



CONVENTION PROGRAM

SATW 54th Annual Convention, October 4 - 17, 2009

SATW

Downtown Guadalajara Map

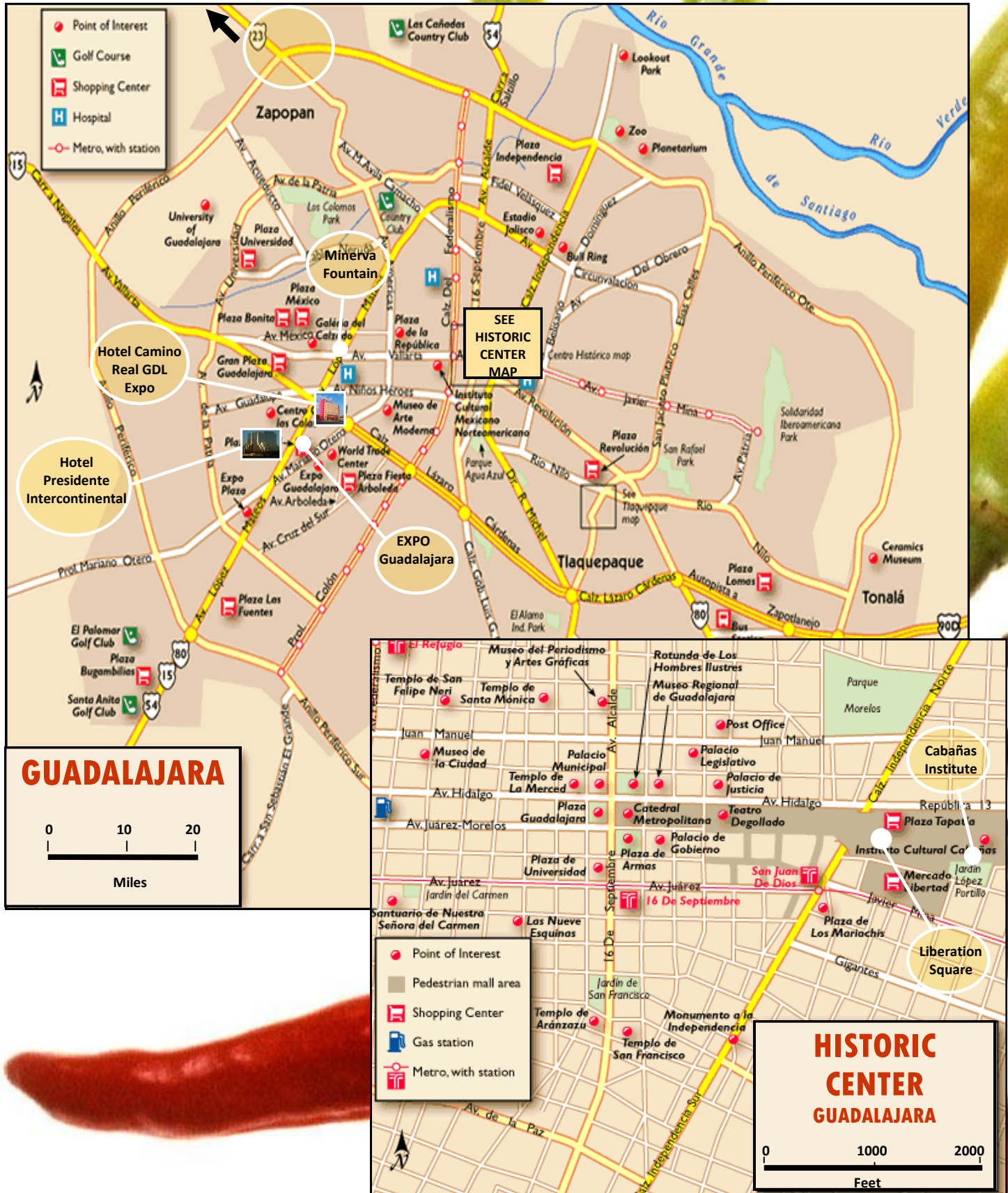




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WEATHER

Guadalajara is a city of warm springs and nice weather during most of the year. The overall climate is said to be the best and most consistent in the world with an average winter season temparture of 68°F, rising to 86°F between March and October.

AVERAGE TEMPERATURE
OCTOBER:

High/Low: **78/57**



CONVENTION HOTEL - PRESIDENTE INTERCONTINENTAL

A gleaming glass landmark in the city, Presidente InterContinental Guadalajara is as vibrant as the surrounding city. Situated in one of the city's most popular residential districts, the hotel is just across from one of Guadalajara's firsts shopping malls and only five minutes from the Expo Guadalajara Convention Center. Locals refer to the uniquely shaped 14-story building as "The Crystal Pyramid." And it has just gone through a major renovation in time for SATW to be its first convention upon completion. All of the guest rooms as well as the lobby have been completely updated. It offers fully-equipped rooms with premium services and two highly-rated restaurants offering Mexican and International specialties. Presidente Intercontinental has a variety of professional meeting rooms, incorporating the latest in technology and comfort.



CONVENTION HOTEL - CAMINO REAL

Camino Real boasts an excellent location in the commercial heart of the city, across the street from Expo Guadalajara Convention Center, 20 minutes from the International Airport. The hotel has nine floors with suites containing the highest quality standards, ideal for non-smokers and those who are disabled. The hotel is proud of its 5 Star service, amenities and is specifically designed to meet all the needs of business people. It offers a delicious Mediterranean restaurant and blue bar with a delicious assortment of dishes and appetizers. Camino Real's overall contemporary architecture is influenced



by Mexican designs, evidenced through several textures and colors thus creating an excellent venue for lodging and banquets with top-notch technology.

Schedule at a Glance



Thursday, October 8

Meeting Room

All Day

10:00 am - 10:00 pm

10:00 am - 10:00 pm

10:00 am - 10:00 pm

1:30 - 5:30 pm

6:00 - 11:00 pm

Delegates arrive/pre trips arrive

Registration opens*

Hospitality/Media Center opens*

Internet Center opens*

Sightseeing Tours - "Tapatio"

Hotel Dinner Vouchers

Acuario

Acuario

Aries

*Located at Presidente Intercontinental throughout the convention

Friday, October 9

Meeting Room

7:00 am - 7:00 pm

7:00 am - 10:00 pm

7:00 am - 6:00 pm

7:40 - 8:00 am

8:00 - 9:45 am

10:00 - 11:45 am

11:30 am - 12:30 pm

12:30 - 2:15 pm

2:15 - 2:30 pm

2:00 - 2:30 pm

2:30 - 3:00 pm

2:30 - 5:15 pm

4:00 - 5:30 pm

6:15 - 6:30 pm

6:30 - 7:30 pm

6:45 - 7:15 pm

7:30 - 10:00 pm

9:00 - 10:00 pm

Registration & Hospitality/Media Center opens

Internet Center opens

Shuttles between Hotels

First-timer/Buddies meet before breakfast

Opening Greeting/Business Breakfast & Meeting

Professional Development workshops

Buses to Corona Brewery

Lunch at Corona - Guest speaker

Marketplace setup for Associates

Tour of Corona for Actives

Tour of Corona for Spouses/Speakers

Marketplace

Buses depart back to hotels as they fill

Buses depart for First-Timers Reception

First-Timers Reception (**Invitation only**)

Buses depart for Reception

Cocktail/Food Reception - sponsored by GCVB

Buses depart for hotels as they fill

Acuario

Aries

Astral

Astral

Intercontinental

Intercontinental

Corona Brewery

Corona Brewery

Instituto Cultural Cabañas

Instituto Cultural Cabañas

Instituto Cultural Cabañas

Instituto Cultural Cabañas

Saturday, October 10

7:00 am - 7:00 pm	Hospitality/Media Center opens
7:00 am - 10:00 pm	Internet Center opens
7:00 am - 6:15 pm	Shuttles between Hotels
8:00 - 9:15 am	Chapter & Spouse/Speaker/Sponsor Breakfasts
9:30 am - 5:00 pm	Full-Day Tours/Golf Tourn. - Return to each hotel
6:15 - 7:00 pm	Buses depart for Dine Around
7:00 - 9:15 pm	Dine around at pre-selected restaurants
10:30 & 10:45 pm	Buses depart for Guadalajara at Night options

Meeting Room

Acuario
Aries

Intercontinental
Buses depart Intercontinental Only
Intercontinental/Camino

Intercontinental & Camino

Sunday, October 11

7:00 am - 7:00 pm	Hospitality/Media Center opens
7:00 am - 10:00 pm	Internet Center opens
7:30 am - 6:15 pm	Shuttles between Expo Guadalajara Convention Center & Intercontinental
7:45 - 9:00 am	Freelance Council breakfast
7:45 - 9:00 am	Spouse/Speaker/Sponsor breakfast
7:45 - 9:00 am	Editors Council breakfast
7:45 - 9:00 am	Associates Council breakfast
9:15 - Noon	Professional Development Workshops
12:30 - 2:30 pm	Awards Lunch
2:45 - 5:45 pm	Professional Development Workshops
2:45 - 5:15 pm	Spouse tour option (Bus departs Expo)
6:30 - 7:30 pm	Buses depart for Charreada
7:45 - 11:00 pm	Dinner and Charreada Show
9:30 - 11:00 pm	Buses depart for hotels as they fill

Meeting Room

Acuario
Aries

Centro de Negocios 1 - Moda
Centro de Negocios 1 - Calzado 1 & 2
Centro de Negocios 1 - Comercio
Centro de Negocios 1 - Mueble 1 & 2
Centro de Negocios 2
Salón de Eventos (Expo ballroom)
Centro de Negocios 2

Lienzo Charro Zermeño

Monday, October 12

7:00 am - 5:00 pm	Hospitality/Media Center opens
7:00 am - 5:00 pm	Internet Center opens
7:00 am - 5:00 pm	Shuttles between Hotels
7:00 - 8:30 am	Breakfast Voucher - on your own in hotels
7:30 - 8:30 am	SATW New Board Meeting
7:30 - 8:45 am	SATW Foundation Board Meeting
7:30 - Noon	"Romerio" Tour/box lunch
9:00 am - 4:00 pm	Full-day tours depart Intercontinental
9:00 - 12:30 pm	Half day tours or free time (box lunch)
1:00 - 4:00 pm	Half day tours or free time
5:30 - 6:00 pm	Buses depart for Closing Gala
7:00 - 11:00 pm	Closing Gala/Memories
9:00 - 11:15 pm	Buses depart for hotels as they fill

Meeting Room

Acuario
Aries

Frutas y Flores (PI); Bece Bistrot (CR)
Intercontinental - Hydra
Intercontinental - Gemini

CR guests must catch shuttle by 8:30
CR guests must catch shuttle by 8:30
CR guests must catch shuttle by 12:30
Intercontinental & Camino Real

Tuesday, October 13

All Day	Delegates depart for home or post tours.
5:30 - 11:00 am	Coffee, fruit & pastries are offered

Meeting Room

Hospitality Center (PI); Hotel Lobby (CR)



FRIDAY, OCTOBER 9

PRESIDENTE INTERCONTINENTAL

CHANGING MEDIA TRENDS - Expanding Ways to Work With a Shrinking Media

10:00 - 11:45am

Room: **Salon Bellatrix II**

The changing media landscape affects us all. Both Actives and Associates struggle with the dwindling number of magazines, newspapers, books and websites, and the rise of less-established media with unproven reach. In this keynote session, panelists explore these changes and attempt to answer the pressing questions of who is still buying content (and what kind), and what media offer the most effective methods for getting your clients' stories told. This is truly Must-See PD.

