



CELEBRATING CONNECTIONS *in the Events Community*



Ah, the simple pleasures of the funny pages. Although times are tough right now, 2010 is around the corner and we are all hoping for a better economy. In the meantime, I will clean my desk and gear up for a new year. Keeping in touch with past clients and marketing to new clients is a job in itself. Luckily, the tools we have now make it a bit simpler. And if you need help, marketing genius Mark Ley will be at our next educational program to demystify the art of Social Media Marketing. Join us to learn more and celebrate our friendships at the Charles Schulz M. Museum on Dec 15, 2009.

ISES is offering a great discount for membership in the month of December, more details are listed in this newsletter. The Special Event Conference in New Orleans is coming up January 12-15, 2010 and offering a vast source of education and networking opportunities. Dana Macaulay, our President Elect, has been awarded a scholarship from the SEARCH Foundation to attend.

Our calendar has been updated, for more information on dates and programs, visit our website www.isesnapa-sonoma.com. Let me know what you would like to see from our chapter. We are growing and welcome your input and participation.

Kind Regards,
Rose Stanton Markey, ISES Napa-Sonoma Chapter President

Join ISES Napa-Sonoma at the Charles M. Schulz Museum on December 15th Capturing Your Audience in Today's Market through Social Media Marketing

Is there a role for social media in your organization's marketing mix? The answer is a resounding—YES! Social media outlets have gone mainstream, and they are being adopted for marketing purposes by businesses of all shapes, sizes, and industries. Featured speaker Mark Ley will show us how to capture our target audience in today's market!

- * Discover the difference between Social Networking and Social Media Marketing
- * Define the time and resources needed to make a strategy successful
- * Discover what Facebook, Twitter and LinkedIn have to offer and how to use them
- * Understand the power of video and tips for using it to build your business



REGISTER FOR THIS EVENT TODAY!
www.isesnapa-sonoma.com

— DECEMBER MEMBERSHIP DRIVE —

Position yourself for success
Join ISES in December and SAVE!

Join ISES in December 2009 **ONLINE** for only \$199!
Get 7 months of membership for the ½ year rate and avoid the \$50 application fee!
This is an incredible savings!

Feel free to contact Anthony Levy, VP of Membership
at (415) 328-5297 or info@isesnapa-sonoma.com

— MEMBER'S CORNER —

Dear ISES Napa-Sonoma Members,

As we end our 2009 season, we are reflecting on events that took place these past few months and are already thinking about the next season's business. Personally I believe it is going to be a banner year! One of the best ways to ensure your company's success is by investing in yourself.

By joining ISES Napa-Sonoma you are aligning yourself with the leaders in the event industry. Stay current with the trends, have access to 6000 event professionals worldwide, and qualify for many business discounts that return your investment dollars. I look forward to helping you reach your goals through ISES.

Please welcome our newest ISES Napa-Sonoma Members ~

- Bronwyn Smith ~ www.bronwynevents.com
- Jackie Jones Wilson ~ www.enchantedweddings.info and www.winecountryelopements.com
- Kate Kovalick ~ www.creativecoverings.com
- Heather C. Nelson ~ www.calwestrentals.com
- Jerome D. Schultz ~ www.portablepartydj.com

ISES MEMBER-ONLY BENEFIT: Pre-paid Educational Program Package

Just \$140 for four amazing educational programs December 2009—June 2010. At \$35 per program, enjoy a savings of \$20 off the regular registration price. The December Membership Drive will be the last chance to take advantage of this offer. Contact Stephen McMichael at info@isesnapa-sonoma.com or call (707) 590-3701.

Anthony Levy, VP of Membership

— MEMBER SPOTLIGHT —

CHIMNEY ROCK WINERY



The story of Chimney Rock is entwined with the story of Napa Valley's Stags Leap District, home to some of the most elegant Cabernet Sauvignon produced on American soil. The winery's beginnings hark back to the original owners' love of Bordeaux. Inspired by the chiseled rock formations, the Wilsons decided to keep Chimney Rock as the name for the winery and planted their 75 acres to Cabernet Sauvignon, Merlot, Chardonnay, and Fume Blanc.

