



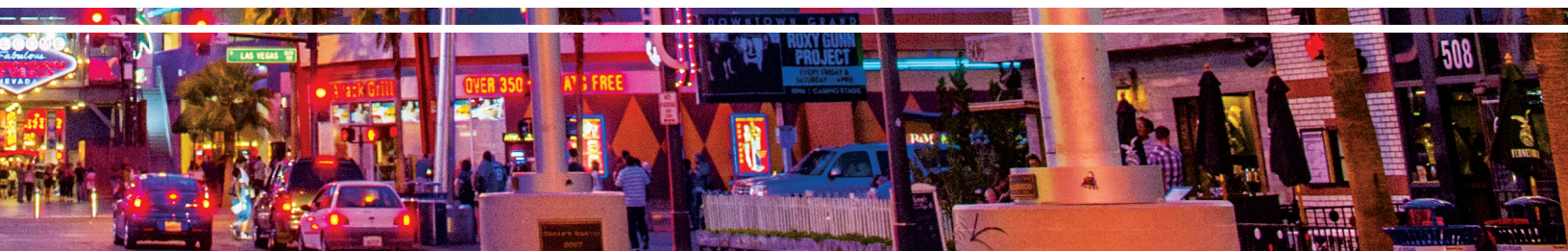
satw

REINVENTION CONVENTION

CELEBRATING **60** YEARS

Official Program
Society of American Travel Writers
60th Annual Convention

October 4-9, 2015, Downtown Las Vegas



A low-angle, close-up photograph of the Statue of Liberty's head and crown, set against a clear blue sky. The statue's green patina is prominent, and the crown's spikes are visible. The torch is held high in the upper left corner.

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IMAGE: KERRICK JAMES

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Welcome to Las Vegas

Dear Fellow Members of SATW,

It is my pleasure to welcome you to the 2015 SATW Convention in Downtown Las Vegas. As we celebrate our 60th anniversary as an organization, we are moving forward with exciting new energy as we embrace the best of our past, in a destination that is doing much of the same. Appropriately themed the Reinvention Convention, I look forward to sharing with you great professional development sessions, excursions that introduce us to a different side of Las Vegas and time to engage with our professional colleagues.

I am certain you will enjoy the old-new industrial chic area of Downtown Las Vegas, which is our home for the duration of the convention. This area showcases vintage Vegas with a modern-day spin. The stories that live beneath the revitalized marquees and neon signs that dot the street, invite us to uncover a fresh destination beyond the Las Vegas Strip. After all, this is where it all began.

You will notice during your visit that this neighborhood changes almost daily. The intense urban renewal is spurred by significant investment from Zappos founder Tony Hsieh who has inspired others to join in the revitalization of the town. Our host hotel, The Downtown Grand, is located in the middle of the Downtown revival and underwent a huge renovation before re-opening in 2013. With 634 stylish rooms, a rooftop pool and gambling tables, SATW members are indeed in luck.

While you will notice a few changes to the convention format this year, I am certain that you will leave as a stronger professional, a more connected SATW member and carry home a notebook full of stories.

I am looking forward to connecting, learning, reporting, and celebrating with you in Downtown Las Vegas.

Thank you,



Annette Thompson

Annette Thompson
President, SATW
annette.thompson@rocketmail.com



IMAGE: KERRICK JAMES

Dear SATW Members,

On behalf of the city of Las Vegas, I would like to welcome members of the Society of American Travel Writers to our fabulous destination. We are especially pleased your professional society has chosen to convene and mark your organization's 60th anniversary in our downtown area, the original and authentic Las Vegas where it all began decades ago.

There are many parallels between downtown Las Vegas and the theme of your 2015 meeting – Reinvention Convention. Like your esteemed organization, Downtown Las Vegas is in the midst of a renaissance. This revitalization has been fueled by significant investment, new and landmark buildings, the birth of a new cultural epicenter for the entire city, renovation of major hotel properties, an emerging tech and small business sector, the repurposing of significant historical venues and stunning new and iconic architecture.

Downtown Las Vegas is where gaming first got its start in 1931, reaching the height of glamour in the 1950s. In the 1990s, downtown Las Vegas began its transformation with Fremont Street Experience, and today, the famed downtown street is enclosed by a five-block, 90-foot-high canopy onto which an elaborate sound and light show is projected each night – drawing millions to the area each year.

Today, downtown Las Vegas offers visitors and locals alike a fun, interesting and authentic experience not found on the Strip. This includes only-in-Vegas venues like the Mob and Neon museums, a burgeoning arts and design district, unique and one-of-a kind bars, eateries and restaurants, and intimate entertainment destinations like Downtown Container Park.

Along the way, downtown Las Vegas has also become a hot spot for business and innovation. Great cities are business-friendly, have great culture and top-flight medicine. Downtown Las Vegas has all those! We are the home of thriving companies like Zappos.com, progressive organizations like the Cleveland Clinic Lou Ruvo Center for Brain Health, the ever-expanding Premium Outlets North and World Market Center Las Vegas, where sales representing nearly 40 percent of the United States furniture economy are transacted at bi-annual markets. Downtown Las Vegas can also boast one of the world's great performing arts venues with The Smith Center, right in the heart of Symphony Park.

We are thrilled that esteemed members of the Society of American Travel Writers will have the opportunity to experience Downtown Las Vegas for themselves. And we are confident you will find much to explore and enjoy in the heart of Las Vegas, a place of historic charm that ultimately gave birth to all that constitutes the Entertainment Capital of the World.

Have a fabulous time in our fabulous city!

Best,



Carolyn G. Goodman

Mayor Carolyn G. Goodman
City of Las Vegas



IMAGE: DOWNTOWN PROJECT

Dear SATW Members and Convention Delegates,

Welcome to the Downtown Las Vegas 2015 SATW Convention! We are thrilled that you are joining us for the celebration of SATW's 60th anniversary: The Reinvention Convention. It is wonderful to be coming back to the city where we spent our 50th anniversary but also to be in Downtown Las Vegas, such a different and evolving place, metaphorically and literally, which is being reinvented, too.

Unlike past Conventions, this year's is created "by us, for us." Though we do not have an official host, we are fortunate to have talented and committed Las Vegas-based partners who have helped us to put together what we hope is a terrific program. Our thanks goes especially to the Mastermind David Swanson who organized every detail of the pre-, post-, half and full-day tours with infinite skill and painstaking attention. From Anguilla, New York, Peru, Chicago, Ireland, England and his home in southern California, David was always on the job from dawn to dusk for SATW. Reading this, he will learn we have named him our third co-chair – he did an incredible job, and we thank him so much for his support.

Heartfelt thanks go as well to Annette Thompson, our fearless leader, and we appreciate so much her support and great judgment throughout the months of planning. We also appreciate our team at Kellen who have done a wonderful job getting up to speed and working with us on their first SATW convention. We thank all of our colleagues on the committee for their incredible professionalism and excellent results, especially to Kit Bernardi, Paul Lasley and Kay Maghan, Chairs of Professional Development along with their hands-on committee, for their amazing program and speakers; to Bob Jenkins, the Transportation Tzar, for coordinating the endless logistics; to Gerald Breau and Tom Adkinson for their work on the budget; to Sponsorship Chair Lauren Jarrell, for enlisting so many sponsors; and to Deborah Wakefield and her team for their great organization of Marketplace.

Thank you for coming to celebrate SATW's 60th Anniversary to Downtown Las Vegas for The Reinvention Convention!



Peggy Bendel

Peggy Bendel
Co-Chair, SATW 2015
Las Vegas Convention



Victoria Larson

Victoria Larson
Co-Chair, SATW 2015
Las Vegas Convention

Downtown Las Vegas at a Glance

Downtown Las Vegas was the center of the Las Vegas tourism industry and the heart of the city's entertainment district from its incorporation in 1905 until the late 1950s, when it was supplanted by the dramatic mega-resorts along the Las Vegas Strip just a few miles south. During its historic peak, it was known as Glitter Gulch due to many neon-bright resorts and hotels, including the El Cortez, The Fremont, Golden Gate, The Mint, The Horseshoe Club, Pioneer Club, Golden Nugget and Four Queens.

Fremont Street was the center of Las Vegas tourism industry and the heart of the city's entertainment district from its incorporation in 1905 until the early 1950s, when it was supplanted by the booming resorts along the Las Vegas Strip.

The first step to downtown's transformation occurred in 1995 when the Fremont Street Experience converted five blocks of road into a pedestrian-only plaza, offering visitors a spectacular light and sound show under a \$70 million canopy. The attraction is now also home to Slotzilla, a zip line that is 77 feet high and 850 feet long and a zoom line that's 114 feet high and launches riders in a horizontal position, as if they are Superman, the entire length of the canopy—at speeds faster than 35 miles per hour.

From 2010 to 2014, more than \$1.55 billion in public and private development unfolded in downtown Las Vegas. The year 2012, known as the “Year of Downtown,” was especially pivotal with the completion of iconic projects that forever changed the downtown skyline and experience: The Smith Center for the Performing Arts, Mob Museum, Neon Museum and a new City Hall.

Over the past few years, many major developments have significantly advanced the revitalization of several neighborhoods in downtown Las Vegas.

Attractions

Downtown Container Park – opened in late 2013 by the Downtown Project, this sustainable shopping and dining attraction is home to more than 35 small businesses, which set up shop inside 250-square-foot repurposed shipping containers and modular metal cubes. The Downtown Container Park also has a center courtyard with a giant treehouse playground, a stage for live entertainment, and its iconic, fire-breathing praying mantis at its entrance.



18b, The Las Vegas Arts District – a neighborhood of now more than 18-blocks (18 b) offering an eclectic mix of galleries, stores, bars and restaurants. The area offers changing street art and numerous art studios, many of which are housed at a thriving commercial arts center known as The Arts Factory, and at Art Square, which is comprised of three remodeled buildings and an outdoor art garden. The Arts District is also the location of the popular First Friday festival, which draws 20,000-plus visitors who enjoy food and beverages, music, visual performances and artists displaying their works. Preview Thursday occurs the day before First Friday and offers serious art lovers and buyers the opportunity to visit with artists.

World Market Center Las Vegas – located across from Symphony Park, the 5-million-square-foot campus is a showcase for the home furnishings and design industry. It hosts semiannual trade shows that attract more than 50,000 industry insiders.

Fremont East – a historic area where the city of Las Vegas Redevelopment Agency contributed funds to spur revitalization and attract new businesses. The \$5.5 million revitalization effort included the installation of retro-looking neon signs along a three-block stretch east of Las Vegas Boulevard that would become the Fremont East Entertainment District with intimate bars, unique restaurants and coffee houses. Since opening in 2007, the Fremont East area has grown beyond its original three blocks and is now home to diverse street-life, local businesses, restaurants, sidewalk cafes, bars, entertainment, shops, a historic hotel/casino and residential living. It also is home to many development projects spearheaded by the Downtown Project, a startup entrepreneurial venture led by Zappos.com CEO Tony Hsieh that is investing \$350 million to aid in the continued revitalization of downtown.

Las Vegas Museum of Organized Crime and Law Enforcement (The Mob Museum) – a \$42 million museum created by the same world-class team that designed the International Spy Museum in Washington, D.C. and the Rock and Roll Hall of Fame in Cleveland. It showcases the history of organized crime and law enforcement and presents an exciting and authentic view of the Mob's impact on Las Vegas history and the world.