Panelists:

Steven Cohn

Editor, *Media Industry Newsletter* ("min")

Michael Klein

Senior Vice President, Content, Travel Channel Media

Wendy Perrin

Consumer News Editor and Chief Tweeter, *Condé Nast Traveler*

Jane Wooldridge

Executive Business Editor, *Miami Herald*

GERMANY AND SAXONY: SIMPLY INSPIRING! - Story Ideas for 2010

10:00 - 11:15am

Room: *Orion*

In preparation for SATW's 2010 conference in Saxony, with pre and post convention tours to be conducted throughout Germany, join us for an overview of exciting story opportunities. This presentation and Q&A with Victoria Larson of the German National Tourist Office will highlight the state of Saxony and the cities of Dresden and Leipzig, home to the core convention. We'll touch upon annual festivals, including the 200th anniversary of Oktoberfest, Ruhr (the 2010 European Capital of Culture), and the 41st production of the decennial Passion Play in Oberammergau. Additional story angles include art and culture, the trail of German American Heritage, car museums (Porsche, BMW, VW, Mercedes), castle hotels and fortresses, plus Active Germany - hiking the Alps, the Black Forest and Lake Constance, and biking the Berlin Wall.

ONE-ON-ONE WITH THE WRITING COACH

(BY APPOINTMENT ONLY)

10:00 - 11:45am

Room: **Business Center (Hotel Ground Floor)**

(Description on Page 3 of PD Section)

ONE-ON-ONE WITH THE ONLINE CONTENT PRODUCER

(BY APPOINTMENT ONLY)

10:00 - 11:45am

Room: **Business Center (Hotel Ground Floor)**

(Description on Page 3 of PD Section)

KEYNOTE SPEAKER: CARROLL RHEEM - Travel Trends in Changing Times

12:30 - 2:15pm

Location: **Corona Brewery**

The economy is in transition, and so are the habits of travelers. While one survey predicts fewer vacations, others claim travel will remain strong. Some say travelers will stay closer to home, others note an increase in "gap year" travel. Carroll Rheem, Director of Research for the highly regarded travel research firm, PhoCusWright, tells us what to expect in the uncertain months ahead.



SUNDAY, OCTOBER 11

EXPO GUADALAJARA CONVENTION CENTER

SOCIAL MEDIA 101 - Introduction to Facebook, Twitter and LinkedIn

9:15am - 12:15pm*

Room: **Minerva 1 & 2**

Back by popular demand, Columbia journalism professor and technology expert Sree Sreenivasan will teach beginners the basics about Facebook, Twitter and LinkedIn. This information packed session is designed for both Actives and Associates who are not set up in the social media world yet, but ready to catch up so as not to be left behind the curve. Sree will give us examples of what works and what doesn't - come prepared with questions for our expert.

SOCIAL MEDIA HERE AND NOW - Intermediate Course in Two Parts

9:15am - 12:15pm*

Room: **Degollado 1 & 2**

Have you managed liftoff but now feel lost in cyberspace? Here's your lifeline! This session - geared to both Actives and Associates - aims to demystify social media and showcase best practices so participants are better able to integrate social media into their professional lives. Featuring some of the top names in both blogging and the digital world, the first half of the session covers how to be an effective tweeter, market yourself and your clients via Facebook, gather story material from cyberspace, sell last-minute travel deals, and more. The second half launches into practical applications and case studies. As a travel journalist, do you really need to Twitter? To blog? Is a website essential? How do you drive people to your site or blog? And perhaps most important, can you make money online? As a PR professional, how do you manage social media, and apply PR practices to this new space? Is digital media driving bookings? Can it result in concrete stories?

Panelists:

<i>David Binkowski</i>	Senior Vice President, MS&L Digital
<i>Christopher Elliott</i>	Journalist and consumer advocate
<i>Julia Shallcross</i>	Senior Editor, HotelChatter.com
<i>Peter Shankman</i>	Founder, HelpAReporter.com (HARO)

DIGITAL DARKROOM IMMERSION: HANDS-ON LIGHTROOM

9:15am - 12:15pm*

Room: **Cabanas 1**

Adobe's Lightroom program arrived on the scene in 2007 but many of us struggle to surmount the software's learning curve to extract the benefits of this developing and organizing tool. This session - led by Chad Case with Michael C. Snell - will get us over the hump, with a focus on processing images on the road. Batching, bulk metadata coding, numbering will be covered. Participants will benefit by having Lightroom 2.0 installed on a laptop, along with a folder of images to process; a 30-day free trial of Lightroom is available at adobe.com/downloads.

*A 15-minute break will be scheduled by the moderator.



SUNDAY, OCTOBER 11

EXPO GUADALAJARA CONVENTION CENTER

PLUS UP YOUR CONTENT - Building Audio-Visual Packages

9:15am - 12:15pm*

Room: **Fray Alcalde**

Yes, traditional dead-tree outlets are in a swoon and some forms of media may not survive current economic realities. But a few writer-photographers have found new ways to stand out in the shrinking crowd: by creating audio-visual packages to either supplement web content to augment what appears in an outlet's print edition, or by packaging their stories and photos into appealing "slide shows" for their own web sites. Web producer Tim Shisler will show efficient ways to add value to the content you already create, covering software tools available for assembling these packages and reviewing examples of successful - and unsuccessful - audio-visual packages. Freelance writer-photographers will receive actionable tips on how to pitch editors, and Associates can sit in to discover ways to make their own web sites more dynamic.

ONE-ON-ONE WITH THE WRITING COACH

(BY APPOINTMENT ONLY)

9:15am - 12:15pm

Room: **Los Arcos**

Meet with Rhonda Gibson, an associate professor and director of the Ph.D. Program at the University of North Carolina-Chapel Hill School of Journalism and Mass Communication, for a 20-minute one-on-one session designed to hone your skills as a journalist. As one of the judges responsible for selecting this year's Lowell Thomas winners, Rhonda knows what it takes to craft stories that stand out in the crowd - and win awards. Members need to submit stories for review prior to the appointment. For last-minute appointments (if available), stop by the SATW Hospitality/Media Center before Sunday.

ONE-ON-ONE WITH THE LEGAL EAGLE

(BY APPOINTMENT ONLY)

9:15am - 12:15pm and 2:45 - 5:45pm

Room: **Colonos 1**

SATW's attorney of record joins us for one-on-one sessions designed to help writers, photographers and Associates with legal advice. Anthony Elia will help you determine your creative rights within seemingly undecipherable contracts, and alert you to potentially untenable clauses. He'll provide insight on dealing with outlets that have declared bankruptcy, and point out warning signs to watch for with clients that may be on the verge. Anthony will be available for 15-minute sessions and members are encouraged to submit questions in advance on creative rights issues and/or contracts to expedite his review of your particular situation. For last-minute appointments (if available), stop by the SATW Hospitality/Media Center before Sunday.

ONE-ON-ONE WITH THE ONLINE CONTENT PRODUCER

(BY APPOINTMENT ONLY)

2:45 - 5:45pm

Room: **Los Arcos**

Web content producer Tim Shisler will be available to writer-photographers for a limited number of 20-minute personalized coaching sessions. Tim's specialty is online audio-visual packages. These "slide shows" can be tools to spruce up your own web site or products that diversify your content for existing outlets, augmenting what appears in an outlet's print edition. For last-minute appointments (if available), stop by SATW Hospitality/Media Center before Sunday.



SUNDAY, OCTOBER 11

EXPO GUADALAJARA CONVENTION CENTER

DIGITAL DARKROOM IMMERSION: HANDS-ON PHOTOSHOP

2:45 - 5:45pm*

Room: **Cabanas 1**

If Lightroom can handle image adjustments, keywording, and cataloguing, why would you ever need Photoshop? This session - led by Michael C. Snell with Chad Case - will focus on what Photoshop can do that Lightroom can't. They'll pick up where the morning Lightroom workshop leaves off and discuss the next steps in image adjustments using layers, masking, blending modes and more. Also learn how to automate complex tasks using actions and batch processing. The session will focus on Photoshop CS3 but they'll talk a little about what's new in CS4 as well. If you have a laptop with Photoshop installed and some images, feel free to bring it and follow along. If you don't, you'll still be able to get plenty out of this show-and-tell style presentation. A 30-day free trial of Photoshop is available at adobe.com/downloads.

SHOW ME THE MONEY - Actives' Guide to Thriving in Uncertain Times

2:45 - 4:15pm

Room: **Colomos 1 & 2**

Can a freelancer really make a full-time living in this uncertain economy? Panel members share their experiences about what is –and isn't – working today. Included are their individual business strategies for mixing articles, photographs, blogs, guidebooks and editing projects while juggling travel costs and health insurance.

Panelists:*John E. DiScala*

Founder, JohnnyJet.com

Christopher Elliott

Journalist and consumer advocate

*Janet Fullwood*Editor, *Northern California Meetings & Events**David Swanson*

Freelance writer-photographer

MEASURING THE VALUE OF PR - The New Standards For Evaluating Media Coverage

2:45 - 4:15pm

Room: **Degollado 1 & 2**

Advertising value is so yesterday. Today, PR needs to directly influence sales and is measured and tracked differently. What does ROI (return on investment) mean to you and your clients? What is "Return on Engagement"? How is PR accountable - and justifiable - in this new economy? This panel will address social media applications to PR measurement (aligning PR programming with organizational goals), message mapping, as well as how to attach metrics to public relations campaigns in order to measure program effectiveness, including share of voice dominance, competitor comparison, and tone of coverage.

Panelists:*Johna Burke*

Vice President, BurrellesLuce

Genevieve Haldeman

Vice President, Symantec

Frank Ovatt

CEO Emeritus, Institute for Public Relations

Dirk Shaw

Social Media Strategist, Vignette Corporation



SUNDAY, OCTOBER 11

EXPO GUADALAJARA CONVENTION CENTER

WRITING THAT SIZZLES

2:45 - 4:15pm

Room: **Minerva 1**

What distinguishes the wheat from the chaff? In 2009, judging for the Lowell Thomas Travel Journalism Competition was taken over by the University of North Carolina-Chapel Hill School of Journalism and Mass Communication. Rhonda Gibson, one of the judges responsible for threshing this year's crop of about 1,200 entries, takes us behind the scenes of the most prestigious awards in travel journalism. She'll provide concrete examples of what types of writing caught the eyes of judges - and what didn't - and offer tips on how to craft eloquent stories that stand out in a competitive field.

WRITING THAT SELLS

4:30 - 5:45pm

Room: **Degollado 1 & 2**

Articles that win awards aren't always those that sell - especially today, when so many publications are shrinking or closing. A panel of editors tells us what they're buying and selling, and how that has changed in the past year. Each will share a few "unexpected" story angles they have bought even in these freelancer-unfriendly times, and offer up strategies and tools for creating sellable concepts.

