



P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8727 ~ Fx 530-581-8787

AGENDA AND MEETING NOTICE
CHAMBER OF COMMERCE ADVISORY COMMITTEE
Tuesday, February 3rd – 9:00 a.m.
Board Room – Tahoe City Public Utility District
221 Fairway Drive, Tahoe City

Mission of the North Lake Tahoe Chamber of Commerce

"to take specific actions to help improve the opportunity for local businesses to achieve and sustain success; to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community."

Meeting Ground Rules

- Be Prepared
- Engage in Active Listening
- Be Respectful of Others
- No Surprises
- It is OK to Disagree
- Acknowledge Comments, but Do Not Repeat Comments

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Chamber of Commerce Advisory Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum. (3 minutes)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Chamber of Commerce Meeting Minutes – January 6, 2009 (2 min)
- E. Election of Committee Chair for 2009, Election of Grants Subcommittee Chair for 2009 (5 min)
- F. Chamber Program and Project Updates – Kym Fabel (20 min)
 - 55th Annual Chamber Community Awards Dinner, Thursday, February 12th, 6:00 p.m., Resort at Squaw Creek
 - Upcoming Chamber Events & Projects
- G. Community Marketing Program Grant ROI Report by The Orchestra and Community Choral Artists of the Tahoe Area (TOCCATA) (5-10 minutes)
- H. Presentation by Sierra Business Council on Think Local First Program – Steve Frisch, President and Nikki Streegan, Communications Director (30 min)
- I. Workshop/Discussion – Preparing for the Upcoming Marketing Workshops (1 hour)
 - Community Marketing Workshop – Mid February
 - Joint Workshop with Marketing Committee – February 24
- J. Committee Member Reports/Updates from Community Partners (5-10 min)
- K. Adjournment

**Chamber of Commerce
Advisory Committee Members**

NLTRA Board:

Debra Darby-Dudley
Alex Mourelatos
Graham Rock
Dave Wilderotter

Committee Members:

Justin Broglio, Tahoe City Downtown
Association
Jan Colyer, TNT/TMA
Joy Doyle, Northstar Village Retailers
Liz Dugan, Squaw Valley Business
Association
Sherina Kreul, Bank of the West
Heather Leonard, Tahoe Maritime
Museum
Cheri Sprenger, North Tahoe Business
Association
Kay Williams, West Shore Association
Mike Young, Dickson Realty

County Representative

Ron Yglesias

Quorum

2 Board Members
1 Lay Member



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

January 6th, 2009 – 9:00 a.m.

Tahoe City Public Utility District

PRELIMINARY MINUTES

SUBCOMMITTEE MEMBERS IN ATTENDANCE: Justin Broglio, Liz Dugan, Cheri Sprenger, Joy Doyle, Dave Wilderotter and Kay Williams (9:35 a.m.)

COMMITTEE MEMBERS IN ATTENDANCE: Deb Dudley, Alex Mourelatos, Mike Young and Sherina Kreul

RESORT ASSOCIATION STAFF: Kym Fabel and Steve Teshara

OTHERS IN ATTENDANCE: Christine Horvath and Pettit Gilwee

I. MEETING OF THE COMMUNITY MARKETING PROGRAM GRANT SUBCOMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The meeting was called to order at 9:02 a.m. by Chair Justin Broglio and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Christine Horvath announced that Thursday, January 7th is Squaw Valley's Local Merchant's Day. Bring a recent pay stub or business card and photo ID to ticket counter D from 8:30 a.m. to 11 a.m. to receive a \$25 lift ticket.

3.0 DISCUSSION AND POSSIBLE ACTION ON SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING PROGRAM GRANT REQUEST SUBMITTED BY THE SQUAW VALLEY BUSINESS ASSOCIATION (SVBA)

