

15th Annual SOVA Marketing Symposium *Connection in Every Direction*



Sunday, March 6

- Reception @ Harry & David Country Village
- A tradition of the SOVA Marketing Symposium is a special reception on Sunday evening, where speakers, media trade show sponsors, SOVA Board members, and others can mingle, enjoy some Southern Oregon food and wine, and have the opportunity to exchange ideas, explore innovative marketing programs, and connect. Registration is open to anyone who would like to attend!
- Time: 5:30-7:30pm
- Cost: \$25/person - registration in advance is required.
- Location: Harry & David Country Village (1314 Center Drive, Medford, Oregon 97501)
www.harryanddavid.com

Monday, March 7

- Symposium Program and Media Trade Show @ Red Lion Hotel-Medford
- The day-long Symposium features regional and national speakers on a range of topics that directly address current trends in tourism marketing, innovative partnerships to achieve results, digital media and online opportunities, visitor research, and more.
- Time: 8:15am to 4:00pm
- Cost: \$60/person, SOVA members, advance registration; \$80 at the door
- \$80 – non SOVA-members
- Location: Red Lion Hotel-Medford (200 North Riverside Drive, Medford, Oregon 97501)
- www.redlion.rdl.com

9:00AM - WELCOME AND ANNOUNCEMENTS

Carolyn S. Hill, CEO SOVA

A native of Portland, with a professional background in writing, Carolyn moved to Southern Oregon in 1989. Prior to joining SOVA in 2003, Carolyn spent five years in program management and marketing at the Medford Chamber of Commerce/VCB; ran a successful marketing and communications consulting business; was part of the original marketing team for the Pacific NW Museum in Ashland; and served as adjunct faculty and assistant director for NEH-funded programs at Southern Oregon University's Center for Shakespeare Studies. She holds a Bachelor of Arts in English from Linfield College; a Masters in Fine & Performing Arts from SOU.

9:10AM – SEVEN MONTHS ON THE WILD & SCENIC ROGUE

Steve Edwards – Author, Breaking Into the Backcountry

Steve Edwards lives in Lincoln, Nebraska, with his wife and young son. His nonfiction, fiction and poetry can be found in Sou'wester, Passages North, Cuthroat and The Cream City Review, among others. He's currently writing a new memoir about his grandfather and his appearance on the cover of LIFE Magazine in 1942.

10-10:15AM BREAK - MEDIA TRADE SHOW

10:15AM – TOURISM TRENDS, TRAVEL OREGON PROGRAMS

Todd Davidson, CEO, Travel Oregon

Todd Davidson was appointed Executive Director of the Oregon Tourism Commission effective June 3, 1996. He was named Chief Executive Officer on September 9, 2004. During this time, tourism in Oregon has become a \$7.7 billion industry in Oregon, employing nearly 88,000 Oregonians. Achievements of the Oregon Tourism Commission during Davidson's tenure include: the establishment of a dedicated, stable funding source for the Commission, the launch of niche-oriented publications and advertising - with a particular emphasis on family destination travel; leadership in

securing increased cooperative advertising partnerships; development of the Regional Cooperative Marketing Program and strengthening the base of international markets, air service and partnerships. Davidson is a member of numerous boards and commissions including the Travel Industry Association of America, the National Council of State Tourism Directors (NCSTD) and the Western States Tourism Policy Council (WSTPC). He is currently a member of TIA's Executive Committee and was recently elected Chair of the National Council of State Tourism Directors. In August 2006 he was named the State Tourism Director of the Year by the Travel Industry Association (TIA), a non-profit organization representing the U.S. travel industry. Todd received the 1992 Governor's Tourism award from Governor Barbara Roberts for his leadership in Oregon's tourism industry.

11:00AM - 'CONNECTIONS' PANEL

Multi-agency, public-private partnership – working together to create the amazing Crater Lake Experience for more than 500,000 visitors annually.

Craig Ackerman, Superintendent, Crater Lake National Park

Ackerman has nearly 30 years of national and state park management experience. He became Superintendent at Crater Lake National Park in 2008. During his 17 years at Oregon Caves, as area manager and later superintendent, he has shepherded in a general management plan and facilitated the development of a unique nonprofit concession. His experience with commercial services in parks led him to serve two details as the acting chief of concessions for Pacific West Region. Prior to joining the National Park Service, he managed several West Virginia state parks and forests, including the state's largest, Watoga State Park. Ackerman also served as an NPS ranger on the Natchez Trace Parkway in Mississippi and at Shiloh National Military Park in Tennessee.