Panelists:

<i>Richard Beattie</i>	Executive Editor, <i>Travelandleisure.com</i>
<i>Spud Hilton</i>	Travel Editor, <i>The San Francisco Chronicle</i>
<i>Annette Thompson</i>	Associate Travel Editor, <i>Southern Living</i>

PITCHING TRAVEL BOOKS AND TV PROJECTS - Proposals That Generate Contracts

4:30 - 5:45pm

Room: **Colomos 1 & 2**

Yes, mere mortals like us can land book and TV projects. The trick is marrying a creative proposal to the ideal outlet to achieve maximum return. Successful journalists explain what kind of ideas get publishers' and producers' attention and outline the process for constructing a winning pitch. Michael Klein, Senior Vice President, Content, for Travel Channel Media, and Bob Sehlinger, creator of the successful Unofficial Guide to Disney series and founder and publisher of Menasha Ridge Press, lead this enlightening discussion.

THE PR EXCHANGE - A Meeting of the Minds

4:30 - 5:45pm

Room: **Fray Alcalde**

Ever wonder how one of your SATW Associate colleagues would handle a challenge you are facing? We could be great resources for each other if we just had the time and place to share ideas. *This* is the time and place! Whether the topic is bloggers, budgets or motivating staff, pick a topic and join the PR Exchange for spirited round table discussions.

Panelists:

All Associate Members!



RICH BEATTIE

Rich Beattie is the Executive Editor of Travelandleisure.com. In 2006, he helped launch ForbesTraveler.com as Deputy Editor. Before that Rich spent 5 years freelancing for publications like *The New York Times*, *Travel + Leisure*, *New York, Ski, Boating* and *Popular Science*, writing stories on everything from chasing drug smugglers along the Thai-Burma border to stealing cars with repo guys at 2 a.m. in downtown Newark. He has also served as Content Director of the adventure travel site GORP.com and as a staff writer and editor at *Travel Holiday*. However, Rich put his literature degree to best use right out of college as a ski bum in Colorado.

DAVID BINKOWSKI

As the senior vice president of Word-of-Mouth Marketing at MS&L, David Binkowski leads the digital initiatives of the firm's New York office. He spearheaded the Word-of-Mouth Marketing division, leading hundreds of online campaigns representing international and national brands for corporations. David was recently named to the Member Ethics Advisory Panel for the Word of Mouth Marketing Association (WOMMA) and wrote the Blogger Relations Ethics Code. His work has won awards from the Word of Mouth Marketing Association, PR Week Awards and the Holmes Report's SABRE award. David's career began in 1998 as a freelance Web designer and marketer before being hired by one of his clients, the Barbara Ann Karmanos Cancer Institute, where he lead all of the Institute's Web efforts.

JOHNA BURKE

During a career spanning 20 years, Johna Burke has worked both as a public relations practitioner and a provider of services vital to the successful performance of communications professionals. For 11 years starting in 1989, she worked for U-Haul International, ultimately becoming head of public and investor relations. Burke joined BurrellesLuce, in its Phoenix office, in 2000. She was subsequently named to the Strategic Sales Team, served as West Coast regional vice president and, in 2008, was appointed vice president. Burke is a speaker who is often invited to talk about best practices in public relations, including the measurement of PR effectiveness, and her commentaries have appeared in PR print and web outlets. She also serves as chair of the Southern Region of the International Association of Business Communicators (IABC).

CHAD CASE

Based in Boise, Idaho, Chad Case provides a unique blend of art and photo journalism to create lasting assignment, stock, architecture and travel photography for clients worldwide. His pictures have appeared in *National Geographic Adventure*, *National Geographic Traveler*, *National Wildlife*, *The New York Times*, *Outside*, *Sunset*, *Backpacker*, and numerous other publications. Chad also operates Idaho Stock Images with over 26,000 stock images online and representing more than 60 photographers: IdahoStockImages.com. Although Chad only joined SATW three years ago, in 2007 his portfolio at the Western Chapter's Hawaii Shootout won Gold; in 2008 his Bill Muster Photographer of the Year portfolio was chosen for Silver; and in 2009 his portfolio received Bronze in the Bill Muster Photographer of the Year competition.

STEVEN COHN

Steven Cohn became editor of Media Industry Newsletter ("min") on June 13, 1986. The position began as a 30-day "trial" (his predecessor had quit after a week), but evolved into 1,100-plus weekly releases of news and data for the magazine business. The min package includes advertising-page "boxscores," circulation charts, newsstand best- and worst-sellers, women's fashion magazines spring and fall previews, launch recaps, and much more. Cohn and min have been sourced on many occasions, and he has made frequent television appearances. In 1997, the same year that he was promoted to editor-in-chief, he spoke before Wall Street analysts at the PaineWebber (now UBS Warburg) Media Conference. Cohn is a 1973 graduate of Indiana University. Prior to min, he was managing editor of Optometric Management (1983-1986).



JOHN E. DISCALA

Better known as Johnny Jet, John E. DiScala travels about 150,000 miles and visits over 20 countries each year. He and his website JohnnyJet.com have been featured more than 1,700 times in major publications, including *USA Today*, *Time*, *Fortune* and *The New York Times*, and he has appeared on ABC, CBS, CNBC, CNN, MSNBC, NBC, FOX News Channel and PBS. JohnnyJet.com was named “one of the top best money-saving web sites for travel” by *Budget Travel Magazine*, while *The Los Angeles Times* called it “one of the top 10 essential travel resources on the internet.” Outside Magazine touted Johnny for having one of the world’s best “dream jobs.” Every week, Johnny hosts a “travel website of the week” for several radio stations around the country, he writes weekly for Frommers.com and he has written for *USA Today*, *The Boston Herald*, *LAX Magazine* and *Coast Magazine*.

ANTHONY ELIA

As the Attorney of Record for SATW, Anthony Elia provides the Society with legal advice on a range of issues and specializes in commercial litigation, copyright, libel, publishing, trademark and intellectual property law. Anthony regularly writes on copyright and publishing issues, including for the *SATW Traveler*. Anthony practices and lives in New York City.

CHRISTOPHER ELLIOTT

Journalist and consumer advocate Christopher Elliott is *National Geographic Traveler*’s ombudsman, a nationally syndicated columnist through Tribune Media Services, and a columnist for MSNBC.com. He’s penned regular travel columns for ABCNews.com, CNN.com, Kiplinger.com, MarketWatch.com, MSN, *The New York Times* and USAToday.com. Elliott has been featured as a travel expert on CBS, MSNBC, NPR, CNN, and Britain’s ITN network. He has hosted the TV show “What You Get for the Money: Vacations” on the Fine Living network and been a regular commentator and independent producer for public radio. Other radio appearances include public radio’s Marketplace and Sound Money, CNET Radio, and numerous ABC network affiliates. Before he became an independent writer, Elliott worked for Dow Jones & Co., where he frequently wrote about the stock market and initial public offerings for *The Wall Street Journal*. He also served as a section editor for *Travel Weekly* and completed seven editorial internships.

RHONDA GIBSON

Rhonda Gibson, Ph.D., is an associate professor and director of the Ph.D. Program in the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill. She formerly worked as a newspaper reporter for *The Nashville Banner* and as assistant director of public relations for Belmont University. She teaches news writing and ethics courses in addition to her administrative duties.

GENEVIEVE HALDEMAN

Genevieve Haldeman is vice president of corporate communications for Symantec, responsible for the company’s worldwide public image, overseeing all internal and external corporate communication as well as enterprise product public relations. Since starting at Symantec in 1997, Genevieve has managed strategic, global positioning and the communication strategies surrounding more than 30 mergers and acquisitions, including Symantec’s merger with VERITAS. She also established Symantec’s crisis communications response team, which today provides critical communication to the media regarding various threat outbreaks to help ensure customers know how to protect themselves from the latest cyber threats. Prior to Symantec, Genevieve worked for public relations agencies Golin Harris, the Bohle Company and Lapin East/West, providing communications support for clients such as Canon Computer Systems, Inc.; Tricord Systems, Inc.; Global Village Communications; and Toyota. Genevieve was graduated Phi Beta Kappa with a bachelor’s degree in journalism from the University of Oklahoma.



JANET FULLWOOD

Janet Fullwood didn't see the ocean until she was 10 or a mountain until she was 15, but once she started traveling, there was no stopping her. In her personal and professional life, Janet has traveled to 80 countries on seven continents and written about everything from hot-tubbing in Antarctica to threatened cultures in Yap. Her professional career has included 21 years as travel editor of the *Sacramento Bee* and six years as travel editor of the *Dallas Times Herald*. At both papers Janet also wrote for the news, features, food and business sections. She currently is editor of a quarterly magazine, *Northern California Meetings & Events*, published by Tiger Oak Publications; and a bimonthly magazine, *The Communicator*, published by the Pacific Crest Trail Association. In Janet's spare time (ha!) she pursues other opportunities in contract editing, writing and destination photography.

SPUD HILTON

Spud Hilton is Travel Editor of *The San Francisco Chronicle*. He is a 20-year journalist and a late-blooming traveler who, in 8 years with the Travel section, has written about, reported on and been hopelessly lost on five continents. His attempts to defy the expectations of places - from Havana's back alleys to Genoa's cathedrals to the floor of a hippie bus in Modesto - have earned three Lowell Thomas Awards. His stories have appeared in more than 60 newspapers in North America, several of which are still publishing. Spud lives with his wife, Ann, in San Francisco and plays cornet in an early New Orleans-style jazz band.

MICHAEL KLEIN

As the Senior Vice President of Content for Travel Channel Media, Michael Klein is responsible for the development, strategic planning, management and execution of content for Travel Channel, platform extensions and partnerships. He oversees a broad range of programs for Travel Channel including, *Anthony Bourdain: No Reservations*, *Bizarre Food* and *Samantha Brown*. He has been honored with numerous awards and nominations, including two Emmy® nominations.

FRANK OVAITT

Frank Ovaitt is CEO Emeritus of the Institute for Public Relations, an independent research and education foundation dedicated to the science beneath the art of public relations. He served previously as managing director of Crossover International Inc., a communications firm that he founded; vice president-corporate affairs for MCI; international PR vice president for AT&T; and editorial services director for Monsanto. He is accredited by the Public Relations Society of America, former co-chair of the International Public Relations Association's Campaign for Media Transparency, and founding chair of the Commission on Global Public Relations Research. Frank holds a bachelor of journalism degree from the University of Missouri and an MBA from New York University.

WENDY PERRIN

Wendy Perrin is *Condé Nast Traveler's* consumer news editor and chief Tweeter. She writes "The Perrin Report," the magazine's practical advice column, as well as features on a wide variety of travel topics, and is the author of *Wendy Perrin's Secrets Every Smart Traveler Should Know* (Fodor's, 1997). Considered an authority on consumer travel issues, she received the 2005 award for Travel Journalist of the Year, and her expose about medical care on cruise ships won an investigative journalism award in the Lowell Thomas Travel Journalism Competition. In 2006 her feature "The Fabulous Fifty" was a finalist for a National Magazine Award. She is frequently on television and radio offering travel advice and discussing trends and issues. Appearances include *The Oprah Winfrey Show*, *The Today Show*, *Good Morning America*, and various programs on CNN. She is a graduate of Harvard University and resides in the New York City area with her husband and two sons.



