



## north lake tahoe

### Conference Sales Advisory Committee

Tuesday, January 14, 2020

2:00pm – 4:00pm – Committee Meeting

Meeting Location: Plumpjack Squaw Valley Inn  
1920 Squaw Valley Road, Olympic Valley, CA 96146

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/924741605>

Join the conference call:

1-712-770- 4010

Access code: 775665#

- I. Welcome
- II. Plumpjack update & review of renovation project – Rob McCormick (*15 minutes*)
- III. Marketing & PR Update
  - a. PR MCC Update – Abbi Agency (*20 minutes*) **Page 1**
  - b. Marketing Update – Augustine (*30 minutes*) **Page 9**
- IV. Conference Sales Goals & Updates – Greg Howey (*25 minutes*)
  - a. Conference bookings report July – November **Page 18**
  - b. Market segment breakdown
- V. Chicago Update – Denise Cmiel (*15 minutes*)
  - a. Year to date project update **Page 21**
  - b. Carrie Underwood update
  - c. Looking forward
- VI. Tradeshow updates – Sarah Winters (*10 minutes*)
  - a. New reporting **Page 29**
  - b. Tradeshow calendar **Page 42**
  - c. Staff member update – Shay Watkins
- VII. Next up – Sarah Winters (*10 minutes*)
  - a. CALSAE Update **Page 37**
  - b. Reminder of partnership opportunities, both media and sales **Page 44**
- VIII. Open Discussion (*5 minutes*)