Neon Museum – a nonprofit dedicated to collecting, preserving, studying and exhibiting iconic Las Vegas signs. The Neon Museum's collection of nearly 150 signs chronicles the city's history, as well as trends in sign design and technology through pieces ranging from the 1930s to the present day. The Neon Museum campus includes the outdoor exhibition space known as the Neon Boneyard, a visitors' center housed inside the former La Concha Motel lobby and the Neon Boneyard North Gallery, which houses additional rescued signs and is available for weddings, special events, photo shoots and educational programs.

DISCOVERY Children's Museum – addresses core educational areas of science, art and culture and early childhood development with 26,000 square feet of interactive hands-on exhibits that provide fun-filled education for children and families. The three-story museum at the Donald W. Reynolds Discovery Center is complete with nine interactive galleries featuring exhibitions, daily programs and activities as well as collaborative cultural programming.

Las Vegas City Hall – the 310,000-square-foot, LEED-certified City Hall building has seven floors of modern space for the city's public services. Developed by Forest City Enterprises, the public-private venture serves as a revitalization catalyst for the area. It also led to the decision by the \$1-billion online shoe and apparel retailer Zappos.com to renovate and take over the previous city hall location, bringing more than 1,500 employees to downtown and attracting other businesses to the area.

Las Vegas Premium Outlets North – located on 40 acres, it is home to more than 150 leading brands in an outdoor, pedestrian-style retail center owned and operated by Simon Property Group, Inc. One of the most successful outlet malls in the country, it will open an additional 33 stores as part of the mall's second expansion in 2015.

Antique Alley – more than 20 independent antique and vintage stores make up what is known as Antique Alley, with the majority located in the Arts District. Catering to mid-century modern enthusiasts, as well as lovers of vintage clothes and collectors of antiques of all kinds, the shops include a warehouse full of antiques with monthly auctions, a costume design shop, several vintage clothing stores and a reality TV set (American Restoration at Rick's Restorations).

Symphony Park – a 61-acre, master-planned neighborhood that is home to Cleveland Clinic Lou Ruvo Center for Brain Health in an iconic Frank Gehry-designed building; The Smith Center for the Performing Arts, a \$450 million, world-class performing arts center designed by David M. Schwarz that puts Las Vegas on par with the world's great stages; and the DISCOVERY Children's Museum. Other planned uses include residential, retail, entertainment and hospitality venues.

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Las Vegas Timeline



1800's

– Area named Las Vegas, Spanish for “the meadows,” as it offered a green valley and desert spring waters for westward travels.

1905

– 110 acres of land adjacent to the Union Pacific Railroad tracks are auctioned in what would become the downtown area.

1906

– Hotel Nevada opens at 1 Fremont St.; Las Vegas's oldest continuously operating hotel, it is now named the Golden Gate Hotel & Casino.

1907

– First telephone wires installed on Fremont Street.

1925

– Fremont Street paved.

1928

– El Portal Theatre opens on Fremont Street. Now home to a gift shop, the hacienda-style exterior and the interior beams are all that remains of the movie house's historic architecture.

1931

– Nevada legalizes casino gambling and reduces residency requirements for divorce to six weeks. Gaming gets its start in downtown Las Vegas when the Northern Club receives Nevada's first gaming license. Construction begins on the Boulder Canyon Project, now called the Hoover Dam.

1931

– The Nevada Legislature relaxes marriage and divorce laws and repeals its gambling ban.

1933

– The Twenty-First Amendment repeals Prohibition.

1941

– El Cortez Hotel & Casino opens; now on the Registry of National Historic Places, the El Cortez was built in Spanish Colonial Revival style at 600 E. Fremont St.

1941

– The first casino built on The Strip was the 63 room El Rancho Vegas, which opened April 3.

1946

– 1946: The Flamingo opens, which was heavily invested in by the infamous New York City mobster Bugsy Siegel.

1946

– 1946: Golden Nugget Hotel & Casino opens; it would later become considered the first property downtown to undergo a major renovation contributing to the beginning of the revitalization of downtown.

1951

– Atomic bomb testing begins 65 miles northwest of Las Vegas. Residents and visitors can witness the mushroom clouds from the city.

1956

– Fremont Hotel opens as Las Vegas' first high-rise building at 12 stories tall.

1956

– Elvis Presley performs his first shows in Las Vegas at the New Frontier Hotel. The Silver Palace, Las Vegas' first two-story club opens.

1960

– The Strip's first casino, El Rancho burns down. The Rat Pack (Frank Sinatra, Sammy Davis Jr., Dean Martin, Joey Bishop and Peter Lawford) performs for the first time.



1966

– The Aladdin Hotel and Caesars Palace open. Each hotel along the Strip offers its own unique and exemplary structural design. Many are even modeled after world architectural icons, such as the pyramid-shaped Luxor (1993), the classical roman-style Caesars Palace, and the downsized Eiffel Tower of Paris Hotel and Casino (1999).

1967

– Eccentric recluse and multimillionaire mogul, Howard Hughes, buys the Desert Inn Hotel-Casino so he can continue residing on the top floor.

1968

– Circus Circus opens.

1989

– Entrepreneur Steve Wynn changes the face of the Las Vegas gambling industry by opening up The Mirage, the first mega- casino resort.

1990

– Excalibur opens.

1993

– The MGM Grand, Luxor and Treasure Island Hotels open on The Strip. The MGM Grand with over 6,800 rooms is the largest hotel in the United States and second largest in the world.

1995

– The five-block Fremont Street Experience, featuring 12.5 million LED Lights and 550,000 watts of sound, opens downtown.

1996

– The Stratosphere Hotel, Monte Carlo, and The Orleans hotels open and the \$72 Million, 1,100 acre Las Vegas Motor Speedway opens.

1998

– The Bellagio Hotel and Casino opens as the most expensive hotel in the world, with its famous Fountains of Bellagio water show that are synchronized to music.

2000

– Las Vegas Strip was designated as an All-American Road — to receive this designation, a road must possess multiple intrinsic qualities that are nationally significant and have one-of-a-kind features that do not exist elsewhere. There are only 26 official All American Roads in the USA.

2005

– SATW holds its 50th annual convention in Las Vegas; the Mirage is host hotel.

2009

– The Mirage opens its \$8.5 Billion City Center Complex with residences, hotel towers, gourmet restaurants and an upscale retail and entertainment district, including the non-gaming, Vrata Hotel, with 1,494 rooms and Crystals, a 500,000 square-foot retail and entertainment district featuring high-end shops and restaurants.

2012

– During “The Year of Downtown,” \$789 million dollars worth of projects make their debut, helping to revitalize this urban area. These include The Smith Center for the Performing Arts, the Discovery Children’s Museum, the Mob Museum, the Neon Museum, a new City Hall complex and renovations for Zappos.com’s new corporate headquarters.

Today

– In the last few years, The Strip has begun to expand beyond gambling into other modes of attractions. Shopping enthusiasts are offered a myriad of shopping areas to choose from, including the LINQ, which hosts the 550-foot tall High Roller, the World’s largest Ferris Wheel.

SATW Optional Activities

Have some spare time this week? Through October 9, SATW delegates are invited to show their convention badge and gain complimentary admission to the following attractions:

The Mob Museum

300 Stewart Avenue (opposite the Downtown Grand)
Hours: 10 a.m. to 7 p.m.
www.themobmuseum.org



Graceland Presents ELVIS: The Exhibition

3000 Paradise Road, Westgate Las Vegas
Resort & Casino (former Las Vegas Hilton)
Hours: 10 a.m. to 10 p.m.
www.graceland.com/vegas/exhibition



Madame Tussauds Las Vegas

3377 S Las Vegas Blvd, Grand Canal Shoppes
(at The Venetian Resort)
Hours: 10 a.m. to 8 p.m.
www.madametussauds.com/lasvegas



Downtown Container Park

707 Fremont Street
www.downtowncontainerpark.com
Please note that no entrance fee / discount is needed.



IMAGE: DOWNTOWN PROJECT



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Celebrating Our 60th Anniversary

SATW salutes its Past Presidents and above all thanks its current members.

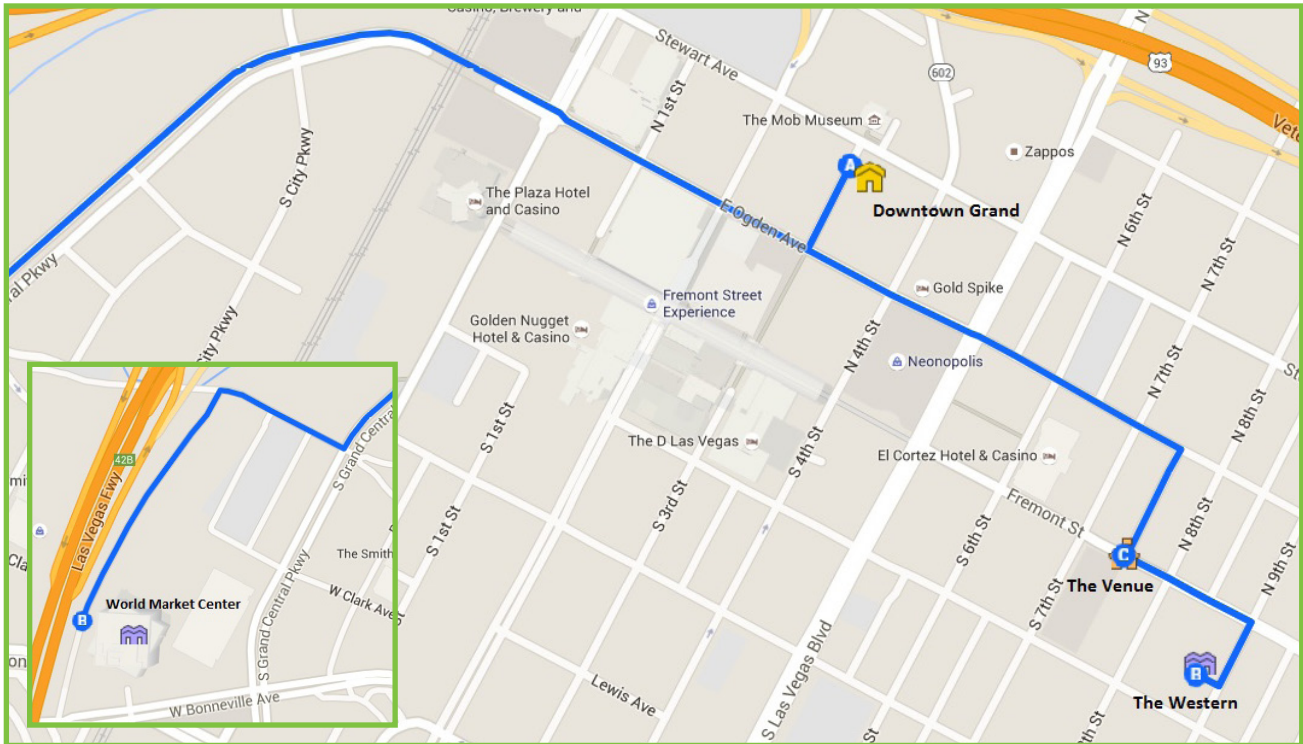
Past Presidents:

Steve Giordano	2014	Paul Plawin	1989	Alfred S. Borcover	1973, 1974
Lillian Africano	2013	Len R. Barnes*	1988	Rosellen Callahan*	1972
Betsa Marsh	2012	Glenn T. Lashley	1986, 1987	Richard Dunlop*	1971
Dale Ann Leatherman	2011	Barry Anderson	1985	Gerry Hall	1970
Tim O'Keefe	2010	Robert Haru Fisher	1984	Robert S. Kane*	1968, 1969
Bea Broda	2009	Ethel Blum	1983	Kermit Holt*	1966, 1967
Laura Daily	2008	Caskie Stinnett*	1982	Windsor P. Booth*	1965
Laurie Borman	2007	Myra Waldo*	1981	Michael Frome	1964
Edwin Malone, III	2006	Ted Ryan*	1980	Jean Simmons*	1963
Milton Fullman	2005	George R. Bryant*	1979	Leavitt F. Morris *	1961, 1962
Marcia Levin	2004	Bill Hibbard	1978	Paul M. McMahon*	1960
Adele R. Malott*	2003	Ben F. Carruthers *	1977	John F. McLeod*	1959
Martin Hintz	2002	Henry E. Bradshaw*	1976	Peter J. Celliers*	1957, 1958
G. Douglas Hall	2001	Carolyn Patterson*	1975		
Christopher Lofting	2000				
Jane Ockershausen	1999				
Cynthia Boal Janssens	1998				
Arturo "Arky" Gonzalez*	1997				
Ann Frederick Purcell	1996				
Jack Schnedler	1995				
Barbara L. Gillam	1994				
Tom Grimm	1993				
Hilda Anderson	1992				
Hal E. Giesecking	1991				
Carol Bisbee Barrington	1990				

* Deceased



Convention Locations and Transportation



Downtown Grand

206 N 3rd St, Las Vegas, NV 89101

The Venue

750 Fremont St, Las Vegas, NV 89101

The Western

899 Fremont St, Las Vegas, NV 89101

World Market Center

475 S Grand Central Pkwy #1615, Las Vegas, NV 89106

A convention in Vegas? Won't we be swallowed up by the crowds and distances? Not this time around. On Sunday, all of the events occur in the host hotel: The Downtown Grand. On Monday and Tuesday, we are at the Western and the Venue respectively for the entire days, and both are walking distance. All Dine-Around restaurants (except Lolas) on Monday evening are also within walking distance. Two evening events, the 60th Anniversary Gala on Tuesday and the Night on the Strip on Wednesday, will have bus transportation from the hotel.

Of course, we have hundreds of folks heading out on more than 60 day tours Wednesday and Thursday. Some of these are as close as walking distance from the Downtown Grand, while two full-day tours are headed to national parks in neighboring states. Other than those taking the walking tours, anyone going on a tour will have transportation provided either by the Society or in some cases, by the tour host. Again, all tour transportation starts at the Downtown Grand. Which cleverly brings us roundtrip: getting back to McCarran for your flights home. Your registration fee includes the airport return aboard a SuperShuttle minivan.

Each attendee is responsible for scheduling his or her own pick-up.

Here is how to make your reservation:

1. Go to www.supershuttle.com.
2. On the first page, select the airport tab. Please select "To Airport – One way".
3. Please enter this group code in the discount code box: **GS87K**.
4. Our hotel, The Downtown Grand, is listed in the SuperShuttle system as "The Grand". Please make sure that you designate this name when selecting your pick-up hotel to avoid confusion with the MGM Grand, on the Strip.
5. After inputting your flight information, selecting your pick-up time and entering in your passenger details, you will be taken to the payment page.
6. In the drop-down menu for 'Payment Method', please select the option "Direct Bill /Corporate Account". Enter this number in the Account Number field: **085SAT47823** . NO Password is required. Then you will go to the next page to complete your booking.

N.B. If you choose to not use the SuperShuttle, you will pay for your own return to the airport. Ask around, check our daily newsletter: Perhaps someone else wants to share a cab.

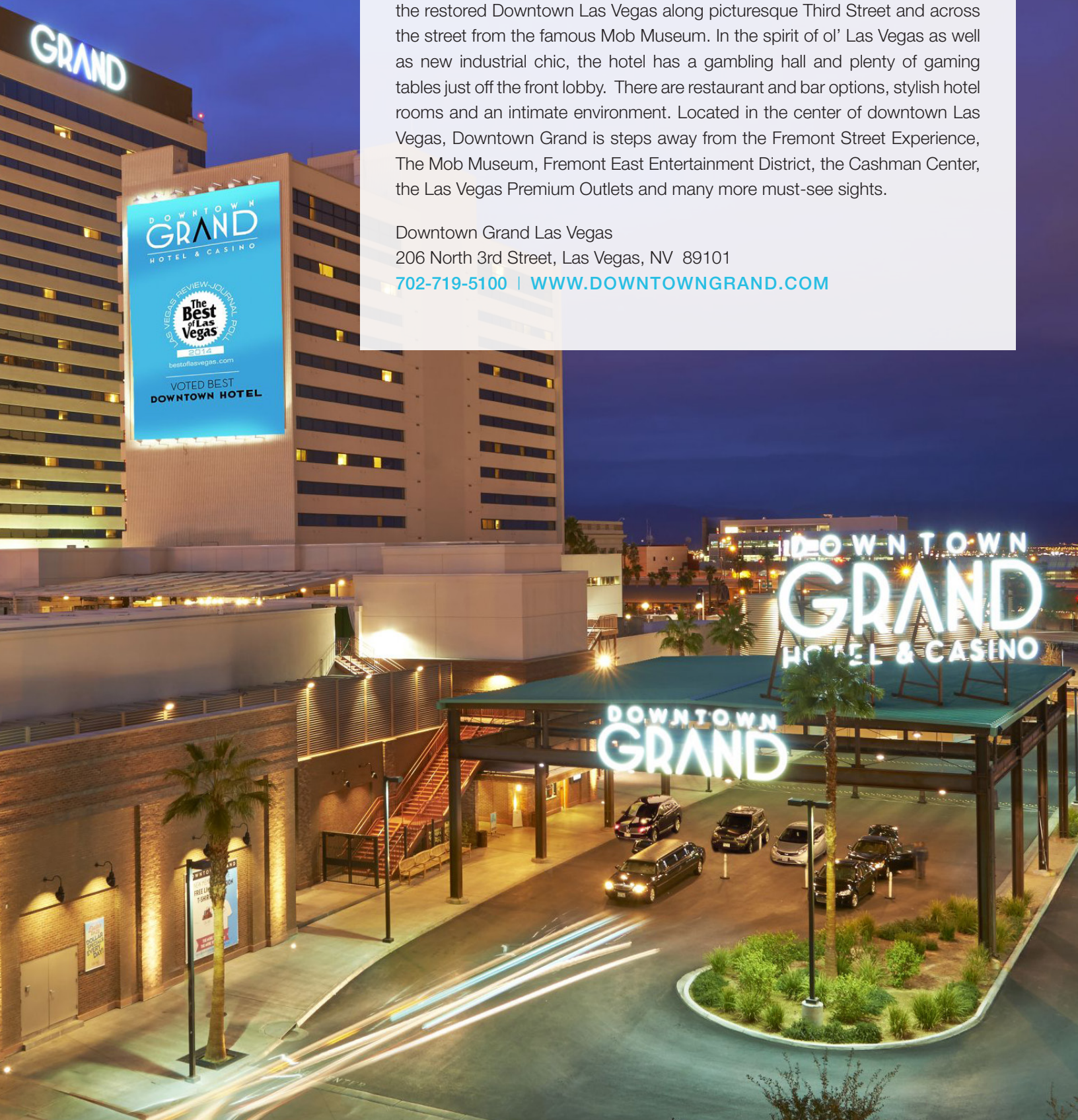
Convention Hotel

The new Downtown Grand is the main convention hotel for attendees. Various aspects of the meeting will take place at the hotel including registration, information and sponsor tables, the opening reception on Sunday evening as well as a hospitality desk. The Downtown Grand hotel is located in the heart of the restored Downtown Las Vegas along picturesque Third Street and across the street from the famous Mob Museum. In the spirit of ol' Las Vegas as well as new industrial chic, the hotel has a gambling hall and plenty of gaming tables just off the front lobby. There are restaurant and bar options, stylish hotel rooms and an intimate environment. Located in the center of downtown Las Vegas, Downtown Grand is steps away from the Fremont Street Experience, The Mob Museum, Fremont East Entertainment District, the Cashman Center, the Las Vegas Premium Outlets and many more must-see sights.

Downtown Grand Las Vegas

206 North 3rd Street, Las Vegas, NV 89101

702-719-5100 | WWW.DOWNTOWNGRAND.COM



Convention Schedule

Unless otherwise noted, the attire for all meetings, meals, receptions and professional development sessions is business casual. For tours, dress appropriately for the day's activities.

Sunday, October 4

TIME	ACTIVITY	LOCATION
12:00 p.m. – 7:00 p.m.	Registration, Ticket/Voucher/Help Desk	Fremont Room, Downtown Grand, Lobby Level
All Day	Delegates and Pre Tours Arrive	
Afternoon	Board of Directors Arrive	
4:00 p.m. – 5:00 p.m.	SATW Foundation Meeting	Mob Bar, Downtown Grand, Lobby Level
5:30 p.m. – 6:30 p.m.	First-timers Reception	Mob Bar, Downtown Grand, Lobby Level
6:30 p.m. – 9:00 p.m.	Opening Night Reception	Pool Deck, Downtown Grand

Monday, October 5

TIME	ACTIVITY	LOCATION
6:45 a.m. – 8:30 a.m.	Hospitality, Ticket/Voucher Help Desk	Fremont Room, Downtown Grand, Lobby Level
7:45 a.m. – 9:15 a.m.	Breakfast and Opening Ceremony	The Western*
9:30 a.m. – 10:30 a.m.	Keynote Speaker: Roger Dow, Reinventing Travel	The Western*
10:45 a.m. – 11:45 a.m.	SATW Business Meeting	The Western*
11:45 a.m. – 2:00 p.m.	Awards Lunch	The Western*
2:30 p.m. – 5:30 p.m.	Media Marketplace	The Western*
6:40 p.m. – 9:30 p.m.	Dine-Around Downtown Las Vegas	Groups Meet and Depart from Downtown Grand Lobby
9:30 p.m. – 11:00 p.m.	Pub Crawl Downtown Las Vegas	Griffin*, Hennessy's* & Gold Spike* "Subject to change"

*Walking distance

Tuesday, October 6

TIME	ACTIVITY	LOCATION
6:45 a.m. – 8:30 a.m.	Hospitality, Ticket/Voucher Help Desk	Fremont Room, Downtown Grand, Lobby Level
7:45 a.m. – 8:45 a.m.	Council Breakfasts	The Venue*
9:00 a.m. – 12:30 p.m.	Professional Development Sessions	The Venue*
12:45 p.m. – 1:45 p.m.	Chapter Lunches	The Venue*
2:00 p.m. – 5:00 p.m.	Professional Development Sessions	The Venue*
6:30 p.m. – 9:30 p.m.	60th Anniversary Celebration, World Market Center	Buses Depart Downtown Grand Porte-cochère 6:15 p.m. - 6:45 p.m.