CARROLL RHEEM

As director of research for PhoCusWright, Carroll Rheem contributes in-depth market reports, survey findings, and analysis for PhoCusWright's *Global* and *European Edition Research Subscription*, *Special Reports* and custom client needs. As the author of *PhoCusWright's Consumer Travel Report* and *Going Green: The Business Impact of Environmental Awareness on Travel*, one of her core areas of focus is consumer research. Carroll also leverages her experience in hotel distribution for publications including *PhoCusWright's U.S. Online Travel Overview*, and oversees content for the *PhoCusWright Research Subscription: European Edition*. Prior to joining the team, Carroll spent six years working for Starwood Hotels and Resorts Worldwide in various positions encompassing hotel operations, sales and global online distribution. She holds a Master of Management in Hospitality from Cornell University.

BOB SEHLINGER

Bob Sehlinger is the publisher of Menasha Ridge Press, a 27-year old book publishing company specializing in adult non-fiction and reference titles. He is also the creator and executive publisher of the Unofficial Guide series published by Wiley. A Lowell Thomas gold award winner, Sehlinger has personally authored 27 guidebooks with lifetime sales of over 3 million copies.

JULIANA SHALLCROSS

Juliana Shallcross has been Senior Editor of HotelChatter.com since 2006. She's also the managing editor at Jaunted.com, the Pop Culture Guide to Travel, as well as the newest site from SFO*Media, VegasChatter.com - a daily user's guide to Las Vegas. Before she ventured into travel blogging, she worked at *TelevisionWeekly*, a trade magazine; and *The Daily Breeze*, doing newspaper reporting on crime and a Los Angeles-area newswire, covering the police beat. Juliana is a graduate of the USC's Annenberg School for Communication with a Master's Degree in Journalism.

DIRK SHAW

Dirk Shaw, social media strategist for Vignette Corporation, has more than 12 years of experience with the development and implementation of interactive solution strategies for companies like Marriott, Motorola and Hyatt. As social media strategist for Vignette, he drives the use of social networking applications to enhance customer service, foster company-oriented dialogue and further Vignette's presence in the online community.

TIM SHISLER

Tim Shisler is a freelance multimedia journalist based in Colorado who has hoisted as well as dropped video cameras, spent hours in an editing bay, and precariously clung to a cliff for the perfect opening shot. A former outdoor and rafting guide, he knows how to calm people's fears, push their boundaries, and celebrate their successes. Tim has produced online content for a variety of publications, including *Backpacker*, *Bicycling* and *Mountain Bike* magazines, while also writing a new media column for WrittenRoad.com.

DAVID SWANSON

Now in his 15th year as a full-time freelance writer-photographer, David Swanson is a contributing editor for *National Geographic Traveler* and has written the multiple award-winning "Affordable Caribbean" column for *Caribbean Travel & Life* for 11 years. Author or co-author of more than a dozen travel guidebooks, David's stories and photos have also been published in more than 50 North American newspapers. In 2007 he was chosen Travel Writer of the Year by independent judges for the Caribbean Tourism Organization; the same year one of his photos won Gold in the Bill Muster competition. In 2009, David was elected as Secretary to SATW's Board of Directors.



PETER SHANKMAN

An entrepreneur, author, speaker, and worldwide connector, Peter is recognized for radical new ways of thinking about social media, PR, marketing, advertising, creativity, and customer service. Peter is perhaps best known for founding Help a Reporter Out (helpareporter.com) which in under a year became the de-facto standard for journalists looking for sources on deadline, offering them sources around the world looking to be quoted. Peter's blog (shankman.com) both comments on and generates news and conversation, and he is the author of "Can We do That?! Outrageous PR Stunts that Work and Why your Company Needs Them." Peter is also the founder and CEO of The Geek Factory, Inc., a boutique marketing and PR strategy firm. His PR and social media clients have included the Snapple Beverage Group, NASA, The US Department of Defense, Walt Disney World and Abercrombie and Kent, and he is a marketing pundit for several national and international news channels, including Fox News, CNN, and MSNBC.

MICHAEL C. SNELL

An SATW member since 2002, Michael C. Snell spent 14 years as an art director and photo buyer for ad agencies before going freelance and licensing his own photographs. He started using Photoshop with version 1 and subsequently taught the program at the university level in the late 1990s. Michael was the Central States Chapter's 2008 Photographer of the Year and has won several other SATW awards including a Bronze in the 2008 Muster Award's Single Subject Portfolio. In 2009, Michael was elected SATW's Freelance Council Chair.

SREE SREENIVASAN

Sree is a journalism educator at Columbia University. He is both a technology expert and skeptic who works to help journalists and consumers use technology in smarter ways. In this, his 16th year of teaching, he continues to teach in the school's digital journalism program and in 2007 was promoted to Professor of Professional Practice. He also teaches workshops in "Smarter Surfing: Better Use of Your Web Time," "Figuring out Blogs and Whatever's Next" and other topics in newsrooms and educational institutions around the world. Sree has been a fixture on NYC-area television at WNBC and WABC, and as a freelance journalist has written for *The New York Times*, *Business Week*, *Popular Science*, *Bloomberg*, *Rolling Stone* and *Forbes.com*. He is co-founder/former president of the South Asian Journalists Association and in 2004 was named one of the 20 most influential South Asians in America by *Newsweek*.

ANNETTE THOMPSON

Annette Thompson has served as Associate Travel Editor at *Southern Living* magazine since 1999. She writes about East Coast destinations, and develops web packages for *Southern Living's* website. An award-winning travel writer, she earned her degrees in English literature from Stetson University and the University of Alabama at Birmingham.

JANE WOOLDRIDGE

Jane Wooldridge is an award-winning journalist, entrepreneurial manager and an innovator in multi-media content delivered via newspapers, magazines, online and broadcast. She speaks frequently to companies and professional organizations on media and travel trends. A 26-year veteran of the *Miami Herald*, Jane spent a decade as travel editor, where she garnered awards including the Lowell Thomas Travel Journalist of the Year. Recently she was named the paper's Executive Business Editor. Her responsibilities now include oversight of seven business sections daily including the Business Monday magazine, online and webcast products and new product development. Jane continues to travel personally and write and photograph. She is a genuine travel fanatic; between personal and business travel, Jane has visited 100 countries.



INTERNET CENTER

The Internet Center is located in the Aries Room, across the hall from the Hospitality/Media Center. There are 10 computers connected to internet and two printers available for your use during posted hours. You are asked that you limit your time to 10 minutes if there are people waiting. Tables and wireless Internet access is also available in this room for those who brought their own laptops.



HOSPITALITY/MEDIA CENTER

The Hospitality/Media Center, located in the Acuario Meeting Room, will be set up for your convenience and comfort. There will always be a helpful hand and smile waiting for you.

Snacks, refreshments, brochures and information will be available at all times.

Hospitality/Media Center Hours:

Thur., Oct 8 10:00 a.m. to 10:00 p.m.

Fri. - Sun, Oct 9-11 7:00 a.m. to 7:00 p.m.

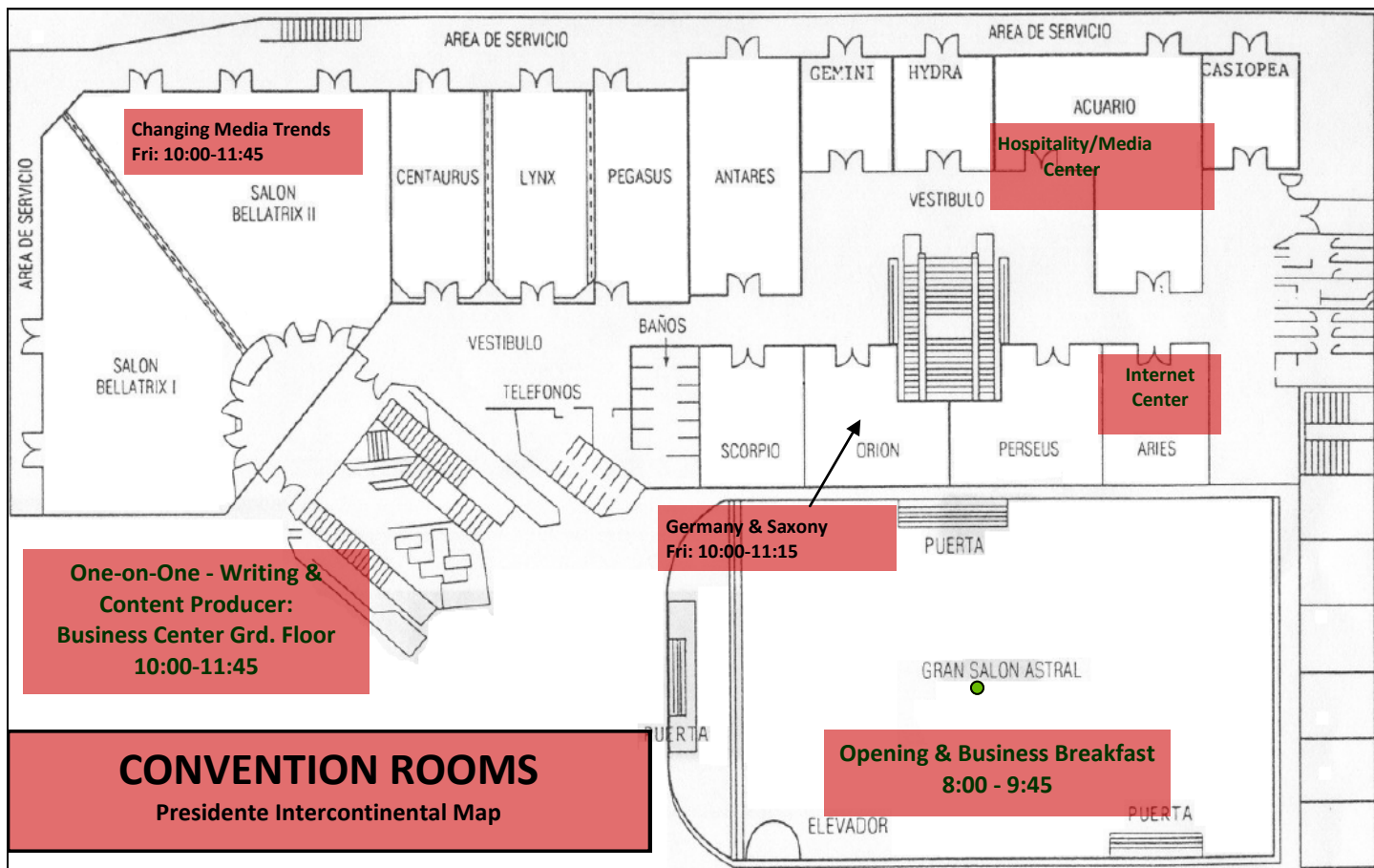
Mon., Oct 12 7:00 a.m. to 5:00 p.m.