- 3.1 Christine Horvath reported that the proposed grant in the amount of \$10,000 will primarily be used to focus on a weekend of fundraising events from February 6th to 8th in support of the Olympic Heritage Committee. Proceeds from the events will be used for the 2009/2010 Olympic Anniversary Celebration and Olympic Museum funding efforts, as well as advertising and promotion of these events.
- 3.2 Justin Broglio asked about SVBA's usage of the grant application form. Christine reported the application was easy to understand and complete. Cheri Sprenger asked Christine to give more details about the upcoming events in February. Christine noted that advertising for the weekend of events in February will be published later this week. Pricing for the majority of the events has been finalized. The Resort at Squaw Creek party will be \$10-\$15. The price of "skiing with an Olympian" will be \$10-\$20. The gala at PlumpJack will be around \$150-\$200. Christine noted that a schedule of all events will be posted at

www.squaw.com. Liz Dugan encouraged the entire community to participate in the weekend of events in February, as well as the Olympic Heritage Celebration. Dave Wilderotter said the event weekend sounds great; he would like to see the Chamber logo in the advertising and media for these events. Christine noted that there will also be an auction which is expected to raise around \$50,000. Alex Mourelatos asked the SVBA to return to this Committee to give a ROI on how much money was raised by these events. Dave said he would also like a report on event attendance.

- 3.3 M/S/C (Sprenger/Wilderotter) (4/0 - Abstention Dugan) to accept the grant request from the Squaw Valley Business Association in the amount of \$10,000, as presented, with a recommendation to the full Chamber of Commerce Advisory Committee to approve the grant request.**

4.0 DISCUSSION AND POSSIBLE ACTION ON SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING PROGRAM GRANT REQUEST SUBMITTED BY THE TAHOE CITY DOWNTOWN ASSOCIATION (TCDA)

- 4.1 Justin Broglio distributed copies of a letter and completed grant application from the TCDA. Justin noted that the grant funds in the amount of \$10,000 will be used to leverage money for events and collateral. He said the TCDA will use \$2500 in grant funds to produce an updated Tahoe City Walking Map that will include all businesses in Tahoe City, even non-members. The new map will include the Chamber of Commerce logo. The walking maps are available throughout Tahoe City. The TCDA will use \$2800 of the grant for television advertising through Tahoe TV. The program includes winter and shoulder season advertising with a continuous airing of a 1.5 to 3 minute "program" about Tahoe City. The program will also feature a TCDA tile ad on Tahoetopia.com. \$2000 of the grant will be used for regional Tahoe City promotion with a television spot on Comcast Cable in collaboration with the NTBA and SnowFest. Comcast Cable is matching \$6000 (\$2000 from each entity) with the Comcast Cable – Spotlight San Francisco Bay Area Tourism Grant Program. TCDA plans to dedicate 30 days from May 19 to June 19 to promote the Heart and Solstice Festival/Sip and Shop and will receive a matching donation from Comcast for a spot from September 10 to October 10, highlighting the Harvest Festival/October Fest. Justin said that the NLTRA has recently announced a similar media buy with Comcast Cable this winter that will re-enforce North Lake Tahoe's message in the Bay Area market. The TCDA will use \$2000 for expanded development of the Tahoe City Web site. He noted that there has been increased in-site visitation, traffic from search engines and referring sites, as well as time spent exploring the site. The grant funds will assist in the expansion of multiple pages, including event listings and business and visitor resources. Justin noted that the remaining \$700 will be primarily used for the printing of collateral.
- 4.2 Kym Fabel asked if the Chamber logo would be included in the Comcast cable piece. Justin said the logo will be included in the commercial. Alex Mourelatos asked about the consistency of look and feel in the Comcast pieces to create a coordinated message in the Bay Area market. He suggested bringing the video to the joint Chamber/Marketing Committee meeting for review. Cheri Sprenger noted that the TCDA, NTBA and SnowFest are all using Tahoe TV for assistance in producing the commercials in order to create a similar look and feel. She noted the "N" logo is not currently displayed in the video. Steve Teshara suggested the "N" logo will help produce a similar look and feel. Dave discussed the issue of linkages between to the Tahoe City Web site and GoTahoeNorth. Deb Dudley asked if Comcast provided information about statistics from other advertisements, such as the Nevada City television ads. Justin reported that

Comcast reported this information available, and although he did not remember the exact numbers, he said the viewership was high. Both Justin and Cheri reported that these ads are a great deal with the grant match from Comcast.

- 4.2 M/S/C (Williams/Dugan) (5/0 – Abstention Broglio) to accept the grant request from the Tahoe City Downtown Association in the amount of \$10,000, as presented, with a recommendation to the full Chamber of Commerce Advisory Committee to approve the grant request.**

5.0 SUBCOMMITTEE MEMBER COMMENTS

- 5.1 None.

6.0 SUBCOMMITTEE ADJOURNMENT

- 6.1 The Subcommittee meeting was adjourned at 9:37 a.m.