May 2000 marked a compelling new era at Chimney Rock, as the winery formed a partnership with the Terlato Family. In close collaboration, the Terlatos and winemaker Doug Fletcher developed and implemented a master plan for expansion, designing and constructing a new larger winery facility.

The existing barrel room was repurposed into a Special Events venue. This room can seat up to 120 guests for your next wine country event. This fall, *Top Chef*, Bravo's Emmy and James Beard Award-winning show, announced that it was coming to Napa Valley for their Season Six two-part Finale. Bravo selected Chimney Rock Winery to host most of the action during their time in Napa Valley!

We invite you to entertain your guests in our barrel room, where *Top Chef* filming took place, for an exquisite wine country dining experience this holiday season and beyond. Also available is our exclusive "Tent in the Vineyards" experience, which allows you to entertain your guests just as Bravo entertained their VIP guests during the filming!

THE SPECIAL EVENT — Join us for the BIG Event in the BIG EASY!

Stay on top of your game in 2010 and breeze through these tough economic times. Join the family of event professionals at the world's largest tradeshow and conference for the event industry. Over 8,000 of your peers attend the world-recognized event education program, visit with 300+ vendors on the tradeshow floor and attend the fabulous showcasing events to pick up the very latest trends and ideas to use in your own events. **Register Now for THE SPECIAL EVENT!** [Click Here](#)



— NEWS FROM OUT & ABOUT —

Napa County Tourism Business Improvement District (TBID)

What is a TBID and why should I care?

A Tourism Business Improvement District (TBID) is a self-imposed hotel tax dedicated strictly to the marketing efforts of a particular destination. It allows business owners to control and organize efforts to increase tourism revenues in Napa County. This tax is earmarked strictly for the marketing of the destination.

Many people are surprised to find that Napa Valley as a destination does not have the necessary funding to promote itself to its target market. The total Transient Occupancy Tax (TOT) charged to hotel guests collected annually in Napa County is approximately \$26 million. Out of that \$26 million, the Napa Valley Destination Council receives a combined total of only \$437,000 to market our area as a premium wine region. Other wine destinations spend about \$12-\$14 million on the marketing of their destination!

Why is this so important?

To even make mention of the current state of the economy would be overkill. We all feel it. But with the addition of a mere 450 hotel rooms, the Napa Valley would have to sell an additional 164,250 room nights annually just to break even. One could reason that by adding hotel rooms, we would be adding TOT. Not so, when hotels are clamoring over one another for the same piece of business and lowering rates (and with them, the integrity of the Napa Valley).

The current TBID committee consists of City Officials, Chamber of Commerce Directors, Hotel GMs, and the Executive Director of the Napa Valley Destination Council—Mr. Clay Gregory. Mr. Gregory's Mission Statement for promoting the Napa Valley as North America's premier wine, food and wellness destination is to preserve and protect the precious agricultural preserve while balancing responsible tourism. So, while the hotels are the ones paying the tax, everyone benefits from the overall marketing plan of preserving the image of Napa Valley's most exclusive wines.

To accomplish its mission, the Napa Valley Destination Council first needs some basic things we all take for granted—like an office, phones, a website, staff, sales team... Having an effective marketing direction on \$437K per year is like trying to bake a cake without the eggs.

What happens next?

Although the TBID dictates that only 75% of the hotels would need to agree, Mr. Gregory's goal is to get 100% buy-in from the hotel managers and owners, as he feels that this is a close knit community that works best when we work together. Once the hotels are in agreement, the lawyers will submit paperwork to the City and the County for approval. The City has loaned the NVDC the money to proceed before the TBID actually comes to fruition, so this tells us they are in full support.

A very ambitious goal of July 2010 has been set to complete the TBID. Once the TBID is in place and the tax dollars start rolling in, we can begin the process of putting together our marketing efforts and regaining our market share. It won't solve all our problems, but it will be a big step in the right direction.

From there we can continue to agree to disagree about what's best for the future of Napa Valley!



Do you have ISES News?

Email us to post on our website or in our Spring Newsletter | info@isesnapa-sonoma.com

Ideas for ISES Programs or feedback...

Contact Jess Flood, VP of Education/Programs | jess@jessflood.com