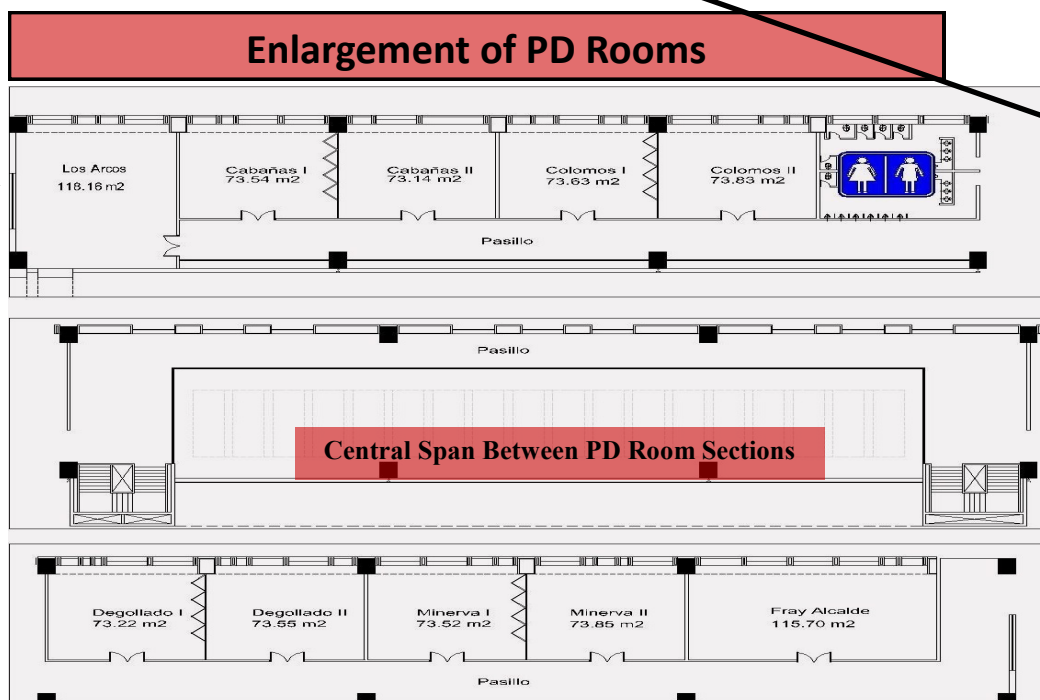
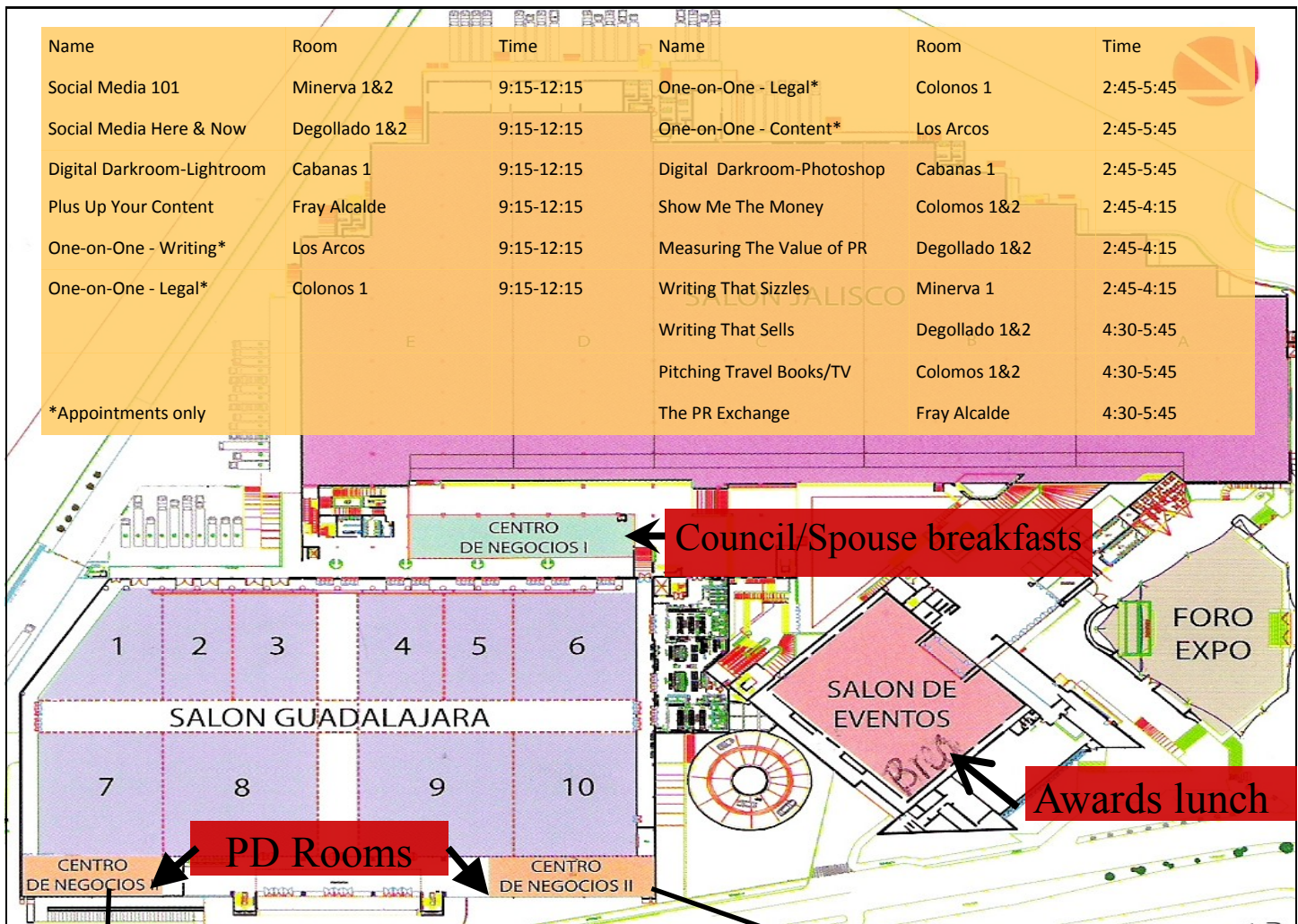
Internet Center Hours:

Thur., Oct 8 10:00 a.m. to 10:00 p.m.

Fri. - Sun, Oct 9-11 7:00 a.m. to 10:00 p.m.

Mon., Oct 12 7:00 a.m. to 5:00 p.m.





SATW EVENTS



THURSDAY, OCTOBER 8

∞ SIGHTSEEING OPTION: TAPATIO TOUR ∞

Enjoy the splendor of this tour around the most beautiful zones of Guadalajara and the metropolitan area. The Tapatio Tour is a panoramic double decker bus with capacity for 75 passengers. It is a different, original and fun tourism service.

Ride around Guadalajara and take in its history and monuments from this panoramic bus with 2 levels, where you enjoy an obstacle-free, 360-degrees view of the city. Definitely one of the best ways to be introduced to the city.

The Tapatio Tour offers two options, allowing you to get to know the past and present areas of the most important city in western Mexico. You can listen to the narration of the tour by earphones, available in 6 languages: Spanish, English, Italian, French, German and Japanese.

On both tour options you may get off and on as many times as you wish at the stops, allowing closer examination of areas that may interest you - monuments, museums and other attractions. Or, for those preferring to take the whole tour without making stops, the duration is approximately two hours.

The Tapatio Tour passes by the Intercontinental every 30 minutes and the stops are well marked. The Tapatio Tour coach accommodates the handicapped with a manual ramp for wheelchair access, and four specially assigned seats.

TOUR OPTION 1: Guadalajara

You will be seeing the modern city zone and some classic buildings. Perfect if you're looking for shopping in fashion malls or if you want to eat in a good restaurant while at the same time getting to know the architecture and history of the city.

TOUR OPTION 2: Tlaquepaque

Here you see the traditional zone, world famous for its variety of arts and crafts. Take a tour around this artisan village and visit the traditional restaurants while you listen to the mariachi music.

Schedule Service: 10:00 to 22:00 hrs.

This option is available for those of you arriving early in Guadalajara. We will have a bilingual tour guide at the host hotels to assist you in boarding the Tapatio Tour. Reservations will be taken upon registration.



FRIDAY, OCTOBER 9

∞ COCKTAIL RECEPTION AT CABAÑAS ∞

Mexicans know how to put on a great party. They do not need a lot - just character! Music, food, good drinks, family and friends are the crucial ingredients in Mexican fiestas, and this the ultimate chance to experience this 'character' together!

Tonight you will enjoy a cocktail reception in one of the richest historical buildings of Guadalajara - the Cabañas Cultural Institute. Mingle and hang with old and new friends while enjoying this masterpiece in history. Sip your cocktail while taking in the beauty of the stunning frescos you will find all around the ancient chapel of the Cabañas Institute.

The Cabañas Institute in Guadalajara, a World Heritage Site, is one of the oldest and largest complexes in Spanish America. The complex was founded in 1791 by the Bishop of Guadalajara, Juan Ruiz de Cabañas, in order to combine the functions of a workhouse, hospital, orphanage and almshouse. Bishop Juan Ruiz de Cabañas, engaged Manuel Tolsá, a renowned architect from Mexico City, to design the structure. Tolsá's design was based on classic examples such as Les Invalides in Paris and El Escorial near Madrid.

Following the death of Cabañas in 1823, construction continued until 1829. Although it served for a time as a barracks in the mid-19th century, the orphanage lasted well into the 20th century and continued to function until 1980, when the Cabañas Cultural Institute, with affiliated schools for arts and crafts, moved in. The highlight of the interior decoration is a series of monumental frescoes by José Clemente Orozco, including one of his most famed creations, the allegory of The Man of Fire (1936-39).

The atmosphere is overwhelming, you will be impressed.....

Note: They do allow you to take pictures while you're there but in order to preserve the murals you cannot use your flash.

SATW EVENTS



SATURDAY, OCTOBER 10

∞ DINE AROUND ∞

Guadalajara inhabitants love to spend a lot of time with food, drinks, friends and family - a cultural activity that continues to this day and utilizes a great variety of old family recipes that add to the culinary experience. Nobody has one favorite spot since every restaurant offers its own unique dishes. That is what makes a city like Guadalajara so special.

Specialties include carne en su jugo (beef dish), tortas ahogadas (drowned sandwiches) and birria de chivo (goat dish). Most dishes involve meats, but vegetarians will also be satisfied with the excellent offerings that make use of the freshness of the local produce.

A result of the fusion of Pre-Hispanic and colonial roots, the delicious cuisine in Guadalajara represents unique techniques and tastes, providing a personality that loudly proclaims the individuality of Guadalajara.

As a result of the city's cultural mix, Guadalajara offers a great variety of dining experiences, with restaurants spread all over the city. Everyone, whether adventurous or not, will be more than satiated during their visit to Guadalajara. No matter the taste or preference - we offer a world of choices: Mexican, Japanese, Mediterranean, Chinese and many more - all part of the dine around. Our own favorite spots included! This is the perfect way to renew acquaintances and make new friends while enjoying high class food.