II. MEETING OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The meeting was called to order at 9:37 a.m. by Chair Cheri Sprenger and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Joy Doyle announced that the Village at Northstar magazine has been finalized and printed. This publication was funded by a recent Community Marketing Program grant. She showed the Committee a copy of the magazine. The magazine will be distributed as soon as possible. Kay Williams asked Joy for more details about the Dew Tour at Northstar. Joy reported that Northstar is the final stop of the Dew Tour. A Jumbotron will be in the Village, so people can watch events without going to the top of the mountain. She will provide more information at next month's meeting.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 M/S/C (Wilderotter/Broglio) (10/0) to approve the Chamber Advisory Committee agenda as presented.**

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

- 4.1 M/S/C (Broglio/Williams) (10/0) to approve the Chamber of Commerce Advisory Committee meeting minutes of December 2nd, 2008 as presented.**

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

- 5.1 Kym Fabel discussed upcoming mixers and distributed a schedule of Chamber events. On January 8th, there is a mixer at Lakeside Pizza at 5 p.m. that will highlight Lakeside as a place for meetings. The "Party Like It's SnowFest" Fundraiser will be held at Gar Woods on January 15 from 5 p.m. to 8 p.m., and Homewood Ski Resort and Sierra Avalanche Center will host a mixer on January 22 at 5 p.m. Kym reported that the Community Awards Dinner will be February 12 at the Resort at Squaw Creek. She encouraged everyone to vote for award winners; the nomination form is available at www.NorthLakeTahoeChamber.com. Kym is taking a webinar class on January 14 regarding how to market your

website. She said there will be more information on Chamber Education classes in the near future.

- 5.2 Steve Teshara reported on the 2009 Chamber Committee member appointment process. He noted that two of the Committee's current lay members, Sherina Kreul and Mike Young, have confirmed their interest to return for seats on the 2009 Committee. He said two more lay members are needed to form a complete committee. The NLTRA Board will formally name the appointees at Wednesday's meeting. Steve reported on the NLTRA/Chamber Six Month Strategic Planning and Budget Development Process for FY 2009/10. He said staff has put together a schedule of meetings from January to June for the strategic planning and budget development process. Steve distributed copies of the proposed schedules. The schedule will be reviewed by the NLTRA Board at Wednesday's meeting. He noted that this Committee is also responsible for updating the Chamber Business plan. Dave Wilderotter and Cheri Sprenger complimented staff for putting together this schedule. Alex Mourelatos suggested that the Committee set aside agenda time at next meeting to discuss the goals of the joint meeting with the Marketing Committee. Kay Williams noted that this Committee should prepare a report on the Community Marketing grant requests and process for the joint meeting. Members of the Committee discussed the importance of the Chamber Advisory Committee's relationships with the Marketing Committee, the NLTRA Board and Placer County, especially in terms of the Community Marketing Grant Program.

6.0 DISCUSSION AND POSSIBLE ACTION TO CONSIDER SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING GRANT PROGRAM REQUEST SUBMITTED BY SQUAW VALLEY BUSINESS ASSOCIATION (SVBA)

- 6.1 Cheri Sprenger noted that the Squaw Valley Business Association submitted a grant request in the amount of \$10,000. The grant will help fund pre-celebration fundraising events for the Olympic Heritage Celebration and museum. The request was unanimously approved by the Subcommittee.
- 6.2 **M/S/C (Mourelatos/Wilderotter) (9/0 – Abstention Dugan) to approve the Community Marketing Grant Program request submitted by the Squaw Valley Business Association.**

7.0 DISCUSSION AND POSSIBLE ACTION TO CONSIDER SUBCOMMITTEE RECOMMENDATION AND APPROVAL OF COMMUNITY MARKETING GRANT PROGRAM REQUEST SUBMITTED BY TAHOE CITY DOWNTOWN ASSOCIATION (TCDA)

- 7.1 Cheri Sprenger noted the Tahoe City Downtown Association submitted a grant request in the amount of \$10,000. The grant will be used primarily for TCDA marketing efforts.
- 7.2 **M/S/C (Mourelatos/Williams) (9/0 – Abstention Broglio) to approve the Community Marketing Grant Program request submitted by the Tahoe City Downtown Association.**

8.0 PRESENTATION – PLACER COUNTY TOBACCO PREVENTION EDUCATION PROGRAM – RIVER COYOTE, PLACER COUNTY TOBACCO PREVENTION PROGRAM

