are still available)

Note: If you wish to extend your stay at The Hotel Alyeska, please plan your stay before the Leadership Summit begins. There is another group that moves in at the conclusion of the Leadership Summit.

Pre-event Lodging in Anchorage for Delegates

Anchorage Marriott Downtown

July 26, 27, 28 – \$230 plus tax

Reservations: 800-228-9290 or 907-279-8000

(Reservations must be made before June 11, 2015)

The Voyager Inn

July 26, 27, 28 – \$230 plus tax

Reservations: 855-777-7066 or 907-277-9502

(Space available basis)

Post-event Lodging in Anchorage for Delegates

Anchorage Marriott Downtown

August 2, 3, 4 – \$230 plus tax

Reservations: 800-228-9290 or 907-279-8000

Reservations must be made before June 11, 2015.

Hotel Captain Cook

August 2, 3, 4 – \$255 plus tax

Reservations: 800-843-1950 (Space available basis)

The Voyager Inn

August 2, 3, 4, 5, 6 – \$230 plus tax

Reservations: 855-777-7066 or 907-277-9502

(Space available basis)

Airport and Transportation Information

Ted Stevens Anchorage International Airport

www.dot.state.ak.us/anc/

Ground Transportation Services

www.anchorage.net/airport-shuttle

www.alyeskaresort.com/resort/getting-here-ground-transportation.aspx

Four Seasons Transportation Group

Guests of The Hotel Alyeska receive a special rate with Four Seasons Transportation Group. Vans and sedans are available 24 hours a day, seven days a week with advance reservations. Rates start at \$125 one-way. Reservations can be made with the Alyeska Resort Concierge Staff at 907-754-2108 or guestservices@alyeskaresort.com.

Shared Rental Cars

On your registration form, please indicate your arrival and departure day/time to/from Ted Stevens Anchorage International Airport. Association staff will distribute a spreadsheet of delegate arrival and departure days and times, along with delegate contact information. After reviewing the spreadsheet, we invite you to contact your fellow delegates about sharing a rental car between the Anchorage Airport and The Hotel Alyeska in Girdwood (40 minutes from Anchorage).

Host Bureau/Destination Information

See the Visit Anchorage website for destination information.

www.anchorage.net

Attire

Attire for all sessions is casual or resort casual. Select appropriate attire for your selected group activities. Remember sunscreen, a hat and sunglasses. Dress in layers and wear comfortable shoes.



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Group Activities

Cancellation Policy for all Group Activities: No cancellation refunds after July 13; emergency cancellations will be evaluated on a case-by-case basis.

Wednesday, July 29, 2015

Time: 6:00am to 6:30pm

South Denali-Talkeetna Adventure – Pre-event Day Trip

Transportation: Provided - Depart from and return to Anchorage

Description: See description on page 3.

Fee: \$250 per person (Fee payable to: DMA West)

Notes: Dress in layers and wear comfortable, closed-toe shoes.

Minimum: 2 participants

Maximum: 20 participants

Friday, July 31, 2015

Time: Depart at 1:30 p.m. at
Resort Tram Loop; return at
4:00 p.m.

Crow Creek Mine Tour

Transportation: Provided

Description: Enjoy stunning scenery and the beautiful grounds of Historic Crow Creek Mine. This is a place where everyone can enjoy themselves. Whether you have gold fever (and plan on spending some time with a gold pan), this is an afternoon well spent. Don't forget your camera and plan to strike up a conversation with Mine employees or some of the local miners in the Creek while you soak in the scenery and fresh mountain air. There's also a great gift shop for local arts and crafts.

Fee: \$199 per person (Fee payable to: DMA West)

Notes: Dress in layers and wear comfortable, closed-toe shoes.

Minimum: 2 participants

Maximum: 15 participants



Friday, July 31, 2015

Time: Depart Resort at 2:00 p.m.; return by 4:30 p.m.

Alaska Wildlife Conservation Center (AWCC) Tour

Musk Ox, Reindeer and Bear – Oh My!

Transportation: Provided

Description: Guaranteed wildlife viewing! This local favorite day tour, the AWCC provides refuge for orphaned, injured wildlife including black and brown bears, moose, musk ox, lynx, deer, caribou, and birds in large habitats in a stunning setting at the tip of Turnagain Arm. Bring cameras as this is a photographer's delight. AWCC is also involved in international conservation projects, including the Wood Bison Restoration Project, where the Center cared for a once thought extinct species before its re-release into the wild

Fee: \$15 per person (Fee payable to: DMA West)

Notes: Dress in layers and wear comfortable, closed-toe shoes.

Minimum: 2 participants

Maximum: 20 participants

Friday, July 31, 2015

Time: Depart Resort at 1:45 p.m.; return at your leisure

Girdwood on Bike

Transportation: Bikes provided, of course!

Description: Enjoy the trails of Girdwood on your own bike tour. Bike enthusiasts will love the vistas overlooking Turnagain Arm; keep your eyes open for Beluga whales or Dall sheep.

Fee: \$15 per person (Fee payable to: DMA West)

Notes: Dress in layers and wear comfortable, closed-toe shoes.