Nobody will leave this night hungry!



SUNDAY, OCTOBER 11

∞ DINNER SHOW CHARREADA ∞

Tonight the Mexican art of food will be combined with a spectacular show. A show that will give you a unique opportunity to get to know more about one of the major traditions in the history of this country, a "Charreada."

Charrería is the Mexican interpretation of equestrian art and rodeo riding. Its origin in Mexico can be traced back to when the Spaniards came to the New World and brought many different types of food, textiles and animals, along which came the horse. The use of the horse was initially restricted to only the elite until permission was petitioned for use by cattle ranch hands who needed to put livestock to pasture. It was at this point the horse became more commonly used, creating the Mexican cowboy culture that has a flare all of its own.

Nowadays, one of the regions best known for its charrería is Jalisco - where it is taken as a serious endeavor. Asking any Mexican what is the first thing they think of when they are asked to describe this central western state and the answer will most likely be, "tequila, mariachi and charrería," symbols that also coincide with what Mexico itself identifies.

A charreada is held within a marked-off area of an arena and participants must wear traditional charro clothing while performing.

This particular event will be held in the beautiful Lienzo Charro Zermeno (Traditional Mexican Rodeo), where you will visit the tailor who custom makes the outfits, the hat maker who designs every hat to perfectly fit the cowboy, and enjoy the festive atmosphere and the great food and fun that make this the perfect place to discover our Mexican traditions.

Note: Wear your dungarees as this is a relaxed, informal party - and you never know when you might be called upon to assist...

SATW EVENTS

MONDAY, OCTOBER 12

∞ CLOSING GALA ∞

The sun goes down as the convention comes to its end.
A sun that represents 13 days of pleasure, activities and commitment to learning.
However, before we let it sink in the horizon, we will take one last chance to show you who we are.
A chance to share our last experiences of this wonderful week and to fantasize about next year.

This year's closing gala will be breathtaking and surprising.
A unique location where the sun will literally shine in the dark.
Sun, the representation of the beautiful country of Mexico.
And friendship, the representation of what makes it all work so well.

NIGHTTIME OPTIONS



∞ GUADALAJARA'S NIGHTTIME RAMBLES ∞

Salsa and Mambo Madness: Touring Zona Rosa

Sleek and centrally located Zona Rosa, which is bisected by Guadalajara's famed Avenida Chapultepec, offers some of the liveliest Latin dance halls in the city. On this tour, we'll cut loose at some of the city's fabled spots for salsa, mambo, and merengue, from the Dominican beats performed at Mambo Cafe to the seductive Cuban tunes of El Callejon de los Rumberos. Optional side trips will be offered to Bananas disco, chic El Primo Piso (known for its seductive jazz and trip-hop), and Guadalajara's premier gay disco, Circus Club.

Eclectic Guadalajara - From Mariachi to Mojitos

The district that takes in Avenida Vallarta, Calle Lopez Cotilla, and Calle Lerdo de Tejada abounds with diverting nightspots that offer a varied glimpse of Guadalajara's infectious after-dark energy. We'll check out a bounty of cool hot spots, from Casa Bariachi (famed for Mariachi music) to Nude (a trendy and eclectic dance club and cocktail bar - no, it's not a strip club). Other potential stops along this tour include Angel's - a high-energy gay dance club and Bodeguita del Medio, renowned for its Cuban music and potent mojitos.

NOTE: Shuttle on Saturday night only. Departs from both hotels around 10:30 (same shuttle). Return to both hotels at midnight. Those wishing to stay out longer will be on their own to return (taxis are easy to find). A sign-up sheet will be in the Hospitality/Media Center.

Additionally, several other bars and clubs will be offering special discounts or free admission to SATW members throughout the week. A list will be available in the hospitality center.



FD-1 TOUR TO TEQUILA

Jalisco is the largest grower of agaves in Mexico with an area of 34,658 hectare stretching between the foothills of the Tequila Volcano and the deep valley of the Rio Grande. This expansive landscape of blue agave, known as “Valles de Jalisco,” is shaped by the unique tradition and culture of the plant for production of tequila and cloth. This tour will begin by visiting the agave fields, the plants from which tequila is made. It takes an agave plant between eight to ten years to reach maturity and has to be harvested by hand.

When we arrive in Tequila, we'll visit the Cofradia distillery, which has been producing tequila for more than 50 years. We will learn about the entire process of making Mexico's national drink and then continue on to the Museum of Tequila. The museum offers a large collection of photos, drawings and artifacts explaining the history of tequila. One legend holds that the drink was discovered when lightning struck an agave plant and the resulting sweet smell and taste agreed with the area's indigenous people.

To complete the beautiful day of Jaliscoan traditional history, you'll enjoy a wonderful Mexican fiesta. For the people of Jalisco the combination of food, drink, music and friends makes a fiesta complete. Therefore, this Mexican buffet will be served with typical dishes from Mexico so that everybody will be able to taste several specialties. Additionally, a children folkloric ballet and a real mariachi band, originating from Jalisco, will perform to complete the traditional experience.

Difficulty Level: *Moderate*

Note: *Mexican fiesta with buffet lunch, drinks and entertainment*

FD-2 TEQUILA EXPRESS

Experience an unbelievable trip aboard the Tequila Express train, which brings the rhythm of Mariachi music to the blue agave fields of Jalisco. Every weekend, the Tequila Express train leaves at 10:30 a.m. to begin an inspiring journey to the town of Amatitan. This is an invitation to travel through time to discover the secrets of the Hacienda San José del Refugio. This ancient Hacienda has been witness to a variety of historic events over the past several centuries, including the Cristera Revolution.

Here, the tequila flows abundantly and you will be impressed by the surrounding folklore, rhythm and colors. We will tour the tequila plant at Herradura House, located at the hacienda, and end the day with a complete Mexican party that includes a tequila and beer bar, Mexican buffet, mariachi and folkloric ballet. You are invited to test the different kinds of Tequila that Herradura House produces, a tequila company with a unique quality of Tequila. You will be impressed by the lively atmosphere throughout the day!

Difficulty Level: *Moderate*

Notes: - *Arrival to the train station will be at 8:00 p.m.*

- *You will not arrive on time for the dine around. Arrangements will be made for dinner at your hotel.*

- *Tour includes buffet lunch, train ride, tour and entertainment.*

FD-3 HUAXTLA CANYON

Located just 45 min away from the city is Huastla, Guadalajara's natural reserve, with its wonderful landscape, 120-meter high rock canyon walls, and more than 15 waterfalls with navy blue water. The tallest part of the canyon is 1600 meters above sea level. You'll view a tropical environment with 30-meter high trees, many of them varieties of fruit and nut.

You will hike through the gap that leads to the Huastla Canyon and arrive at the view point, offering an amazing view of the rocks and a unique view of many types of birds such as falcons, eagles, ravens and even green guacamayas.

For lunch, we'll visit Don Roberto's ranch where we'll enjoy lunch al fresco with his family. After lunch we will walk to one of the waterfalls and the more adventurous are welcome to take a dip in the water.

Difficulty Level: *Moderate to Difficult*

Notes: - *For active and healthy people.*

- *Lunch included in a private ranch*
- *Bring your bathing suit and towel if you don't mind cold water.*



FD-4 GUADALAJARA, GUADALAJARA

This tour provides a complete introduction to the beautiful city of Guadalajara. The tour begins with a panoramic drive through the main areas of the city. You'll stop by sites such as the Minerva, the largest fountain in the city, representing a statue of the Roman goddess of the same name who brought glory, justice, wisdom and strength to Guadalajara. You will drive by the Arches at the entrance to the city, which was built in the European architectural style with a Mexican touch in the 1900's.

Once we arrive in the heart of the city, we'll board a traditional "calandria" (horse drawn carriage) to begin our ride around the main highlights of the city and through the old district, where we will enjoy the wonderful colonial architecture along with stories and legends of Guadalajara's past.

After this relaxing ride, we will begin a guided walking tour of the historical centre to visit the buildings we saw from the outside, including the Cathedral and the four squares, the Government Palace with Orozco's murals, the Regional Museum, the Degollado Theatre and the Plaza Tapatia, until we reach the magnificent Ca-bañas Institute which is where we find Orozco's masterpiece, the "Man of Fire".

Difficulty Level: *Moderate*

Note: *Lunch included in a local restaurant located in the heart of the city.*

FD-5 GUADALAJARA & TLAQUEPAQUE - THE PERFECT COUPLE

You're about to learn the tale of two cities, both great in character and charm. We begin the day with a panoramic drive through the main areas of Guadalajara until we reach the historical centre. The downtown area of historic Guadalajara is a collection of plazas with fountains and shops, decorated on all sides with 16th-century buildings. The Cathedral, the Government Palace, the Degollado Theatre, modeled after Milan's La Scala, are only a few of the magnificent buildings you will visit.

We will continue to one of the area's biggest attractions, Tlaquepaque, a town just five miles from the city center. This artisan village sells some of the country's most beautiful arts and crafts. Their main avenue is pedestrian friendly and filled with lovely shops, galleries and restaurants. We'll start with lunch in a very Mexican restaurant, tasting some of the popular regional dishes. After lunch you will have a guided tour of the ceramic museum and art galleries, after which you will have free time for shopping or enjoying the local atmosphere on your own.

Difficulty Level: *Moderate*

Note: *Lunch included in a local restaurant*

FD-6 THE ARTISAN VILLAGES: TLAQUEPAQUE & TONALA

These two famous artisan villages have been tied together for centuries. At the beginning, Tonalá was ruled by Queen Cihualpilli and Tlaquepaque was part of this important reign. Now, they are neighbors and share their wonderful arts & crafts.

Our first stop is Tonalá, where we'll find artisans at work. Many shops are family owned, and their craft has been passed down for many generations - teaching their children with pride and love. Many of the crafts that are displayed in the magnificent mansions of Tlaquepaque have been made in these small, rustic workshops.

After lunch, we'll drive to Tlaquepaque. This artisan village sells some of the country's most beautiful arts and crafts. Their main avenue is pedestrian friendly and filled with lovely shops, galleries and restaurants. A guided tour is followed with free time to stroll or shop on your own.

Difficulty Level: *Moderate*

Note: *Lunch included in a local restaurant*



FD-13 AT YOUR SERVICE - SHARED PRIVATE VEHICLE WITH DRIVER

A bilingual driver will be available to take you on a photography or story quest, whether you know where you want to go or require his suggestions.

Difficulty Level: *Easy to Moderate*

Notes: - Box lunch included

-This option is limited to two vehicles accommodating 10 people each. If this is something you are interested in, it is advised that you register as soon as possible.

FD-15 THE MAGIC OF THE IN- DIGENOUS MEDICINE THROUGH THE TEMAZCAL CEREMONY

Few ancient ceremonies have the strength and power of a Temazcal. This morning we will drive to a rural and rustic area to experience an authentic learning and enlightening session. We have made arrangements with professionals in the ritual and will be accompanied by a Consecrated "Maracame", a Huichol Indian shaman.