- 8.1 Kym Fabel noted that Placer County recently contacted her requesting an opportunity to discuss the Tobacco Prevention Program. Kym felt that this Committee was a great forum to disseminate this information, so each business association could provide information to their membership. River Coyote introduced herself and gave background information to the Committee. She noted that tobacco prevention is one of the most successful prevention campaigns in history. In California, there are approximately 14% daily smokers with 12% daily smokers in Placer County. She noted that the main focus of the prevention program is environmental focus, such as smoke-free buildings, restaurants and bars. She distributed copies of a letter that was sent to restaurant owners in Placer County to encourage a smoke-free environment and smoke-free patios. The letter also contains information on the five benefits of smoke-free outdoor dining. Restaurants that adopt a smoke-free environment will receive free promotion from Placer County on the smoke-free dining portion of their Web site. Justin Broglio asked River to send him information, so he could create a smoke-free dining section on the TCDA's Web site. Kay Williams discussed the issue of creating a designated area for smokers. River noted that this program primarily focuses on restaurants and outdoor dining. Cheri suggested River create a bulleted list of facts and polices and where businesses can find more information to include in Chamber and business association email blasts.

9.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

- 9.1 **Squaw Valley Business Associations (SVBA)** – Liz Dugan reported that the holiday period went well; she is hoping business continues to be good throughout January.
- 9.2 **North Tahoe Business Association (NTBA)** – Cheri Sprenger announced that the new North Lake Tahoe Guide has been printed and will be distributed throughout the area. This year's guide includes Squaw Valley. The NTBA is gearing up for SnowFest activities with almost triple the number of activities in Kings Beach, including the Joe King Poker Tournament at the Tahoe Biltmore on March 6th. She said an early registration fee will be offered for the tournament before February 15 at a rate of \$75. The goal is to have at least 100 players participate in the tournament this year. There was discussion about creating smaller tournaments in different Tahoe resorts and communities to lead up to the Joe King Tournament. Cheri noted one issue is that gambling is illegal in California. Kay Williams noted that the smaller tournaments could still be held at the Crystal Bay casinos. Cheri also reported that the NTBA will soon be moving their offices to the North Tahoe Events Center.
- 9.3 **Tahoe City Downtown Association (TCDA)** – Justin Broglio reported that he is settling in to his new position. He reported that the Shop Local contest had a record number of postcards returned this year. He noted that the new blue Christmas lights in Tahoe City are LED, so they are more environmentally friendly. He reported that there are also several SnowFest events in Tahoe City. Justin reported that the Annual Membership Party will be January 21st at Sawtooth Ridge. Both the membership packet and sponsorship opportunities are currently being updated.
- 9.4 **Incline Village** – Mike Young reported the new lodge at Diamond Peak is drawing a lot of attention. He noted the Christmas festival and tree lighting in Incline Village was very successful and well attended.

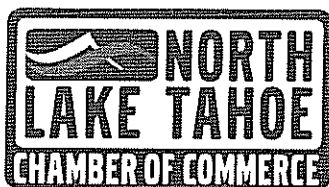
- 9.5 **Northstar Villager Retailers Association (NVRA)** – Joy Doyle reported that there are two new restaurants open in the Village at Northstar, TC's Pub and Baxter's Bistro and Lounge. She noted that Northstar is offering free valet parking with a \$10 dining validation. She will provide more information about the Dew Tour at next month's meeting.
- 9.6 **West Shore Association (WSA)** - Kay Williams reported that the WSA is actively involved in planning for the Olympic Heritage Celebration and the Olympic Museum. On January 18th, there will be a winter trails tour at Sugar Pine Point State Park.
- 9.7 Kym Fabel encouraged everyone to pick up their "in-market" maps as soon as possible. Kay Williams discussed the issue of events not appearing on the GoTahoeNorth.com site. She feels the Chamber should work more cooperatively with Pettit Gilwee and Judy Laverty to make sure events are listed on the site. Cheri noted the difficulty in listing events on multiple community calendars.

10.0 ADJOURNMENT

- 10.1 The meeting was adjourned at 10:57 a.m.