*Walking distance

Wednesday, October 7

TIME	ACTIVITY	LOCATION
7:00 a.m. – 8:45 a.m.	Hospitality, Ticket/Voucher Help Desk	Fremont Room, Downtown Grand, Lobby Level
7:00 a.m. – 8:00 a.m.	Incoming Board Meeting	Mob Bar, Downtown Grand, Lobby Level
9:00 a.m. – 12:30 p.m.	Morning Half-Day Tours	Buses Depart Downtown Grand Porte-cochère
1:00 p.m. – 4:30 p.m.	Afternoon Half-Day Tours (incl. lunch)	Buses Depart Downtown Grand Porte-cochère
5:30 p.m. – 11:30 p.m.	Night on the Strip	Buses Depart Downtown Grand Porte-cochère

Thursday, October 8

TIME	ACTIVITY	LOCATION
7:00 a.m. - 9:00 a.m.	Full-day Tours Depart	Fremont Room, Downtown Grand, Lobby Level
3:00 p.m. - 5:00 p.m.	Full-day Tours Return	
7:00 p.m. - 9:30 p.m.	Closing Night Reception	Mob Museum*

*Walking distance

Friday, October 9

TIME	ACTIVITY	LOCATION
Morning	Post-Tours Depart	Downtown Grand Porte-cochère

Professional Development

The professional development committee has developed a series of wonderfully engaging sessions. They have secured strategic speakers with fresh, compelling insights on what's new-next in the travelsphere; orchestrated breakout sessions that appeal specifically to each of our member divisions: Actives, Associates, Photographers/Videographers; created sessions and content that represent both United States and Canada; and highlighted dynamic speakers and high-powered editors. This approach fits well into the Las Vegas convention title and theme: The Reinvention Convention.

Professional Development Schedule

Monday, October 5

TIME	ACTIVITY	LOCATION
9:30 a.m. – 10:30 a.m.	Opening Keynote Speaker, Roger Dow, President & CEO of the U.S. Travel Association Reinventing Travel	The Western

Tuesday, October 6

TIME	ACTIVITY	LOCATION
9:00 a.m. – 10:00 a.m.	A. Cuba panel B. Urban Renewal as a Viable Travel Story	The Venue*, Bugsy I & II The Venue*, Grand Ballroom First Floor
10:15 a.m. – 11:15 a.m.	A. PRSA presents What the Trend? B. What is the Future for Travel Photographers?	The Venue*, Grand Ballroom First Floor The Venue*, Bugsy I & II
11:30 a.m. – 12:30 p.m.	A. Pack to the Future: Pioneering New Frontiers B. National Parks/Nature & The Great Outdoors	The Venue*, Grand Ballroom First Floor The Venue*, Bugsy I & II
2:00 p.m. – 3:30 p.m.	International Editors Panel General Session	The Venue*, Grand Ballroom First Floor
3:45 p.m. – 5:00 p.m.	Closing Keynote Speaker, Lee McCabe, Global Head of Travel & Education Strategy at Facebook, Navigating Travel in a Connected World	The Venue*, Grand Ballroom First Floor

*Walking distance

Professional Speakers and Panelists

Opening Keynote Speaker

Monday, October 5th, 9:30 a.m. - 10:30 a.m. The Western



Roger Dow — Reinventing Travel

Dow is the president and CEO of the U.S. Travel Association, the national trade association that represents all segments of America's \$2.1 trillion travel industry. Since joining the U.S. Travel Association in 2005, Dow has led the transformation of the formerly fragmented organization into a united advocacy force now recognized as one of the most effective industry associations in the country.

Prior to joining U.S. Travel, Mr. Dow advanced through the ranks at Marriott International in a career that spanned 34 years. He joined Marriott International as a summer lifeguard at the sixth Marriott property and eventually rose to Senior Vice President of Global and Field Sales, where he led Marriott's 10,000-person worldwide sales organization. His many accomplishments for the company include the development of Marriott Rewards, the world's leading frequent traveler program.

Mr. Dow also served in the United States Army with the 101st Airborne Division in Vietnam, where he received the Bronze Star and other citations.

Breakout Sessions

Cuba

Tuesday, October 6th, 9:00 a.m. - 10:00 a.m. Session A - The Venue, Buggy I & II

Cuba is hot, hot, HOT! And come October, the travel landscape will have evolved even further. This panel explores in-depth the revised restrictions to realities of traveling in Cuba. Together the panelists represent decades of experience working in Cuba travel. Topics covered include definition of 12 travel categories, charter air travel, tours, cruising (large and small boats), banking (paying with cash, pesos, credit cards), the social economy in Cuba, etc.



Christopher P. Baker

This California-based SATW Active (Lowell Thomas Award 2008 'Travel Journalist of the Year') has been described by National Geographic as "One of the world's leading authorities on Cuban travel and culture." Christopher has visited Cuba more than 100 times during three decades and has met Fidel Castro and a pantheon of Cuba's other leading cultural and political leaders. He has traveled Cuba end to end numerous times. His six books about Cuba include Moon Cuba and National Geographic Traveler Cuba guidebooks, plus the award-winning literary travelog Mi Moto Fidel: Motorcycling Through Castro's Cuba. His countless magazine articles on Cuba include for Caribbean Travel & Life, Robb

Report, and National Geographic Traveler. He appears frequently on radio and television talk shows speaking on Cuba, including for CCTV, CNN, Fox News Channel, and NPR; and has been honored to speak on Cuba to the National Press Club, World Affairs Council, and National Geographic Live!, among other prestigious organizations. Christopher is a 'National Geographic Resident Expert' on Cuba. He escorts tours and workshops for National Geographic Expeditions, MotoDiscovery, and Santa Fe Photographic Workshops. In 2013 he led the first group motorcycle tours of Cuba for U.S. citizens since the Revolution. He has also consulted for many organizations in their successful applications to receive OFAC licenses for people-to-people travel to Cuba. He is currently partnered with actor/director David Soul in the production of a cinematic feature documentary: Cuban Soul.



Chris Gray Faust, senior editor at Cruise Critic

Chris oversees all of the Cruise Critic website's port and destination content, as well as cruise news and The Lido Deck blog. Creator and publisher of Chris Around The World, Chris has won a Lowell Thomas Travel Writing award for blogging and has more than 20 years of journalism experience. Staff positions include editing and reporting positions at the (New Orleans) Times-Picayune, the Philadelphia Inquirer and USA TODAY, where she served as travel editor. She lives in a renovated barn in Bucks County, Pa. with her husband, two cats and a papillon dog, and is ideally situated to understand Cuba as cruising ports of call.



Vivian Mannerud, president and owner of Airline Brokers Company, Inc.

Considered one of the pioneers of the charter air service to Cuba, Mannerud began there in 1982 with Airline Brokers. Her clientele is comprised of various VIPs, celebrities, humanitarian organizations, group travel and government officials. In addition, Airline Brokers has assisted several cruise lines in securing charters for cruise passengers. Mannerud's work has served the U.S. Olympic Committee, Cuban political refugees immigrating to the U.S. and Elián González family. Mannerud has been involved with many humanitarian projects including traveling to Capitol Hill to allow donations to Cuba after devastating hurricanes, rebuilding of Catholic churches and assisting the Daughters of Charity with hospitals in Cuba. Recently, Vivian was able to obtain permission to allow charters to travel around Cuba, to cities such as Camaguey, Cienfuegos, Holguin and Santiago.



Mimi Whitefield, Cuba correspondent for The Miami Herald

As an international business writer for The Miami Herald, Whitefield has chronicled everything from gold mining in the Amazon (she was once the only woman in a camp of 30,000 gold miners) and free trade pacts to the World Cup in Brazil, the new U.S.-Cuba policy, and the expansion of the Panama Canal. Whitefield has been involved in international coverage for more than 25 years and has reported from more than two-dozen countries in the Americas. She was The Herald's South American bureau chief, based in Rio de Janeiro, in the mid-1980s, and was the paper's full-time Cuba writer from 1989 until January 1995. In October 2014, she reported from Japan as a Foreign Press Center Japan fellow, but is now spending most of her time on the evolving relationship between the United States and Cuba. Whitefield has won national reporting awards for coverage of human rights in Cuba, real estate, and drug trafficking in Latin America, and was part of The Herald team that won the 2001 Pulitzer Prize for coverage of the Elián González story. Whitefield has a B.A. in Latin American studies from Cornell University and an M.S. in journalism from Columbia University.

Urban Renewal as a Viable Travel Story

Tuesday, October 6th, 9:00 a.m. - 10:00 a.m. Session B
The Venue, Grand Ballroom First Floor

While few places have mastered the art of reinvention like Las Vegas, a host of other dynamic cities have also grabbed international attention for their distinctive approaches to urban renewal. This panel of experts from across the U.S. and Canada will help us understand how urban development relates and contributes to the special story of a place. We'll hear from each and learn how revitalization translates to a great experience for travelers to a city, making it a more compelling place to visit and write about.

Actives will come away with a reinvented view of how to cover urban destinations, while Associates will discover new ways to tell their city's story through the reinvention lens.



John G. Jung chairman and co-founder of Intelligent Community Forum (ICF)

The moderator of this panel, John Jung, understands smart community. In addition to serving as head of the ICF global think-tank, he is the executive director of ICF Canada and president of the Intelligent Community Forum Foundation, which represents 134 world communities. He serves as CEO of Canada's Technology Triangle and is a registered urban planner, urban designer and economic developer. A noted author and global speaker on planning, development, urban design and economic development, especially as they related to smart/intelligent cities, Jung is also the former head of a private-sector consulting firm. He has directed significant and unique development projects in Canada, USA, Brazil, the UK and Hong Kong.



John Curran, associate at Resort Gaming Group, Las Vegas Downtown Project

The Downtown Project is a \$350 million, privately funded effort to redevelop and revitalize Downtown Las Vegas through collisions, co-learning and connectedness. Curran assists with real estate acquisition, development and property management, as well as navigating the city Planning Department with an eye on entitlement issues, compliance and licensing requirements. Born and raised in Las Vegas, Curran spent eight years living and learning in Philadelphia, Washington, DC, and New York City before moving home in 2013. He holds a Bachelor's Degree in Urban Studies and Master's Degree in City Planning from the University of Pennsylvania. His interests include sustainable development, governmental affairs and the Minnesota Vikings.



Patrick Quinton, executive director for Portland Development Commission (PDC)

Quinton is responsible for the overall leadership and management of the Oregon city's economic development and urban renewal agency. Under his direction, PDC's best-practices approach is aimed at making Portland one of the most prosperous, equitable and desirable cities in the world. Quinton also has served as PDC's Business and Industry Team Manager, helping land high-profile Portland employers and playing a critical role in the formation of the Portland Seed Fund. Following 19 years in the banking and commercial finance industries, he managed the 402-acre North Macadam Urban Renewal Area on Portland's South Waterfront. Quinton holds a bachelor's degree in Government from Dartmouth College and a Masters in Public Policy from the University of Chicago.



Cleve Ricksecker, president of Special Improvement District Public Services Association

Ricksecker is a noted expert on how commercial development, special improvement districts, consensus-building among stakeholders, walkability and even homeless outreach build great places to live, work, play and visit. He operates two business improvement districts in downtown Columbus, Ohio, and also has served as executive director of the Riverfront Commons Corporation, creating development plans for the Scioto and Olentangy riverfronts in downtown Columbus. Prior to that, he directed development for the Short North Business Association, a fast-growing, vibrant arts district. A true urbanite, Ricksecker has lived 54 of his 62 years without a personal vehicle.