Minimum: 1 participant

Maximum: 20 participants

Friday, July 31, 2015

Time: Crow Pass Trail: Depart
Resort at 1:30 p.m.;
return by 5:00 p.m.

Time: Winner Creek Trail:

Depart Resort at 1:45 p.m.;
return before 5:00 p.m.

Hiking! Crow Pass Trail or Winner Creek Trail

Transportation: Provided for Crow
Pass; Winner Creek adjacent to Resort

Description: Two choices dependent on your
interest and ambition!

- **Crow Pass Trail** combines a historic flavor—this was the route of the Iditarod trail between Seward, Knik and Alaskan gold mining areas—with spectacular and varied scenery. The highlight is Raven Glacier, which, although not enormous by Alaskan standards, has a great backcountry setting. This is a popular, moderate-to-steep hike with great rewards. Eight (8) miles roundtrip and 2,100 feet elevation gain.
- **Winner Creek Trail** is a family-friendly eight-mile beginner-level hike from the Resort into the beautiful lush forest of Girdwood (8 miles roundtrip). Enjoy the majestic mountain views, Winner Creek gorge and Crow Creek mine. Experience the hand-tram over Winner Creek gorge. Group will depart at 1:45 p.m., but hikers will then be welcome to enjoy this trail at their own pace and return on their own schedule.

Fee: \$0 per person (No charge; however, preregistration is required.)

Notes: Dress in layers and wear comfortable, closed-toe shoes.

Minimum: 2 participants

Maximum: No maximum



Friday, July 31, 2015

Time: 1:30 p.m. to 3:00 p.m.

Alaska Art Experience Scarf Painting

Transportation: None required; class at the Resort

Description: Express yourself with the Alaska Art Experience. Let the beauty of Girdwood inspire you while painting your own stunning Alaska souvenir—a hand-painted silk scarf. Artist Gina Murrow will guide you to create your own Northern Lights or Midnight Sun tapestry. Wearable and beautiful both!

Fee: \$49 per person (Fee payable to: DMA West)

Minimum: 2 participants

Maximum: 10 participants



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Group Activities (continued)

Saturday, August 1, 2015

Time: Depart at 2:15 p.m. Resort Tram Loop; return at 6:00 p.m.

Portage Glacier/Lake Tour and Visit to Alaska Wildlife Conservation Center

Transportation: Provided

Description: Take a tour of Portage Lake right up to the face of Portage Glacier! This impressive glacier provides visitors the opportunity to catch the power of a calving glacier up close. Your fully narrated tour will enlighten you on the science, and future, of Alaska's glaciers and glacier ecology. After departing Portage, you will stop at the Alaska Wildlife Conservation Center. This local favorite provides refuge for orphaned, injured wildlife including black and brown bears, moose, musk ox, lynx, deer, caribou, and birds in large habitats in a stunning setting at the tip of Turnagain Arm. Bring cameras as this is a photographer's delight. AWCC is also involved in international conservation projects, including the Wood Bison Restoration Project, where the Center re-released Wood Bison into Alaska's wilderness years after they were declared extinct.

Notes: Dress in layers and wear comfortable, closed-toe shoes.

Fee: \$159 per person (Fee payable to: DMA West)

Minimum: 2 participants

Maximum: 15 participants



Saturday, August 1, 2015

Time: Depart Resort at 1:30 p.m.; return at 6:00 p.m.

Alaska ATV Adventures

Fun ATV Tours for All Experience Levels

Transportation: Provided

Description: Ride your own 4-wheeler up and down mountain trails—it's a great way to access some of Alaska's best backcountry and wildlife. Ride into one of Alaska's best kept secrets, all within close-driving distance of Anchorage and Girdwood. The tour takes you through the northern reaches of the Pacific Coastal Temperate Rainforest in the Bird Creek/Girdwood area and includes a hike down to a waterfall where salmon come to spawn from mid-June through September. Bear, moose and eagles are frequently spotted during stops on this tour.

Fee: \$165 per person (Fee payable to: DMA West)

Notes: Dress in layers and wear comfortable, closed-toe shoes.

Minimum: 2 participants

Maximum: 12 participants

Saturday, August 1, 2015

Time: Depart Resort at 2:00 p.m.; return at 11:00 p.m.

Seward Trip/

Kenai Fjords Cruise

Transportation Options:

- On Own
- Provided (Visit Anchorage will coordinate carpools/group transportation, if desired. Please indicate when registering.)

Description: Kenai Fjords National Park Cruise

Travel 50 miles roundtrip along the shores of Resurrection Bay on a 3.5 hour Kenai Fjords National Park Cruise. During the cruise view Bear Glacier and a piedmont glacier. Watch for puffins, cormorants and otters as you cruise along the shores of Resurrection Bay en route to Fox Island where you will enjoy a buffet-style, wild Alaska salmon and prime rib dinner before returning to the Seward boat harbor.

Fee: \$65 per person (Fee payable to: DMA West)

Notes: Dress in layers and wear comfortable, closed-toe shoes.