Submitted by:

Whitney Parks, Administrative Assistant



January 29, 2009

To: Chamber of Commerce Advisory Committee

Fr: Chamber Staff

Re: **Item G** - Community Marketing Program Grant ROI Report by TOCCATA
Item H - Presentation by Sierra Business Council on SBC's Think Local First Program

Item G - Background

As you recall, last fall, the Committee approved a Community Marketing Program Grant for The Orchestra and Community Choral Artists of the Thane Area (TOCCATA) in the amount of \$500.00. TOCCATA has asked for this opportunity to provide the Committee with a brief ROI report.

Item H - Background

The Sierra Business Council has requested an opportunity to present the organization's Think Local First Program. According to SBC's Web site, "Our Local First program seeks to create local living economies throughout the Sierra Nevada. Following a model developed by BALLE (Business Alliance for Local Living Economies) the Local First program works to ensure that economic power resides locally, sustaining healthy community life and environmental quality as well as long term economic prosperity. Through celebratory events, marketing of local independent business, networking, local buying guides and coupon books, and other educational efforts, we seek to foster support for the business and people that make our communities special and strong."

SBC President Steve Frisch and Communications Director Nikki Streegan will be at the meeting to present the program and respond to Committee comments and questions.

This is an informational item; no specific Committee action is being requested.



January 29, 2009

To: Chamber of Commerce Advisory Committee

Fr: Chamber Staff

Re: Workshop/Discussion - Preparing for the Upcoming Marketing Workshops

Background

Consistent with your direction, this agenda item is an opportunity for the Committee to discuss, in a workshop setting, how you want to present your issues and needs at two upcoming marketing workshops - the mid-February Marketing Committee Community Workshop and the February 24th Joint Workshop involving your Committee and the Marketing Committee.

As you have discussed, a key goal of your efforts is to secure a greater level of funding for the Community Marketing Grant Program. To assist you in your workshop, as a reference, we have attached a copy of Objective 4 of the adopted Chamber Business Plan which addresses this Committee's marketing goals (Actions).

Objective 4

In partnership with the NLTRA, our Community Partners and other stakeholders, the Chamber will play a leadership role in the development and implementation of coordinated *In Market* advertising, including promotional programs, community special events and efforts to ensure the consistency of North Lake Tahoe brand messaging at the community level; also in the delivery of quality visitor information services, and efforts to improve the visitor experience and stimulate return visits.

Actions

The Chamber and its Community Marketing Partners have identified the need for improvements, expansion and greater coordination of In Market advertising and promotional efforts. In Market advertising and promotion is defined as the marketing information and "message" conveyed to visitors when they have arrived in our community. Several mutual objectives will be addressed:

- Opportunity to more clearly define and play a role in marketing, in cooperation with the North Lake Tahoe Resort Association and its Destination Marketing Organization (DMO) partners.
- Greater consistency and coordination for In Market advertising and collateral with North Lake Tahoe's *Pure Experiences* brand and related campaigns, including improving strategies for delivering the "brand promise."
- Better uniformity and coordination for the consumer marketing message, including appropriate Web site linkages.
- Improvements in our collective ability to highlight and showcase the "*Resorts and Towns.*"
- Opportunity to more effectively coordinate, promote and grow community based special events.
- A platform for improving the quality of visitor information services, the visitor experience and opportunities to generate return visits.

To achieve this objective and related actions, the Chamber and its partners will undertake the following:

1] Work with our Community Marketing Partners to continue and expand efforts to develop new, coordinated In Market collateral.

2] Work with the NLTRA Tourism Division staff, Marketing Committee and Board to clearly define a role in the NLTRA's overall Marketing Strategy in the development, funding and implementation of coordinated In Market advertising and promotional efforts, consistent with the established Brand for North Lake Tahoe and the *Resorts and Towns of North Lake Tahoe* campaign.

3] Work with the NLTRA Tourism Division staff and Marketing Committee to define a role in the coordination and funding of community based special events, consistent with an adopted set of criteria as part of the Community Marketing Grant Program.

4] Work with the NLTRA as an advocate and supporter of improving the coordination and delivery of In Market visitor information services, and as a partner in expanding and staffing North Lake Tahoe's network of visitor information centers.

5] Work with the NLTRA as an advocate and partner, as appropriate, in development of the Regional Wayfinding Signage Project, as an important component of In Market "messaging" and strategy to improve the visitor experience.

Timeline

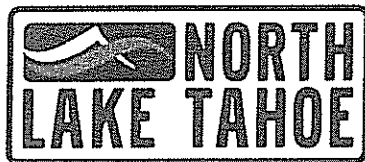
Ongoing.