Charles Willis, General Manager, Crater Lake Lodge-Xanterra Parks & Resorts

Charles oversees all hospitality related aspects of the Park including lodging, food & beverage and retail. Originally from Florida, Charles spent 25 years with Aramark, where he oversaw operations such as the Louisiana Superdome, convention centers, the employee feeding program at Disney World, and numerous State and National Park locations. Charles spent six years in Europe as regional vice president with Aramark managing its leisure division, and acted as liaison and consultant to Coca Cola International for the Barcelona Olympics, organizing and overseeing all public F&B concessions at the 40 participating venues. Certified Hotel Administrator (CHA) and licensed Community Association Manager (CAM); active through the years with tourism and lodging associations in Florida, Utah and Alabama. Charles is a graduate of the University of Mobile with a degree in political science.

Christine Luesch, Executive Director, Crater Lake National Park Trust

Christine Leusch began work with the Trust in April 2010 after an extensive career in nonprofit fundraising and administration. She formerly served as Executive Director of the Teton Arts Council, Development Director for the Teton Regional Land Trust, and as a fundraiser and executive for the Museum of Western Colorado, several education charities, and the American Heart Association. Her degree is from Syracuse University in New York.

11:45AM - LUNCHEON

PRESIDENTS AWARD

Presented by SOVA Board President, Katherine Hoppe, Executive Director, Coos Bay/North Bend Visitors & Convention Bureau

FEATURED LUNCHEON PRESENTATION

TITLE OF PRESENTATION

Steve McCoid, Oregon Restaurant & Lodging Association

Steve has been an advocate for business, tourism and the hospitality industry in Oregon for more than 27 years. Steve began his trade association career with the Oregon Grocery Industry

Association, serving as CEO for 16 years. He has served as lobbyist, chief operating officer, and is now in his current position as ORLA's CEO. Steve was instrumental in developing strategies to assist and advance the prosperity of restaurants in Oregon during his tenure with the Oregon Restaurant Association. He has a keen sense of how policy, operations and profitability are interrelated, and uses his expertise in Salem and statewide on behalf of the Oregon Restaurant and Lodging industry. Steve also serves on two non-profit coalitions – the Community Action to Reduce Substance Abuse (CARSA) and the Oregon Council on Problem Gambling, both dedicated to addiction treatment and prevention.

1:00PM - BREAK & MEDIA TRADE SHOW

1:15PM - INTEGRATED MARKETING FOR SUCCESS

Kent Lewis, Anvil Media

As President of Anvil Media, Inc., Kent Lewis is responsible for managing operations, marketing and business development to achieve the search engine marketing agency's mission: to be one of the most respected search engine marketing agencies in the world. Current Anvil clients include Borders, Dr. Martens, gDiapers, Lucy Activewear, Moonstruck Chocolatier, Oregon State University, PC World, Planar, Trend Micro and Yesmail. He is also founder and acting President of Formic Media, a search engine marketing (SEM) agency focusing on the small business market. In 2001, Lewis created pdxMindShare an online career community and Portland-area networking event. He is also an adjunct professor at Portland State University, where he teaches SEM workshops. In 2003, he founded a charity fundraiser event, Anvil's Annual Get SMART Gala, to raise awareness for SMART (Start Making a Reader Today) for which he also sits on the board. In 2005, Lewis co-founded SEMpdx, a trade organization for SEM professionals based in Portland, Oregon. He is also a member of EO, a global organization for entrepreneurs, and is a recipient of Portland Business Journal's Top 40 Under 40 Award. Lewis sits on advisory boards for emerging companies like InSyght Consulting, NeutralSpace and Nozzle Media. He also speaks regularly at industry events and has been published in books and publications including DMNews, iMedia Connection, Portland Business Journal and Search Marketing Standard. When Lewis isn't working or hanging out with his family, he likes to write about his travels and life experiences on his blog, The Kent Lewis Experience.

2:00PM - 'CONNECTIONS' PANEL

Case studies in innovative partnerships, cool marketing ideas, and ingenious solutions to create terrific tourism products and experiences.

- Sunny Spicer, Executive Director, KidTime! Discovery Space – “Partnership with the Southern Oregon Historical Society”
- Julie Miller, Executive Director, Bandon Chamber of Commerce – “Bandon Shopping Promotion”
- Todd Kepple, Executive Director, Klamath County Museums – “New Exhibit, Forests for Everyone”
- Katharine Flanagan, Marketing & Events Director, Ashland Chamber of Commerce/VCB – “Ashland Food & Wine Classic”

2:45PM COFFEE BREAK & MEDIA TRADE SHOW

LAST CHANCE TO ENTER THE DRAWING TO WIN A FREE REGISTRATION TO THE OREGON GOVERNOR'S TOURISM CONFERENCE

3:00PM DIGITAL MARKETING & TRAVEL SOUTHERN OREGON

Dan Shryock, Director, News-Register Digital Media

4:00PM WRAP-UP AND ADJOURN, PLUS...

DRAWING FOR FREE REGISTRATION TO OREGON GOVERNOR'S TOURISM CONFERENCE