We begin by learning about the herbs used in the ritual and their uses in the traditional native medicine. According to the instructors, each one of these plants have spirits and chemistry, and the combination of both is what makes them medicinal. We will then take a LUUM, a magical mud bath, in preparation for our own Temazcal steam bath. Our ancestors used this ritual for depuration of body and spirit, relaxation and healing of mental and physical illnesses.

Please be advised that there will not be showers or deluxe services. You will be able to rinse off. This is truly a rural area, allowing you to use your senses totally and forget about the modern times and its facilities.

Bathing suit or shorts, towel and sandal are required. A box lunch will be provided as you dine with the Huichol Indians and instructors.

Difficulty Level: *Moderate*

Notes: - Box lunch included

- Bathing suit or shorts, towel and sandals are required.

FD-22 LAKE CHAPALA & LAKESIDE VILLAGES

We will visit the largest lake in Mexico, famous for its tropical weather and lush vegetation. Our first stop will be the city of Chapala, a favorite retreat for Mexico's dictator, Porfirio Diaz. Next, we'll drive to the area of San Juan Cosala, known for its thermal waters. Our last stop will be the romantic village of Ajijic with many art galleries and lovely shops. The entire area boasts thousands of foreign inhabitants who have chosen this area because of the perfect climate and great atmosphere.

Lake Chapala is 42 km southwest of Guadalajara and is an easy drive from the city. The lake is in the border between the states of Jalisco and Michoacan. It is approximately 80 km long and 18 km wide. It is the habitat of several migratory birds, such as the white pelican.

Ajijic is probably the most picturesque of the lakeside villages, with its charm, placid ambience, cobblestone streets and mild weather. It was discovered in the early 1900's by European artists and intellectuals and today is a favorite village for foreigners.

Difficulty Level: *Easy*

Note: Lunch included in a popular restaurant in Ajijic.



FD-16 EL DIENTE ECO-ADVENTURE

Experience an action-packed day at “El Diente,” (The Tooth) forest, a natural reserve with amazing rock formations located 30 minutes outside from the city. 30-meter high monoliths give this place its name.

This site is perfect for the outdoor activities we’ll try today: rock climbing (amateur and experienced level), zip line, abseiling, mountain bike riding and trekking.

Your enthusiastic instructors are all licensed professionals, making this a safe and fun way of getting rid of your stress and push your limits. At the end, we guarantee you will be very proud of yourself!

Difficulty Level: *Difficult*

Notes: - Picnic lunch on site

- Excellent condition and health are required. Max weight 120 kilos.

(275 pounds)

- You will be asked to provide date of birth for the insurance policy.

FD-18 ANCIENT VILLAGES OF CAJITITLAN LAKE

Cajititlan is the name of the lake a short distance from Guadalajara that is surrounded by many ancient villages. We will visit Cuexcomatitlan, San Miguel Cuyutlan, San Lucas Evangelista, San Juan Evangelista and Cajititlan, where the main attraction is the Shrine of the Kings (Wise Men), with wooden statues made in the 1500’s. These towns have amazing chapels full of pre-Hispanic symbolism. This is an unforgettable journey to the past.

Our visit begins in Los Reyes Cajititlan, which, every January, celebrates one of the most interesting festivals in central Mexico, honoring the Three Wise Men, the town’s patron saints. The drive around the lake continues as we visit churches with ancient tombs within their walls, amazing stonework and workshops that are dedicated to the carving of cobalt stone.

Difficulty Level: *Easy*

Note: Box lunch included

FD-19 MEXICAN MARKETS

Markets are the best place to learn about a country. There is a special magic in them. The markets in Mexico are not only colorful, but they are the best place to discover the true essence of our people.

During this tour, we’ll visit some of Guadalajara’s most colorful markets to learn about the food, the people, and the large variety of fruit and vegetables. Our last stop will be the largest market in Latin America, the San Juan de Dios, a three-story building where we will see just about everything you can imagine.

We will interact with the locals that come to purchase their goods for the day’s meal, the owners and workers of the stalls and hear their stories and learn something from each one of them.

Difficulty Level: *Moderate*

Note: Lunch included in a local restaurant



FD-21 TAPALPA

A “Magical Town,” a reflection of our Mexico, a place that over time has been able to preserve and defend its historical and cultural heritage. Tapalpa proudly owns this title.

Located south of Guadalajara, this alpine town features pine clad hills, creeks, and small lakes. Tapalpa’s name speaks for itself, as it comes from the ancient Nahuatl language meaning, “Land of Colors.” In the village, sturdy wooden columns support whitewashed houses with red tile roofs and neat cobblestone streets weave around restored churches, making it one of the most attractive towns in the southern area.

We will visit the beautiful church of San Antonio, from the 1600’s, and the typical shops that sell products from the region, such as dairy, fruit conserves, candy, wood crafts and wool items. Some of these shops are located in the families’ homes, allowing us to see how they live and meet some of the most popular natives from Tapalpa. Next, we’ll visit the old paper factory, built by the English in the 19th century, making it the first of its kind in Latin America. We will continue to the ancient Franciscan church, now in ruins. This order was once in charge of the evangelization of the area.

In every town, we have to try the regional gastronomy and their typical drinks, so get ready to taste some of their specialties. Lunch in a typical Mexican restaurant.

Difficulty Level: *Moderate*

Notes: *Walking involved on cobblestone streets*
- Lunch included in a local restaurant

FD - 22 LAKE CHAPALA & LAKESIDE VILLAGES

We will visit the largest lake in Mexico, famous for its tropical weather and lush vegetation. Our first stop will be the city of Chapala, a favorite retreat for Mexico’s dictator, Porfirio Diaz. Next, we’ll drive to the area of San Juan Cosala, known for its thermal waters. Our last stop will be the romantic village of Ajijic with many art galleries and lovely shops. The entire area boasts thousands of foreign inhabitants that have chosen this area because of the perfect climate and great atmosphere.

Lake Chapala is 42 km southwest of Guadalajara and is an easy drive from the city. The lake is in the border region between the states of Jalisco and Michoacan. It is approximately 80 km long and 18 km wide. It is the habitat of several migratory birds, such as the white pelican.

Ajijic is probably the most picturesque of the lakeside villages, with its charm, placid ambience, cobblestone streets and mild weather. It was discovered in the early 1900’s by European artists and intellectuals and today is a favorite village for foreigners.

Difficulty Level: *Easy*

Note: *Lunch included in a popular restaurant in Ajijic.*

FD - 23 GUACHIMONTONES & HACIENDA DEL CAMEN

For many years, it was believed that western Mexico did not have ancient monumental or ceremonial sites. This held true until the discovery of the archeological site known as Guachimontones. This marvelous site is located in Teuchitlan, an hour and 30 minutes from Guadalajara, and is considered one of the most important archaeological zones in Mexico. The complex was built between 200 B.C. and 400 A.D.

“Guachi” means closed place as these are circular pyramids. You’ll witness recent findings by archeologists working here in search of traces of the past. This tour will make you feel like you’re in a National Geographic series as the excavations are still taking place and the archeologists are working daily. In order to better understand the site, we will first visit the museum where they display a scale model of the site showing the nine main pyramids along with several artifacts that have been found.

Our next stop will be the Hacienda El Camen, a beautiful restored hacienda from the 1700’s, founded by the Carmelites. We will visit the Hacienda and learn about its importance in the history of the region. This is a marvelous place where we will see the elegance of Colonial Mexico.

Difficulty Level: *Moderate to Difficult*

Notes: *Lunch in the Hacienda*
- Involves walking on uneven terrain at the archaeological site.

FULL-DAY TOURS

MONDAY, OCTOBER 12



FD-24 HORSE BACK RIDING AT HACIENDA LA LABOR DE RIVERA.

Less than an hour away from the city, we find a wonderful Hacienda and one of Jalisco's jewels named La Labor de Rivera. This estate has recently opened to the public as the family that owns the hacienda has decided to share their amazing property with others.

La Labor de Rivera is a Hacienda from the 17th century where time seems to have stopped. It is perfectly maintained and the unique countryside style makes it a great escape from the hectic life of the city. Large extensions of gardens, a beautiful pond and breathtaking views will make an awesome horseback ride that you will never forget.

Upon arrival to the Hacienda, we will be met by the one of the owners who will show us around and tell stories about the history of the place. We'll then go meet our new friends as the hacienda breeds quarter mile horses. Each one of you will choose your favorite to begin our special ride.

We will enjoy a typical Mexican lunch like it has been done for centuries in Mexico, right in the middle of our horseback journey across the countryside.

Difficulty Level: *Moderate to Difficult*

Notes: *Lunch included in a local restaurant*

NOTES

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HD-1 TOUR TO TONALA

The ancient village of Tonalá, meaning the “Place of the Rising Sun,” has been dedicated to the making of clay artifacts since pre-Hispanic times. This is a modest town is located 14 km from downtown Guadalajara. When the Spanish first arrived in the 1500s the city was ruled by Queen Cihuatilli.

Now, its narrow, dusty streets are lined with simple buildings giving Tonalá a rather unpolished look as compared with its neighboring villages. We will visit the Museum of Ceramics in addition to shops where you will find some of the finest ceramics and pottery in México.

Every block in the center of town has charming shops selling a large array of products made by the approximate six thousand artisans living in Tonalá. Some are showrooms with workshops in the back where customers can watch the artisans at work, and some are no more than the front room of a family's home.

Free time for shopping will be allowed.

Difficulty Level: *Moderate*

HD-4 CULINARY EXPERIENCE

Guadalajara has a rich history of food culture overflowing with delicious, savory dishes that are specific to the state of Jalisco.

One of the best schools of gastronomy in the city is based in a lovely mansion in downtown Guadalajara. On this tour, you will take a Mexican cooking class taught by famous local chefs. By the time you leave, you will become a Mexican food expert and learn how to serve these wonderful dishes with an exquisite presentation

After your class, you will have lunch with the chefs, eating the food you prepared together.

Difficulty Level: *Easy*
Note: *Lunch is included*

HD-5 THE CHARRERIA, A DAY IN THE LIFE OF A CHARRO

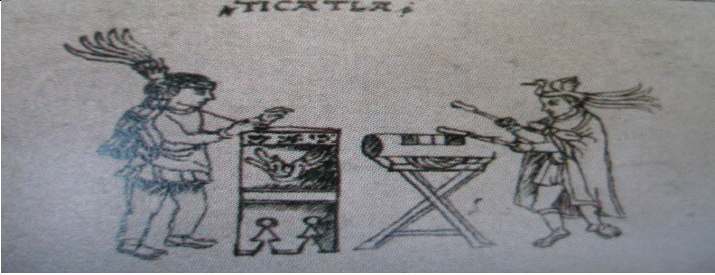
Charro is a term that originated in Jalisco and refers to the traditional horseman, or cowboy, of Mexico. The charro is much more than a man on a horse - it is a way of life here, an attitude, a symbol of pride and love for their country. An association has been created to prevent this important tradition from slipping away. Thanks to their presence, the charrería is Mexico's National Sport and an art form that is practiced in Mexico and shared with the southern United States.

On this tour, you will spend the day at one of the charro clubs, called Lienzo, where they practice and host events. You'll visit workshops that teach you how charros make their hats, belts and saddles. You'll also meet some of the charros that will proudly show you and explain their wonderful skills.