Greg Smith, executive director of Austin Revitalization Authority (ARA)

To promote community well being, Smith leads revitalization and historic preservation efforts aimed at engaging commercial, residential and cultural development in the capital city of Texas. All ARA efforts are focused on respecting the people, institutions and history of East Austin and other underserved communities. With an eye on preservation and good urban design, ARA's vision is to maintain its commitment to and support of underserved communities by creating neighborhoods that are more attractive with vibrant business corridors and distinct cultural assets. ARA's initial funding came from the City of Austin, but has leverage that with private investment to become financially independent.

What the Trend? 2015 Trends You May Have Missed and 2016 Trends on the Horizon – Tuesday, October 6th, 10:15 a.m. - 11:15 a.m.

Session A - The Venue, Grand Ballroom First Floor

Travel trends are a fast-moving target. Just when you caught up to a destinations food truck movement, or the hotels that switched to extra fluffy, all-white linens, or the restaurants that developed a menu of craft cocktails using only locally-sourced, small-batch spirits, the world has already moved on to the next big thing. This panel brings you up to speed on the 2015 travel trends you may have missed, as well as help give you a head start on the biggest fads for 2016 and beyond. From hotels, restaurants and bars to online booking channels and how tech will affect travel, we'll cover every aspect of our fast-changing industry.



Keith Nowak, publicist for The Traveling Gnome, Travelocity

With almost 20 years of communications experience, Nowak has worked in PR long enough to remember faxing press releases and mailing 35 millimeter slides. In those two decades, he has worked across the technology landscape: from hardware to software to services. He began his career in the wireless industry, starting out in paging, then moving on to tenures at Nokia and HTC, where a hectic international schedule gave him firsthand knowledge of the travel industry—insight that proved invaluable when he joined Travelocity in 2014. Since then, he has immersed himself the world of travel tips, tricks and trends as he manages Travelocity's ongoing communications efforts, and of course, to be the publicist for their superstar, The Roaming Gnome. Raised in Dallas and a graduate of Texas A&M University, Keith is excited to be back home after almost a decade in exile outside of the great state of Texas.



Jon Eichelberger, regional manager and head of development & strategy at Trivago

Eichelberger oversees all Trivago operations in North America including brand marketing, online advertising, content marketing, public relations and sales. With more than 10 years of experience in new venture business development, finance and marketing, Eichelberger rounds out his CV as an accomplished musician, having performed on Broadway. He frequently travels the world with his wife and two daughters.



Mark Jenkins, senior public relations program coordinator for AAA

A former television news reporter, Jenkins now develops the public affairs strategy within the second largest AAA club in North America, The Auto Club Group (ACG). ACG's 11 state footprint reaches 9 million members across the South and Upper Midwest, as well as Puerto Rico and the US Virgin Islands. He applies his media experience by producing and attaching broadcast quality sound bites to AAA news releases, garnering tremendous results. Jenkins primarily follows gasoline and travel trends.



Jeffrey Ory, president of Il Stratega and board chair of PRSA Travel & Tourism Section

Jeffrey Ory's experience includes work that has earned over 100 awards for its success including all three of the highest recognitions in the communication profession: The International Association of Business Communicators (IABC) Gold Quill Award and Jake Wittmer Research Award plus Public Relations Society of America's (PRSA) Best of Silver Anvil.

Jeffrey is one of only two professionals dually accredited in communication and public relations by the PRSA and IABC in Louisiana. He is the past president of both organizations on the local level—the first and youngest person to ever be president of both local professional organizations. He is also a current member of the Board of Directors for the Travel & Tourism Special Interest Section of PRSA.

Jeffrey is a highly sought after speaker/presenter for professional development organizations internationally and universities/colleges throughout the region. He is an adjunct professor at Loyola University New Orleans and the professional advisor for the Loyola Bateman Competition team which has advanced to the national finals the last 11 years and has taken home the 1st place, national title for seven of those years.

What Is the Future for Travel Photographers?

Tuesday, October 6th, 10:15 a.m. - 11:15 a.m. Session B - The Venue, Bugsy I & II

Making a living as a travel photographer has never been more difficult. Everyone is a photographer these days and there are great images on the web available for peanuts. This together with shrinking print markets has eroded our financial base. Editorial markets are disappearing. Stock sales are evaporating. So what is left? This panel will discuss the ways in which they have individually confronted this situation in order to stay in business and still maintain a foot in the travel industry. We think much of this also applies to writers. There have never been more outlets for our work, but, and it's a huge but, there has never been so little money around to pay for it. So, how do we make money and survive? Every panel member has succeeded in doing this and will openly discuss how they have made it possible.



Robert Holmes, photographer

Holmes travel career launched with an assignment in the Karakorum Mountains of Pakistan for National Geographic Magazine in 1980. He continues to travel extensively and specializes in covering wine tourism internationally. He has also embraced film making as a source of income. Bob has been the Bill Muster Photographer of the Year four times and this year, won both first and second place in the international Errazuriz Wine Photographer of the Year competition.



Macduff Everton, photographer

*Macduff Everton gives a sense of place, whether portraits or a landscape. At 17 he took off with his surfboard to Europe, and ended up hitchhiking around the world. He literally picked up a camera when an American took his off, exclaiming that he didn't want to look like a tourist any longer. When he reached Japan he sold his first stories, one on Burma, the other on Southeast Asia. Returning to the U.S. at 19, he was hired by an educational film company to travel to Latin America to create college-level archaeological and anthropological filmstrips. When the company ran out of money, he returned to Yucatán and began documenting the living Maya, a culture in transition. In order to support his project he took a number of seasonal jobs that included wrangler, muleskinner, and white water river guide. Outdoor living honed his skills of observation and appreciation of light and weather. He spent six months in the backcountry, then returned to Yucatán, and later, the University of California where he earned an MFA. In 2012 the University of Texas Press published *The Modern Maya Incidents of Travel and Friendship in Yucatán*. There aren't many documentary photography projects that span more than forty years, especially working with the same families. While most history chronicles the famous, this book is about the lives of ordinary people who are the soul of their culture. History only exists if someone documents it. Everton's work is in the collections of many public and private institutions.*



Blaine Harrington, photographer

Blaine Harrington's path to becoming a travel photographer wasn't a straight line. He began by shooting motorcycle racing in the U.S. and Europe before attending Brooks Institute of Photography, where he studied advertising photography. After stints shooting fashion in Europe and editorial photography for Time Inc. as well as variety of other publications in New York, Harrington turned full time to travel photography in the 1980s. His work has appeared in most major U.S. travel, news, business and inflight publications; as well as top European publications, such as the German and French editions of GEO. Many people dream of being travel photographers. Blaine has done it, through thick and thin. Today many people who shoot travel photography supplement their incomes doing other jobs. It's just too tough to make a good living in photography any longer. Blaine says "one of the things I'm proudest of in my 40 years as a photographer is that I have always made 100% of my living from photography."



Nik Wheeler, photographer

Nik Wheeler started his photographic career as a combat photographer in Vietnam. He has worked in over 100 countries for most of the world's leading publications and is the sole photographer of 18 photographic books. He currently supplies travel images to Corbis, Getty and Alamy online photo agencies.

Pack to the Future: Pioneering New Frontiers in the Travel Space

Tuesday, October 6th, 11:30 a.m. – 12:30 p.m. Session A - The Venue, Grand Ballroom First Floor

This forward-looking panel will not only look at the ways that technology is shaping the way we travel but also consider how the millennial mindset is changing our travel preferences. Based on the trends we're watching today, we'll paint a portrait of what the modern traveler may look like in five years, ten years and beyond. We'll find out what kind of travel experiences they'll be searching for and learn about emerging technology that will be present every step of the way, from the inception of the trip and planning to the ride home from the airport. We'll also consider the impact that technology and evolving preferences have on journalism as a whole.



Lauren Moreno, public relations manager for Triplt

Lauren has launched startups, breathed life into tired brands, and generated national media coverage for companies of all shapes and sizes. As the public relations manager for Concur's Triplt and Expenselt products, she's responsible for keeping her hand on the pulse of the travel industry. Lauren is a frequent traveler and coffee fanatic who calls San Francisco home.



Lorraine Sileo, senior vice president of research for Phocuswright

Lorraine launched the research division of Phocuswright Inc. in 1998. Phocuswright's global marketplace intelligence is the industry standard for segmentation, sizing, forecasting, trends, analysis, and consumer travel planning behavior. She is quoted frequently in consumer and trade media and has authored numerous publications (including Phocuswright's U.S. Online Travel Overview reports). Lorraine has testified at hearings held by the National Commission to Ensure Consumer Information and Choice in the Airline Industry, charged by Congress to examine the impact of online distribution on the travel industry. Lorraine was previously an adjunct professor at New York University's Graduate Center for Hospitality, Tourism and Sports Management. She has analyzed the business and consumer electronics marketplace for various publications and media companies for over 20 years.



Nick Vivion, reporter for Tnooz

Based in New Orleans, Nick's passion for travel technology led him to travel around the world shooting travel videos for Current TV and Lonely Planet TV in 2006 and 2007. He shot on Mini-DV, edited on a white MacBook, uploaded and shared online as he traveled. His moxie for travel video has resulted in over two million views on his YouTube partner channel. In addition to travel, Nick cofounded one of the web's most talked about LGBT media sites, Unicorn Booty, and has gone "blog-to-brick" with two bricks-and-mortar restaurants called Booty's Street Food in New Orleans, serving street food from around the world, and Ursa Major, serving food from cultures with strong ties to the stars.

National Parks/Nature & the Great Outdoors

Tuesday, October 6th, 11:30 a.m. – 12:30 p.m. Session B - The Venue, Buggy I & II

Our National Park System, celebrating its 100th Anniversary in 2016, draws millions of domestic and international travelers annually. This panel of professionals working in the travel and tourism outdoors industry focuses on what's new and next for our National Parks and their celebration plans. Discover fresh angles on stories about these iconic lands and compelling strategies to shape outdoor coverage for your destination.



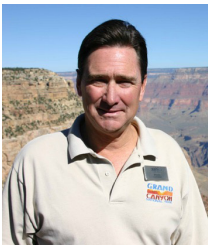
Derrick Crandall, counselor to the National Park Hospitality Association, and president and CEO of American Recreation Coalition

Derrick Crandall has been a force in the American outdoors for decades. He also serves as Co-Chair of the Coalition for Recreational Trails and as Co-Chair of the Great Outdoors Month Partnership. He has served as Co-Chair of the Scenic Byways Coalition and as Treasurer of the American League of Anglers and Boaters. He was named to the President's Commission on Environmental Quality in 1991, the same year that he received the Chevron Conservation Award. He was also Chairman of the Take Pride in America Advisory Board, appointed by the Secretary of the Interior, and a Founding Director of the National Forest Foundation, appointed by the Secretary of Agriculture. Among the dozens of public-policy programs in which Derrick has played a central role are the National Scenic Byways Program, Recreation Fee Demonstration Program, Recreational Trails Program, Wallop-Breaux Program, and the National Recreation Lakes Study Commission. USA Today has described him as "the outdoor guru." He serves as a member of the National Park System Advisory Board's National Park Service Centennial Advisory Committee and its Steering Group. He has also served on the Advisory Board's Health and Recreation Committee.



