



COUNTY OF LAKE
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FOR IMMEDIATE RELEASE

April 27, 2010

**LAKE COUNTY TOURISM WORKSHOP SET FOR MAY 7;
REGISTRATION CLOSSES APRIL 30**

'Building the Visitor Experience – Celebrating Tourism in Lake County'
Friday, May 7, 2010, at Rob Roy Golf Club, Cobb

LAKE COUNTY, CA — Lake County tourism and hospitality professionals are encouraged to register by the April 30 deadline to attend a don't-miss workshop titled, "Building the Visitor Experience – Celebrating Tourism in Lake County," which will be held Friday, May 7, 2010, from 9:00 a.m. to 3:00 p.m., at the Rob Roy Golf Club in Cobb.

Presented by the Lake County Marketing and Economic Development Program and the Lake County Chamber of Commerce, this impressive tourism event will showcase the important role of tourism in Lake County's economy and will offer opportunities to learn, network, and share insight, innovation, and ideas for collaboration and partnership to promote travel to Lake County. The event coincides with National Travel and Tourism Week, May 8-16, 2010.

The day will kick off with a welcome and introduction from several Lake County supervisors, followed by an engaging keynote presentation by Doug McConnell, host of "OpenRoad with Doug McConnell, Exploring the West" shown nationally on public television, and former host of the legendary "Bay Area Backroads" series (KRON San Francisco), one of the longest-running and most successful regional television series in American broadcast history.

Jonelle Tannahill, tourism development manager with the California Travel and Tourism Commission, will be the featured lunchtime speaker and will provide an update on the state's tourism marketing efforts and promotional programs designed to generate interest in and increase tourism to California.

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Informative panel discussions will cover topics such as what's new and exciting in Lake County, creating successful packages and cultivating win-win tourism partnerships, using the web and new media to increase loyalty, delivering top-notch customer service, telling a compelling story, creating promotions on a shoestring, and building successful community events. Local panelists include:

- Tony Barthel, Co-Owner, Featherbed Railroad
- Tony Benvenuto, Co-Owner, Indian Beach Resort
- Loretta Byrne, Chief Operating Officer, Tulip Hill Winery
- Kim Clymire, Director, Lake County Public Services Department
- Carol Cole-Lewis, Internet Marketing Consultant
- Laura Falteisek, Marketing Director, The Lodge At Blue Lakes
- Alan Flora, Assistant Planner, Lake County Community Development Department
- Anne Garner, Owner, Eleven Roses Ranch
- Gregory Graham, Owner/Winemaker, Gregory Graham Wines
- Marilyn Holdenried, Chair, Kelseyville Pear Festival
- Susan Mesick, Marketing Director, Six Sigma Ranch & Winery
- Shalean Smith, Guest Services Manager, Tallman Hotel
- Sandra West, Owner, Edgewater Resort

Tourism and hospitality professionals involved in all areas of Lake County's tourism industry – lodging, events, dining, attractions, tasting rooms, galleries, shops, activities, tours, and more – are encouraged to attend. Registration is required, and space is limited. The event cost is \$25 per person and includes lunch. Register online at www.lakecochamber.com or by calling the Lake County Chamber of Commerce at (707) 263-5092. Rob Roy Golf Club is located at 16451 Golf Road in Cobb.

The Lake County Marketing and Economic Development Program is a division of the Lake County Administrative Office and actively works to promote tourism to and commerce in Lake County; efforts include media relations, visitor attraction, film commission, community beautification, and business assistance. For information, call (707) 263-2580. The Lake County Chamber of Commerce is a private, not-for-profit association of more than 550 businesses that have come together to advance the financial, industrial, and civic interests of Lake County; the Chamber actively endeavors to bring about a stronger economy and an improved quality of life. For information, call (707) 263-5092.

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