Minimum: 2 participants

Maximum: 25 participants



Saturday, August 1, 2015

Time: Depart Resort at 2:30 p.m.; return at 9:30 p.m.

Kenai River Float Trip

Transportation Options:

- On Own
- Provided (Visit Anchorage will coordinate carpools/group transportation, if desired. Please indicate when registering.)

Description: Depart Cooper Landing on a two-hour scenic natural history float trip along a non-motorized stretch of the scenic Upper Kenai River. Keep a keen watch for moose, eagles, Dall sheep, salmon, waterfowl, beavers and bears as your guide navigates you through the snow-capped mountain scenery of the Kenai National Wildlife Refuge. Rubber boots, rain gear and personal floatation devices are provided.

Fee: \$50 per person Float Option (Fee payable to: DMA West)

Notes: Dress in layers and wear comfortable, closed-toe shoes.

Minimum: 4 participants

Maximum: 10 participants

Fishing Excursion

Southcentral Alaska provides abundant opportunities for fishing, from halibut to salmon to trout. If you are interested in a fishing excursion, please check the box on the registration form and Visit Anchorage staff will contact you for more information.





Destination Marketing LEADERSHIP SUMMIT

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Registration Form

Please complete all sections of the form. Online registration at www.dmawest.org.

Name _____ Title _____

Organization _____

Address _____ City/State/Province/ZIP+4 _____

Telephone _____ Fax _____

E-mail _____

Guest/Spouse Attending _____ Children Attending (names and ages) _____

TRANSPORTATION

Flight Arrival Day & Time – Anchorage International Airport

Date _____ Time _____

Flight Departure Day & Time – Anchorage International Airport

Date _____ Time _____

Rental Car: _____ I plan to rent a car **and** would be willing to share/carpool between the airport and Hotel Alyeska.

NUMBER OF YEARS AS A DMO CEO _____

CHECK THE NUMBER OF FULL-TIME DMO STAFF

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

CHECK YOUR DMO BUDGET

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

LEADERSHIP SUMMIT TOPICS

Please suggest your top three topics for the Summit sessions.

HOTEL RESERVATIONS

The Hotel Alyeska

Girdwood, Alaska (40 minutes from Anchorage)
Reservations 1-907-754-2111 or 1-800-880-3880
Group rate: \$249 plus \$12% room tax and \$10 nightly resort fee
Reservation Cut-off Date: **June 29, 2015** (if rooms are still available).

LEADERSHIP SUMMIT REGISTRATION DEADLINE

Register online or send your completed registration form and fee to the Association office by **July 22, 2015**. Refunds honored until 5:00 pm Pacific Time, July 22; after that date, no refunds granted. (Note: Select group activities by July 13.)

2015 LEADERSHIP SUMMIT

Destination Marketing Association of the West
950 Glenn Drive, Suite 150, Folsom, CA 95630
(916) 443-9012 • (916) 932-2209 fax
info@dmawest.org • www.dmawest.org

REGISTRATION FEES (All fees payable to DMA West, U.S. dollars.)

☐ DMA West-member CEO - \$400 [4400]
☐ Nonmember CEO - \$600 [4405]
☐ Spouse/Companion - \$150 [4410]

Plus fees for selected events.

EVENT PARTICIPATION

Included in registration unless separate fee listed. Preregistration for group activities is required by **July 13**.
All fees payable to DMA West.

Wednesday, July 29

☐ South Denali-Talkeetna Adventure [Depart from/return Anchorage]
\$250 per person. Select Zipline ☐ or Flightseeing ☐ Number of Participants _____

Thursday, July 30

☐ Group Reception & Dinner (hosted) Number of Participants _____

Friday, July 31

☐ Group Buffet Breakfast (hosted) Number of Participants _____
☐ Crow Creek Mine Tour: \$199 per person Number of Participants _____
☐ Alaska Wildlife Conservation Center (AWCC) Tour: \$15 per person Number of Participants _____
☐ Girdwood on Bike: \$15 per person Number of Participants _____
☐ Crow Pass Trail Hike: No fee Number of Participants _____
☐ Winner Creek Trail Hike: No fee Number of Participants _____
☐ Alaska Art Experience Scarf Painting: \$49 per person Number of Participants _____
☐ Group Cruise and Dinner (hosted) Number of Participants _____

Saturday, August 1

☐ Group Buffet Breakfast (hosted) Number of Participants _____
☐ Portage Glacier/Lake Tour and AWCC Tour: \$159 per person Number of Participants _____
☐ Alaska ATV Adventures: \$165 per person Number of Participants _____
☐ Seward Trip/Kenai Fjords Cruise: \$65 per person Number of Participants _____
☐ Kenai River Float Trip: \$50 per person Number of Participants _____
☐ Fishing Excursion: Visit Anchorage staff will contact you. Number of Participants _____

PAYMENT OPTIONS

Total Amount (all fees) \$ _____ USD ☐ Check Payable to DMA West Check Number _____ ☐ AMEX ☐ MasterCard ☐ Visa

Card Number _____ Exp. Date _____ VCode _____

Card Address _____

Card City _____ State/Province _____ Zip _____

Name on Card _____ Signature _____