Julie Freeman, executive vice president & managing director of PR for MMGY Global

Julie leads MMGY Global's worldwide public relations practice and New York City office. She is responsible for all PR strategy, implementation and new business development, as well as the integration of PR initiatives into the company's overall marketing support for its clients, including research on national park visitors and the South Dakota parks. She has extensive experience working with international destinations and brands and is fluent in Spanish.



Bruce Brossman, director of sales and marketing for Grand Canyon National Park Lodges

Brossman's love of national parks began when he discovered rock climbing in Yosemite. He spent so much time there with some of the top climbers in the world that he applied for and got a job with the park's primary concessioner as a climbing guide. Bruce became director of the Yosemite Mountaineering School and managed the alpine and cross-country ski areas. He moved to Arizona in 1999 to work for Grand Canyon National Park Lodges, and later Grand Canyon Railway, as regional director of sales and marketing for Xanterra Parks & Resorts. When he is not working, Bruce can often be found hiking the canyon's Kaibab Trail, riding his bicycle along the canyon rim or playing 18 holes on one of the area's golf courses.



Dave Hartvigsen, CEO of Adventures on the Gorge

Growing up in Utah, Dave Hartvigsen saw his share of spectacular national park scenery, but his formative years were only the start to a lifelong passion for the parks. Hartvigsen is CEO of Adventures on the Gorge, the country's premier adventure resort located on the New River National River in West Virginia and just a short drive – or long hike – from two other Park Service units, the Gauley River National Recreation Area and Bluestone National Scenic River. Even though he has worked with parks for many years, a vacation for him can mean a hike to the floor of the Grand Canyon or a climb to the top of Mount Rainier. Hartvigsen loves numbers and obscure facts, and chances are he can tell you the highest point in your home state. His favorite quote about nature comes from John Muir. "The mountains are calling and I must go."

International Editors General Session

Tuesday, October 6th, 2:00 p.m. – 3:30 p.m. The Venue, Grand Ballroom First Floor

It's a small, small world...of publishing. Journalists, bloggers, photographers, and filmmakers seek new markets to showcase their works. And publicists are interested in developing exposure for their destinations and attractions around the world. This panel addresses how we can pitch our ideas to international magazines and websites that hire freelancers to cover global destinations. Our panel of international editors will discuss story ideas that get traction, content they seek, and publishing formats they use.

Panel sponsor TravMedia, a global media network operating the world's largest online travel news portal, worked with the Las Vegas convention's professional development committee and secured editors from Australia, Asia, and the UK. As a new feature this year (and in-keeping with the "reinvention" theme), members attending the conference have an opportunity to participate in an online application process for limited one-on-one, brief pitch meetings with the international editors.



Craig Platt, managing editor, traveller.com.au, Fairfax Media (Australia)

*As one of Australia's most experienced digital journalists and editors, Platt has worked in journalism for more than 15 years. Platt is the Managing Editor for traveller.com.au, Fairfax Media's travel website, which incorporates the travel sections of major newspapers *The Age*, *The Sydney Morning Herald* and the *Sun-Herald* and is featured across these masthead's websites as well as those of the *Canberra Times*, *Brisbane Times* and *WA Today*. He has overseen Fairfax's digital travel publishing since 2007, including last year's launch of traveller.com.au, which has already become the biggest online travel publishing site in Australia.*



Lisa Minot, travel editor at The Sun

Since 1991, Minot has succeeded in increasing the travel pages at the UK's No.1 newspaper from a single page to the current 12 to 20 pages that run in Saturday and Sunday's editions. She's a passionate supporter of the industry, attending ITT, ABTA, and Pow Wow conferences. She also regularly appears on ITV, Sky, Channel 5, and BBC TV and radio discussing issues affecting travelers in the UK and beyond. A lifelong caravanner, Minot spends her summers in a caravan in the South of France.



Mark Footer, editor of Post Magazine for the South China Morning Post

Born in London, Footer arrived in Hong Kong in 1994 and never left (it is that kind of city). Formerly Deputy Culture Editor, he is now Editor of Post Magazine, the Sunday supplement (lifestyle & current affairs) of the city's South China Morning Post, for which he has worked since 1999. He has also been the newspaper's de facto travel editor for the past seven years. Post Magazine remains primarily a print product but, like the rest of the SCMP, it is embracing the brave new digital world.

Closing Keynote Speaker – Tuesday, October 6th, 3:45 p.m. – 5:00 p.m. The Venue, Grand Ballroom First Floor



Lee McCabe—Navigating Travel in a Connected World

As Global Head of Travel & Education Strategy at Facebook, Lee McCabe leads the development of a holistic strategy for how Facebook thinks about and works with travel and education marketers. Lee sets the course for how to best utilize Facebook's family of apps and services. Prior to joining Facebook, Lee held several roles at Expedia. Notably, he oversaw and managed hotel partner strategy and operations across several regions including North America and Asia Pacific. With more than 20 years of sales and marketing experience, he has also held roles with eBay, Telstra, and Warner Music.

Technology is rapidly changing the travel industry, and mobile creates new opportunities and challenges on a daily basis. The closing keynote will look at implications for the travel industry including multi-device dynamics, personalization, changing consumer needs, and content consumption trends.

Media Marketplace



Monday, October 5, 2015

TIME	ACTIVITY	LOCATION
2:30 p.m. – 5:30 p.m.	Media Marketplace	The Western

The annual Media Marketplace is the place for Associates to pitch story ideas to the more than 100 attending travel writers, photographers, editors, bloggers, videographers and radio broadcasters. It's also a forum for making and solidifying relationships with journalists that will result in additional coverage long after the convention ends.

TravMedia is again sponsoring the Media Marketplace appointment-scheduling tool and the online pressroom, which will remain open for story research until Dec. 31, 2015.

Marketplace Sessions

The Las Vegas Media Marketplace is divided into two sessions: scheduled appointments and open Marketplace.

Scheduled Appointments

Scheduled appointments—each 10 minutes in length—run from 2 p.m. to 3:50 p.m. During this session, Actives and Associates will conduct pre-scheduled appointments. Actives and Associates who have open appointment slots are free to meet with one another. TravMedia will be on-site to help facilitate meetings.

Open Marketplace

During the open Marketplace session, Actives are welcome to sit and visit with any Associate who is free. Meetings are not timed.

Marketplace Rules

- Marketplace tables will be arranged alphabetically within designated sections. Alphabetization is done by the company name listed on the Associate's table sign. Associates are required to sit at their assigned tables.
- Associates may bring press kits, photos and other collateral for distribution and display; however, displays must fit on the Associate's assigned tabletop space and should be no taller than 16 inches.
- If using a laptop or iPad to show video, the sound must be low enough so as not to disturb conversations happening at adjoining tables.
- Promotional items (food items, pens, magnets, etc.) with a retail value under \$3 may be distributed.
- Only registered Active and Associate SATW members may attend Marketplace. No guests are permitted. Spouses are permitted only if they have a volunteer role assigned to them by the Marketplace Committee co-chairs.

In addition, you will have access to the online pressroom before, during and after the convention. There, you'll find news releases, photos and videos provided by Associate members, as well as profiles and media work of the Active members attending the convention. This social network will allow you to "connect" and "follow" other members, increasing the interactions that take place at the convention and helping you to continue your long-term SATW relationships.

Participating Dine Around Restaurants

Carson Kitchen

American

124 S 6th St, Las Vegas, NV 89101
carsonkitchen.com

D Grill

American

301 Fremont St, Las Vegas, NV 89101
thed.com

Glutton

American

616 E Carson Ave #110, Las Vegas, NV 89101
gluttonlv.com

Park on Fremont

American

506 Fremont St, Las Vegas, NV 89101
parkonfremont.com

The Perch - Container Park

American

707 Fremont St, Las Vegas, NV 89101
downtowncontainerpark.com/dine

Therapy

American

518 Fremont St, Las Vegas, NV 89101
therapylv.com

Lola's: A Louisiana Kitchen

Cajun/Creole

241 W Charleston Blvd, Las Vegas, NV 89102
lolaslasvegas.com

Lillie's Asian Cuisine - Golden Nugget

Chinese

129 East Fremont Street, Las Vegas, NV 89101
lilliesasiancuisine.com

Grotto Ristorante - Golden Nugget

Italian

129 Fremont Street Experience, Las Vegas, NV 89101
grottorestaurants.com/locations/las-vegas.asp

La Comida

Mexican

100 S 6th St, Las Vegas, NV 89101
lacomidalv.com

Itsy Bitsy: Ramen and Whiskey

Ramen

The Ogden, 150, Las Vegas Blvd N, Las Vegas, NV
itsybitsyramen.com

Oscar's -The Plaza

Steakhouse

1 South Main Street, Las Vegas, NV 89101
plazahotelcasino.com/dining/oscars-steakhouse

VegeNation

Vegan

616 Carson Ave #120, Las Vegas, NV 89101
vegenationlv.com

Triple George Restaurant at the Downtown Grand

American

201 N 3rd St #120, Las Vegas, NV 89101
triplegeorgegrill.com

S+O Diner at the Downtown Grand

American

201 N 3rd St #120, Las Vegas, NV 89101
downtowngrand.com/eat/s-o-restaurant

Hash House A Go Go

American

1 S Main St, Las Vegas, NV 89101
hashhouseagogo.com

Red Sushi - Golden Nugget

Japanese

129 Fremont St, Las Vegas, NV 89101
goldennugget.com/lasvegas/eat_redsushi.asp

Dine-Around Restaurants and Pub Crawl Locations



Night on the Strip

Although the bulk of our core convention activities are focused on Downtown Las Vegas and its renaissance, what would a trip to Las Vegas be without an evening on the glittering Strip, just 4 miles away?

On Wednesday, October 7, our evening a la carte option is a Night on the Strip—dinner and a show, including transportation. Coaches begin departing the Downtown Grand at 5:30 p.m. Return trips will be scheduled to follow each show. Please check your board for exact departure times. Buses depart from Downtown Grand Porte Co-chere.

For those who selected Dinner Only, after your more leisurely meal you may explore the Strip on your own until the coaches depart or you may opt for a taxi back downtown earlier or later, at your own cost.

All members will have a ticket to use the Las Vegas Monorail, which travels along the east side of the Strip.

Late Night – Hyde Bellagio

For our night owls we have obtained 100 admissions to sizzling Hyde Bellagio, one of the Strip's most exclusive nightclubs, overlooking the Fountains of Bellagio. Boasting a seamless indoor/outdoor space and floor-to-ceiling windows, Hyde Bellagio features an expansive terrace showcasing Las Vegas' most-celebrated landmark, the Fountains of Bellagio. After the sun sets, Hyde evolves into Vegas' hottest nightlife destination with 40 VIP tables, a diverse rotation of DJs, live performances and the city's most exclusive clientele. Tickets include club entrance and your first drink, and will be distributed on a first-come, first-serve basis at registration.