Difficulty level: *Easy*

HALF-DAY TOURS

OCTOBER 12 - MORNING



HD-15 PREHISPANIC RITUALS & TRADITIONS

Mexico is a country with a unique variety of cultures. With more than 60 languages and traditions, each community is considered unique. This day trip option offers a complete view into the beliefs and traditions of Mexico's ancient cultures.

Honoring the ancient indigenous traditions of improving our health, beauty and interior peace, you will learn about the power of native medicine and music that was and still is very important all over Mexico.

You will also learn about the Huichol or Wírrárica people, who are among the few groups that have remained indigenous since the Spanish conquest. They are not only a pure nation down to their roots but also in their spirituality and their cosmogony.

Difficulty Level: *Moderate*

Note: - The morning tour will take place at the Colomos Forest since it is a holiday and the native dancers have a ceremony for their fallen ancestors. This is a dance dedicated to the natives that were killed during the conquest.

- The afternoon lecture will be given in the Institute of Native Medicine and the main theme will be "The dance and its power with indigenous medicine". This will be an interactive session.



HD-19 SHOES, SHOES & MORE SHOES

There are few places in the world housing a mall dedicated exclusively to shoes. Guadalajara has one of these places. The Galeria del Calzado houses more than 60 shoe stores featuring every style imaginable. Their mission statement is simply "We will put the best in fashion at your feet and walk beside you."

On this tour, you will be accompanied by a bilingual escort to ensure you receive the correct shoe size in Mexico.

Difficulty Level: *Easy*



HD-8 FALL IN LOVE WITH GUADALAJARA

Since 1912, the Calandrias (horse-drawn carriages) have been touring people around Guadalajara's Historic City Center. These horse-drawn carriages were so named because of their original bright yellow color, like a lark or a "calandria" bird. Many say a visit to Guadalajara is not complete without a ride in these charming vehicles.

In downtown Guadalajara, there are stage stations where locals and visitors hop on their carriage and begin a journey to see the colonial buildings, parks, squares and mansions. The stage coach driver is very knowledgeable about the rich history of the city, but will most likely not speak English. You will be accompanied by a bilingual tour guide to make your ride a learning experience as well as an enjoyable carriage ride.

This tour includes transportation from the hotel to one of the Calandria stations where we will board the carriage and enjoy a pleasant ride through the old streets and neighborhoods of Guadalajara.

Difficulty Level: *Easy*



HD-10 GUADALAJARA'S RELIGIOUS ARCHITECTURE

Guadalajara is rich in architecture. A visit to its many churches and old cemetery will uncover different styles such as Baroque, Neoclassical and Neogothic.

You begin your journey visiting churches built as far back as the 16th century. We will continue to travel through centuries of architecture until we reach the 20th century. Our last stop will be a magnificent example of Neogothic style, built as in the medieval times - one rock at a time.

This tour will be sprinkled with interesting stories and legends.

Please note, you will be entering several churches. Time for photos will be allowed.

Difficulty Level: *Moderate*



HD-11 LUIS BARRAGAN, THROUGH THE PATHS OF BEAUTY

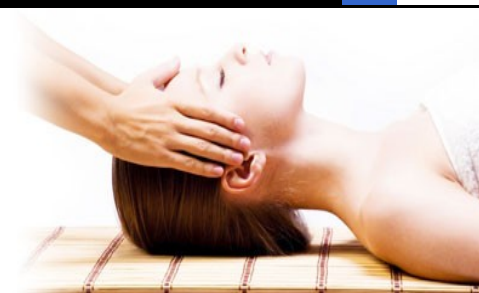
Luis Barragan was one of Mexico's most important 20th-century architects. He is winner of the prestigious Pritzker Prize, considered the Nobel for architecture.

Born in Guadalajara in 1902, he was the son of wealthy and conservative parents. As an engineer student, he fell in love with architecture and it's during this time period that we find his first works. Famed for his mastery of space and light, he reinvented the International Style as a colorful, sensuous genre of Mexican Modernism.

In this house and garden tour we will see Louis Barragan's legacy to the city of Guadalajara.

Difficulty Level: *Easy*

HALF-DAY TOURS OCTOBER 12 - MORNING & AFTERNOON



HD-13 TOUR TO TLAQUEPAQUE

San Pedro Tlaquepaque, commonly called Tlaquepaque (pronounced tla-keh-pah-keh) takes its name from the Indians that originally inhabited this area located next to Guadalajara. Meaning 'over the hills of clay,' the city is famous for its pottery and blown glass handcraft that's been passed down through generations of residents.

Tlaquepaque offers one of the most unique shopping experiences in the Southwest with more than 40 specialty shops and exclusive galleries. In addition, the town is full of beautiful old mansions that have been transformed to attractive shops, galleries and restaurants, in which the artists proudly display their works. World renowned designers and decorators come to Tlaquepaque in search of blown glass, ceramics, furniture, paintings, fabrics and antiques.

On this tour you will be guided through this main handcraft center of Mexico. It features El Parián, a big square flanked by arcades and surrounded by bars, a market and important churches. You'll find everything in Tlaquepaque is in harmony with the natural environment consisting of colorful aromatic flowers and giant trees.

After a guided walking tour, you will have free time to stroll around and shop on your own before returning to the hotel.

Difficulty Level: *Easy*

HD-14 SPA

Pamper yourself and choose between an anti-stress or holistic massage, complemented by either a facial or reflexology on this 2 hour visit to the spa.

A facial is a cosmetic treatment of the face, commonly involving a variety of skin treatments including: steam, exfoliation, extraction, creams, lotions, masks, peels, and massage. It is the ultimate way to clean, exfoliate and nourish your skin, resulting in clear and well-hydrated skin.

Reflexology (zone or pressure therapy) is an alternative medicine method involving the practice of massaging, squeezing, or pushing on parts of the feet with the goal of encouraging a beneficial effect on other parts of the body, or to improve general health.

Difficulty Level: *Easy*

HD-16 AT YOUR SERVICE - SHARED PRIVATE VEHICLE WITH DRIVER

A bilingual driver will be available to take you on a photography or story quest, whether you know where you want to go or require his suggestions.

Difficulty Level: *Easy to Moderate*

Notes: - Box lunch included
-This option is limited to two vehicles accommodating 10 people each. If this is something you are interested in, it is advised that you register as soon as possible.

HALF-DAY TOURS

NOTES

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GENERAL CONVENTION INFORMATION

Credentials and Security

Credentials must be worn at all times for entry into SATW convention events and programs (including meals, tours and evening activities). Security Personnel will be on-hand to ensure everyone has proper credentials and will also stop anyone not displaying a name badge.

Name Badges are color-coded as follows:

Yellow: Active Member

Green: Associate Member

Red: senior Member

Purple: Spouse/Life Partner

White: Speakers/Sponsors/Guests/SATW Staff

Blue: Host/Host Sponsors

Dress Guidelines

October in Guadalajara is warm and sunny, with just a slight chance of rain (albeit usually short in nature). Be sure to bring an umbrella and/or rain coat, just in case. The temperature is average high 80°F and average low 65°F. Casual attire is appropriate for most events, although cocktail wear is suggested for the opening and closing receptions. Jeans with t-shirt or western wear for the “Charreada” on Sunday. And, of course, traditional Mexican attire is welcome anytime!

For tours, casual attire and comfortable shoes at all times, besides taking note of the following:

- We suggest you bring a hat and sunscreen with you on the tours.
- Shorts and sandals are permitted, unless you are on a tour that will be entering churches, such as: Guadalajara Tour, Religious Architecture and Romeria.
- For the Eco-tourism tours: Huaxtla and El Diente, please bring sports wear and tennis shoes or hiking boots.
- For the Magic of the Indigenous Medicine through the Temazcal Ceremony you will need: large towel, bath robe, shorts or bathing suit, extra t-shirt and sandals. These items may be stained with mud, so nothing fancy.
- For the Horse Back Riding at the Hacienda La Labor de Rivera, please bring long slacks or jeans and we suggest wearing boots.

For SATW business functions, casual attire and comfortable shoes are fine.

Money Exchange

We recommend you exchange US and Canadian money into Mexican pesos by using an ATM (at a bank, not a store) or going to a bank. The hotel is the next choice, followed by money exchange centers in the airport. Although a number of stores take US dollars, do not assume it when making a purchase. Most stores do take credit cards. The exchange rate is about 13 pesos to the US dollar and 12 pesos to the Canadian dollar.

GENERAL CONVENTION INFORMATION

Gratuities

You are responsible for all personal charges: room service, mini bar, telephone calls, Internet service, faxes, laundry service, Business Center expenses, personal bar tabs and any extra services.

In-room internet charges (special fee for SATW members). Presidente Intercontinental: \$80 Mexican Pesos (approx. \$6.20usd); Camino Real Expo: \$75 Mexican Pesos (approx. \$5.80usd).

There is a fixed tip of \$3.00usd p/p for the Dine Around. Your Dinner Captain will collect this amount and will be giving the envelope to the person in charge in each restaurant.

Hotel tips are your responsibility: for bell boys at the hotels we recommend \$4.00usd per person in/out and maids are \$3.00usd per night, per room.

On day tours, we suggest a \$2.00usd tip for your lunch server. Tips for your guides and drivers will be handled by your tour captains so please be prepared. We suggest a total of \$5.00 on full day tours and \$3.00 on Half day tours. For SPA treatments, please consider \$10.00usd p/p.

For pre and post tours, the tips for your drivers and guides have already been built into the price you have paid and they are aware of this situation.

Airport Transportation

Vision Tour will be in charge of the airport transfers and will be arranging for vehicles according to the number of people arriving or departing on each flight. You will be advised of departure times from the hotels in your registration packet. A list will also be posted in the SATW Hospitality/Media Center at the Intercontinental.

If you are a joiner you are welcome to take this transportation if there is space available; otherwise an airport taxi is easy to secure and the cost is about \$20.00usd. We do suggest asking the amount before getting into the taxi (a rule you should follow any time you are using a taxi). Members arriving before Oct. 8 or departing after Oct. 13 (and not on a pre- or post-tour) should also use airport taxis.

Tours and Dine Around

Your registration package will include breakfast, tour and dinner vouchers, where indicated on the schedule.

Because all arrangements for transportation and reservations at restaurants and sites have to be done before you arrive, we are unable to handle any changes for you. You are welcome to switch your tour or restaurant voucher with another member and we would appreciate your advising the Vision Tour's personnel at the SATW Hospitality/Media Center desk.

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We miss you. There's lots new in Philadelphia since we last hosted you. 2010 stories: National Museum of American Jewish History, Philadelphia Flower Show, Philly Beer Week, Picasso and Renoir exhibitions, The Barnes Foundation and the President's House. For more information, visit gophila.com/pressroom or call your friends at the Greater Philadelphia Tourism Marketing Corporation. With Love, Philadelphia XOXO™

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With warm remembrances and a special gratitude, SATW honors our host, the late Benito Fong, for his vision, can-do attitude and wonderful sense of humor. And although he is not here with us in person to celebrate his convention, he is with us in spirit — in our hearts and memories.