Responsible Parties

Chamber of Commerce Advisory Committee, Community Partners, NLTRA, and other partners, as appropriate.

Measurement

Preparation and review of a fiscal year end report and Chamber Committee and NLTRA Board determination of substantive progress, consistent with Object 5.2





**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
January 21, 2008**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting events, programs and activities on the North Shore.
- B. Media Ski Invite – mailing ski invite for top-tier journalists, inviting them to experience the North Lake Tahoe winter product firsthand via a coordinated press trip.
- C. Domestic Press Trip – coordinating press trip for Sacramento’s KJAY Carmel Mooney and Conn Jackson, filming in North Lake Tahoe for a television program to be aired in the Southeast.
- D. CA Media Blitz in New York City - scheduled editorial meetings with Modern Bride, Fodor’s and Budget Travel magazine. Timing meetings with the California Tourism Media Blitz (February 3), which we are attending as a representative of the High Sierra Visitors Council.

II. News Releases – 5 news releases in the works

- A. North Lake Tahoe Revels in New Snow – drafting, when appropriate
- B. New Committee Members – drafting
- C. New Snow Makes for Great Skiing (VNR) – drafting
- D. Culinary Tourism – updating release to reflect new dining opportunities

E. Olympic Heritage Weekend (February 6-8) - drafting

III. News Releases – 8 news releases distributed since our December 29 report

- A. Businesses Posting Cool Deals to Visitors Bureaus' Website Increase Referrals
- B. Deadline for Community Awards Nomination is January 12
- C. North Lake Tahoe Releases New Vacation Planner
- D. Lakeside Pizza to Host Chamber Mixer this Thursday
- E. North Lake Tahoe's Winter Recreational Options Abound – VNR
- F. Gar Woods to Host Chamber Mixer/SnowFest Fundraiser this Thursday
- G. Tahoe Travelers Delight in Off-the-Beaten-Slope Activities
- H. Homewood & Sierra Avalanche Center to Host Chamber Mixer

IV. Media Leads – 26 media requests we've responded to since our December 29 report (does not include those journalists we've actively pitched)

- A. The Weather Channel – Amy Colbetzor, images, 12/30
- B. Dallas Morning News – Walt Roessing, wedding venues, 12/30
- C. Smart Meetings magazine – Erin Bernall, what's new, 1/5
- D. Snow magazine – Paul Tolme, freelancer, luxurious dining, 1/5
- E. Food Network – Christian Vaughan/Guy Fieri, AFW, 1/5
- F. Cardinal Health magazine – James Stephenson, story ideas, 1/5
- G. Meetings West magazine – Tony Bartlett, what's new, 1/5
- H. Excelsior (Mexican newspaper) – Arcelia Lortia, images, 1/5
- I. NASJA President – Bob Cox, possible press trip, 1/5
- J. KJAY-Radio (Sacramento) – Carmel Mooney, radio interview, 1/7
- K. CookieMag.com – Erin Renzas, images, 1/8
- L. CaliforniaTravelGirl.blogspot – Lora Finnegan, images, 1/8
- M. Successful Meetings magazine – Julie Barker, historic venues, 1/9
- N. KJAY-Radio (Sacramento) – Carmel Mooney, press trip, 1/10
- O. ConventionPlanit.com – Katherine Markham, what's new, 1/10
- P. Todo Lujo (Mexican magazine) – Melissa Villarrel, images, 1/10
- Q. Shape magazine – Janet Lee, press kit, 1/13
- R. Russian-American Weekly – Emma Krasov, possible press trip, 1/13
- S. Via magazine – Erin Klenow, what's new, 1/14

- T. Ski Lake Tahoe – Eric Doyne, holiday statistics, 1/14
- U. Golfin' Around Radio (PN) – Randy Tantlinger, radio interview, 1/14
- V. San Jose Mercury News – Terri Hunter-Davis, Valentine's specials, 1/15
- W. Freelancer Tracy Casto – possible press trip, 1/19
- X. Vue Weekly magazine (Edmonton) – Jeremy Derksen, what's new, 1/19
- Y. RV Journal magazine – Mary Forgey, spring/summer events, 1/21
- Z. High Road magazine (AAA, Phoenix) – Lindsey DeChacco, fact checking Lake Tahoe article, 1/21