Terry Fator: The Voice of Entertainment

He captured the hearts – and funny bones – of America with his victory on “America’s Got Talent.” Now, Terry Fator brings his hilarious live show to The Mirage in Terry Fator: The Voice of Entertainment filled with singing impressions and unparalleled ventriloquism. Backed by a sizzling live band, Fator brings to life his puppet co-stars including Winston the Impersonating Turtle, the loveable Emma Taylor, Vikki “The Cougar,” Wrex the Crash Test Dummy, Berry Fabulous and Monty Carlo, through comic banter and their hilarious take on musical superstars including Cher, Justin Timberlake, Elvis Presley, Garth Brooks, The Pussycat Dolls and many more. **Note: this is a 7:30 p.m. Show.**



Absinthe

Hailed by Chicago Sun-Times as “sexy, funny, unabashedly raunchy,” and named “Best Show” on the Strip by Vegas SEVEN, Las Vegas Weekly and the Las Vegas Review-Journal, ABSINTHE at Caesars Palace is an acro-cabaret variety show featuring wild and outlandish acts in a theatre-in-the-round presentation. Audiences are treated to a night of imagination and excess as the cast of eccentrics performs amazing feats of strength, balance, danger and unfathomable flexibility within mere feet of the audience surrounding the intimate stage. **Note: this is a 10:00 p.m. show.**



Zarkana by Cirque du Soleil

Zarkana by Cirque du Soleil is a spirited voyage through an abandoned theater where an extraordinary circus comes back to life. Populated by a motley collection of off-the-wall characters and incomparable acrobats, Zarkana is a visual vortex set in a twisted acrobatic fantasy universe where, little by little, chaos and craziness give way to a true celebration. Zarkana is a quintessential Cirque du Soleil spectacular featuring an international cast of 70 world class acrobats, aerialists, jugglers, high wire and trapeze artists set on a grand stage at ARIA Resort & Casino. **Note: this is a 10:00 p.m. show.**



“O” by Cirque du Soleil

Cirque du Soleil weaves an aquatic tapestry of artistry, surrealism and theatrical romance in the timeless production, “O.” Inspired by the concept of infinity and the elegance of water’s pure form, “O” pays tribute to the beauty of the theatre – from the simplest street performance to the most lavish of operas – where anything is possible and where the drama of life plays itself out before your very eyes. World-class acrobats, synchronized swimmers, divers and characters perform in, on, and above water to create a breathtaking experience. Only at the Bellagio, Las Vegas. **Note: this is a 10:00 p.m. show.**



Mystère by Cirque du Soleil

Mystère is the original must-see Cirque du Soleil production that combines high-energy acrobatics and dramatic dance set to the thunderous rhythms of the Taiko drums. Featuring an international cast of 75 artists, Mystère provides the ultimate discovery that life itself is a mystery. Only at Treasure Island. **Note this is a 10:00 p.m. show.**



KÀ by Cirque du Soleil®

You can see it. You can experience it. But, you won’t believe it! KÀ, the unprecedented epic production by Cirque du Soleil takes adventure to an all new level. Be awed by a dynamic theatrical landscape, as an entire empire appears on KÀ’s colossal stage and a captivating display of aerial acrobatics envelops the audience. Live at MGM Grand, Las Vegas. **Note this is a 10:00 p.m. show.**





CRISS ANGEL Believe

Criss Angel, the most famous magician on the planet, presents **CRISS ANGEL Believe**, an illusion spectacle at the Luxor Hotel & Casino, Las Vegas. Criss has amazed hundreds of millions on television and online, and is the most watched magician in history. Now YOU can experience his mega-hit LIVE! Witness OVER 40 of the most mind-blowing illusions ever performed. Criss Angel has not only been celebrated with more magic awards than any other magician in history, but was also named Magician of the Century and in 2012 was named Vegas' Entertainer of the Year and Best Magician in Las Vegas. Now let the magic live in you... **Note this is a 9:30 p.m. show.**



Zumanity the Sensual Side of Cirque du Soleil

Zumanity, the Sensual Side of Cirque du Soleil, is a seductive twist on reality, making the provocative playful and the forbidden electrifying! Leave all inhibitions at the door and let loose as this adult-themed production takes you on a sexy thrill ride full of sensational acrobatics and naughty fun. Zumanity was created for adults 18 and over. Only at New York-New York Hotel and Casino, Las Vegas. **Note this is a 10:00 p.m. show.**



Brad Garrett's Comedy Club

Emmy Award-winning comedian and actor Brad Garrett brings his top-quality comedy to MGM Grand with his intimate 250-seat comedy club. The club provides Garrett, as well as legendary comedians and the next generation of comics, a place to call home in Las Vegas. In the week that SATW will be in Las Vegas, the top performer will be Steve Trevino as headliner; Geechy Guy as special guest hosted by Drew Thomas. This show contains adult content and is not recommended for guests under 21 years of age. **Note this is a 10:00 p.m. show.**

Dinner ONLY

For those who prefer a dining-only option on the Strip, you'll be assigned to a restaurant reflecting your dining preferences. This can be followed by a self-guided walk up and down the Strip, a marvelous sight with all the lights and fountains, or a ride on the Monorail.

Half-Day Morning Tours – Wednesday, October 7

Join us for in-depth explorations that take us behind the scenes at one of the world's top leisure and meeting destinations. Designed to reveal the unexpected side of Las Vegas, half-day tours offered the morning and afternoon of Wednesday, October 7 illuminate the vast array of amusements and unusual story angles this city offers—downtown, on the Strip, and beyond. Except as noted, all morning tours depart the Downtown Grand, at 9:00 a.m. and return at 12:30 p.m.



Fly as a Top Gun

After a safety briefing and training at the Sky Combat Ace center in Henderson, you're at the controls for aerobatic thrills over the desert. SCA pairs you with actual fighter pilots to learn the art of basic fighter maneuvering. Then under the supervision of one of these highly trained instructors, you fly the plane. This tour gives provides an abbreviated taste of the Top Gun Experience, pulling Gs, executing loops and diving for a low-level bombing run.

Excavate & Exfoliate

Where else but Las Vegas — a tour that combines the excitement of playing around in full-size bulldozers and excavators and the serenity of a spa visit. Dig This is America's first heavy-equipment playground where you don a hard hat, learn to maneuver big earth-moving machines and then dig, claw, drag and play games in a safe, fun environment. By contrast, the luxury setting of the Canyon Ranch SpaClub at The Venetian and The Palazzo invites you to relax for a conditioning scrub, providing the exfoliation. The group will split, with half doing the excavation first and the others beginning with the exfoliation; then they will trade places.



Saying Vows, Vegas Style

Called "The Wedding Capital of the World," Las Vegas has been known for quickie ceremonies and wedding chapels, but there is much more to the scene today. This tour will take you to several popular ceremony sites, including a historic mansion, and an "Only in Vegas" experience. The LV Wedding Connection will share industry trends and answer such questions as: Are weddings here legal? What celebrities got married here? How many weddings happen yearly in Vegas? Are there really drive-through weddings? Why is Elvis so popular? Yes, "Elvis" can sing at your wedding and even perform the ceremony.

Laps on the Speedway

DriveVegas will put you on the track of the Las Vegas Motor Speedway. With the Richard Petty Driving Experience, you will do three laps at up to 165 mph in a NASCAR-style race car with a professional at the wheel. Participants also tour the speedway and have interview opportunities with driving instructors. Guests must be able to climb through window NASCAR-style, but assistance is available. We've been told that both NFL lineman and 90-year-old thrill seekers have done these rides.





Cirque du Soleil Behind the Scenes: KÀ and “O”

Unmask some of the wonders of two Cirque du Soleil productions. For KÀ, explore the technical wonders backstage, the decorative props and extravagant costumes with the unique theatrical landscape of this show. And for “O,” see what makes the master machine of water operate on a tour that looks above and beneath the water and all places in between. Also check out major show props and scoop drops of “O” water from the pool.

Tour de Luxury at Wynn Las Vegas

Pull back the curtain and see why Wynn Las Vegas is the first Forbes Travel Guide five-star resort in the destination. The tour will begin with a survey of the resort’s renowned fine art program (both Wynn and Encore are known for their art collection). Then guests will experience high tea in one of the exclusive Fairway Villas and enjoy butler service as they explore these accommodations, reserved for invited guests. A visit to the Strip’s only 18-hole golf course, designed by Steve Wynn and Tom Fazio, provides stunning views from another-world environment of rolling green hills and streams.

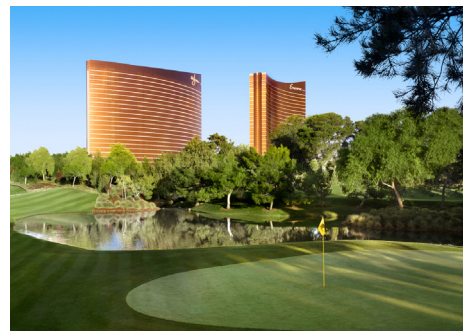


IMAGE: FLICKR USER TONY WEBSTER

Above the Strip and Behind the Scenes at Las Vegas High Roller

In a skyline that dazzles, the Las Vegas High Roller stands out. Join Eric Eberhart, general manager of the High Roller, for an insider tour of the world’s tallest observation wheel. Take a peek at the inner workings and discover more about the design, construction and operations of the 550-foot-tall structure. After the tour, guests will enjoy the 30-minute High Roller experience offering spectacular views of Las Vegas and be treated to a special sweet indulgence at Sprinkles at The LINQ Promenade, the Strip’s newest outdoor shopping, dining and entertainment district.

Grand Canyon Flight Tour

Marvel at the beauty of the desert and the Grand Canyon in this 70-minute flight-seeing excursion with Papillon. From the fixed-wing aircraft, which has oversize windows, you get awesome views of Lake Mead, Hoover Dam and the Colorado River en route to the western rim of the Grand Canyon. Watch colors in the canyon constantly shift through a palette of both vivid and subtle hues with the changing light and cloud formations.

NOTE: This tour departs the Downtown Grand at 5:30 a.m. and returns at 11 a.m.



VIP Vegas — Taste the Suite Life

This tour gives you a sampling of the luxury retreats where the accommodations are as impressive as the views of the Las Vegas skyline. Visit the ARIA Sky Villas, offering single- and two-story suites with panoramic windows, massage room and private salon among their enticements. At the Bellagio, step into the 4,000-square-foot Chairman’s Suite where you will find a solarium, fireplace and indoor garden with a fountain. And at the MGM Grand, see the SKYLOFTS, which provide elegant two-story accommodations, and The Mansion, modeled after an 18th-century Italian villa, with individually designed accommodations up to 12,000 square feet.

Half-Day Morning Tours – Continued



Look Who's Watching You — Behind the Scenes of ARIA Surveillance

Get a peek inside one of the most fascinating elements of Las Vegas, today's gaming surveillance techniques. In the early days of gambling, activity was scrutinized from catwalks high above the casino floor. This tour shows you the high-tech scene now, taking you inside the surveillance center beneath the floor at the ARIA Resort & Casino. ARIA's director of surveillance explains the technology of protecting the casino, focusing digital eyes on the movement of money throughout the gaming areas, lounges and cash-count rooms.

Living the Suite Life at the Venetian and Palazzo

It's an all-suite world at The Venetian and The Palazzo resorts, and this tour gives you a chance to see several of their most luxurious accommodations. You will visit high-roller suites, such as the 8,000-square-foot Chairman or the 5,000-square-foot Presidential retreats, at each of the sister properties. A sampling of the resort amenities will include a ride on the Grand Canal in one of the signature gondolas, snacks at the award-winning Bouchon restaurant in The Venetian and a drink at the Prestige Lounge at the Palazzo.



How to Play and How to Deal

If you're a gaming novice, or have ever wanted to see what it's like on the other side of the table, this tour is for you. Try your hand at playing as well as dealing several of the Vegas standards: craps, blackjack and, of course, poker. The experts at the Golden Nugget will be your guides, and they will share with you some of the techniques they use to teach casino employees training for jobs, as well as the inside tips successful players use to improve their odds. Celebrating its 70th anniversary in 2016, the Golden Nugget was known as the largest casino in the world when it originally opened in 1946, and remains an icon of the downtown scene today.

Hiking Red Rock Canyon

In marked contrast to a town geared to nightlife and gaming, Red Rock Canyon was Nevada's first National Conservation Area, its unique geologic features, plants and animals representing some of the best examples of the Mojave Desert. Located just 17 miles west of the Strip, Red Rock Canyon is a perfect example of the alternatives available to Vegas visitors within a short drive. In addition to hiking, activities include rock climbing, horseback riding, mountain biking, road biking, picnic areas, nature observing, and a visitor center. On this tour we'll undertake one of the park's 19 marked trails, a 2.5-mile route requiring sturdy footwear for uneven terrain and careful hydration. Our trail navigates jumbled sandstone and leads to a hidden water pocket and a great view of Las Vegas.



IMAGE: FLICKR USER PIRATE_J

Landscapes and Scenery of Red Rock Canyon

Located just 17 miles west of Las Vegas, Red Rock Canyon National Conservation Area is a scenic landscape of rock formations and desert with a dramatic 3,000-foot escarpment produced by a thrust fault. Open to the public year-round Red Rock Canyon is home to feral horses, bighorn sheep, coyotes and a variety of desert plant life. On this tour, experience the 196,000-acre park by coach, and travel along the park's 13-mile scenic loop, we'll keep an eye out for wild burros and rock climbers scaling the cliffs, and meet one of Red Rock Canyon's current artists in residence.



Las Vegas Pop Culture Distilled: Neon, Sinatra and Showgirls

Las Vegas is a living museum of American popular culture, its epic personality has been fueled by gambling, tourism, and entertainment. Las Vegas Pop Culture Tours takes us on an excursion to three cultural sites that define the city's link to the mid-century. At the Nevada State Museum we'll get a private look at the "just acquired" costume collection of the Folies Bergere, the Strip's landmark show that was the queen of Parisian topless reviews. This fabulous collection spans a half-century, with rare memorabilia originating in Paris—now being researched, inventoried and archived for future exhibitions. Then it is on to the Morelli House, a mid-century architectural gem and the former home of Antonio Morelli, renowned bandleader of the Sands Hotel, refuge for the famed Rat Pack. We'll hear a spirited account of Vegas mid-century by an acclaimed local historian and get personal insights into Frank Sinatra from his onetime social secretary. The tour concludes with a visit to the famed Neon Museum Boneyard and its collection of 150 neon signs, a narrative that enshrines many of the cultural themes of the day.



IMAGE: DOWNTOWN PROJECT

Half-Day Afternoon Tours – Wednesday, October 7

Except as noted, all afternoon tours depart the Downtown Grand, at 12:30 p.m. and return at 4:00 p.m. All afternoon tours will include lunch.

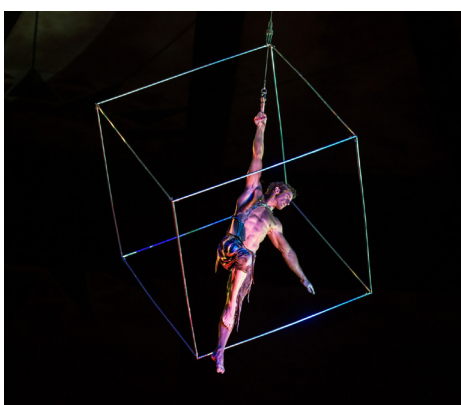


Fat Tires on the Mustang Trail

Sample the great outdoor adventures that are only minutes from Las Vegas with this mountain biking tour in the scenic Red Rock Canyon National Conservation Area, about 30 minutes from the Strip. The tour suits all levels, from the athletic beginner to experienced riders. It's a 7-mile ride with minimal climbs, but those who want more challenge can do extensions up to 12 miles. Escape Adventures provides bikes, water and helmets. While basic riding skills are a prerequisite, participants will be divided into beginner, intermediate and possibly advanced groups, each with a guide. The ride lasts about 2 hours.

Excavate & Exfoliate

Where else but Las Vegas — a tour that combines the excitement of playing around in full-size bulldozers and excavators and the serenity of a spa visit. Dig This is America's first heavy-equipment playground where you don a hard hat, learn to maneuver big earth-moving machines and then dig, claw, drag and play games in a safe, fun environment. By contrast, the luxury setting of the Canyon Ranch SpaClub at The Venetian and The Palazzo invites you to relax for a conditioning scrub, providing the exfoliation. The group will split, with half doing the excavation first and the others beginning with the exfoliation; then they will trade places.

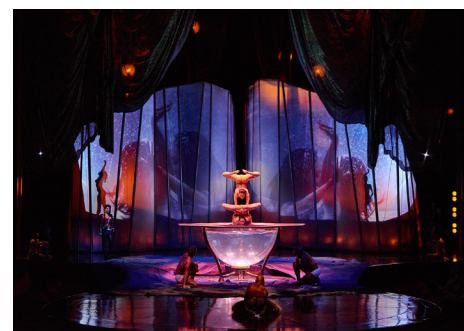


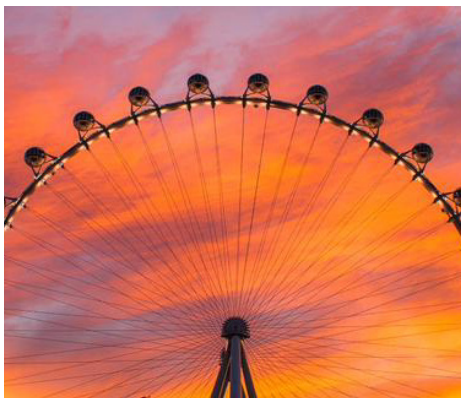
Cirque du Soleil Behind the Scenes: LOVE and Mystère

A visit to the set of The Beatles LOVE will give fans a chance to experience the musical legacy of the Beatles featuring a state-of-the-art sound demonstration with more than 6,300 custom-made speakers in a 360-degree theater. Guests will have the opportunity to delve into the Cirque du Soleil set pieces, props and costumes used in the performances. Participants also meet the fantastical characters of Mystère and its artistic director to learn about the inspiration and story behind some of Cirque's most beloved characters.

Cirque du Soleil Behind the Scenes: Zarkana and Zumanity

The Zarkana cast and crew put on their teaching caps to give guests a hands-on class in some of the essential parts of the Cirque du Soleil show, both onstage and off. Courses may include rigging, clowning, wardrobe, sand painting and juggling. At the Zumanity production, participants observe a rehearsal of one of the sexy show's new acts, followed by a Q&A session with the artists and crew.





Above the Strip and Behind the Scenes at Las Vegas High Roller

In a skyline that dazzles, the Las Vegas High Roller stands out. After lunch at The LINQ Promenade, the Strip's newest outdoor shopping, dining and entertainment district, you join Eric Eberhart, general manager of the High Roller, for a tour of the world's tallest observation wheel. Take a peek at the inner workings and discover more about the design, construction and operations of the 550-foot-tall structure. After the tour, guests will enjoy the 30-minute High Roller experience offering spectacular views of Las Vegas.

Spa Central

Luminaries from the spa world take you on a guided tour of three of the city's top spas and share trends. Start at ESPA at Vdara, an 18,000-square-foot, two-level haven where you learn about the secrets behind its signature treatments inspired by the desert landscape. A tranquil water garden welcomes guests to The Spa at ARIA, an 80,000-square-foot complex featuring a balcony with an infinity-edge pool resembling a Japanese open-air hot bath. The ARIA stop includes a toast in a private spa suite designed for couple's treatments, bachelorette parties or small group events. Complete the tour at BATHHOUSE at Delano Las Vegas, where an expert will explain its treatment philosophy of utilizing local resources. You will get a first-hand taste of the menu with a custom 25-minute foot or shoulder massage.

NOTE: This tour returns downtown at 4:30 p.m.



Art and Culture in Las Vegas

Fine art and wine pair in this outing, starting at the Bellagio Gallery of Fine Art, which displays museum-caliber exhibitions. You will see the current presentation, "Picasso — Creatures and Creativity," and experience the resort's Art & Wine: A Perfect Pairing series. Meet Bellagio Director of Wine Jason Smith and Executive Director of Fine Art Tarissa Tiberti as they pair wine from Bellagio's cellar with legendary works of art. At Picasso, the iconic restaurant by renowned chef Julian Serrano, the group will enjoy a champagne toast on the patio overlooking The Fountains of Bellagio and view the restaurant's collection of original works by Pablo Picasso. The last stop will be a stroll through ARIA's Fine Art Collection.

Look Who's Watching You — Behind the Scenes of ARIA Surveillance

Get a peek inside one of the most fascinating elements of Las Vegas, today's gaming surveillance techniques. In the early days of gambling, activity was scrutinized from catwalks high above the casino floor. This tour shows you the high-tech scene now, taking you inside the surveillance center beneath the floor at the ARIA Resort & Casino. ARIA's director of surveillance explains the technology of protecting the casino, focusing digital eyes on the movement of money throughout the gaming areas, lounges and cash-count rooms.



Half-Day Afternoon Tours – Continued



MGM Resorts Mixology

You may mix a mean martini or Manhattan, but wait until you see what some of the city's top mixologists whip up at several MGM Resorts. From diamond-shaped ice cubes and cotton candy creations to liquid nitrogen libations, their cocktails will provide a sneak peek into the future of mixology. During the session, guests will taste delicious cocktails, enjoy small bites and participate in an exclusive M life Moment, a special mixology class created for members of M life, MGM Resorts' premier rewards program.

Grand Canal Shoppes at the Venetian and Palazzo

We start with lunch at Anchor Bar, winner of the James Beard Foundation's 2003 "America's Classics" award and creator of the original Buffalo chicken wings. Receive a Premier Passport with thousands of dollars in savings and offerings and a VIP 'swag bag' with a GGP shopping gift card. Explore the Shoppes, where 160 specialty brands and world-class restaurants nestle around a reproduction of Venice's Grand Canal. Signature brands include Nevada's only Barneys New York, Jimmy Choo, Diane von Furstenberg, Christian Louboutin, Tory Burch, Bottega Veneta and Fendi, among others. Restaurants include Wolfgang Puck's CUT, Emeril Lagasse's Delmonico Steakhouse and Table 10, Mario Batali's OTTO Pizzeria, Buddy V's and dozens more. The center is home to entertainment superstar venues, TAO Asian Bistro & Nightclub and Lavo Italian Restaurant and Nightclub.



Sushi Rolling at Rice & Co.

Learn the steps to preparing sushi rolls from one of Las Vegas' best sushi chefs, Rice & Co.'s Danny Chen, mastermind behind the elaborate rolls at Luxor's authentic Asian restaurant specializing in Chinese and Japanese cuisine. When the group arrives, sushi stations will be set with the necessary tools and ingredients so each person can follow along as Chen shows step-by-step how to make some of his signature creations. Chen also will prepare the Fire Breathing Dragon Roll, voted the hottest sushi roll in Las Vegas on Food Network's "Heat Seekers." The group will enjoy a sampling from the restaurant's menu.



The Vegas Steak-cation

Las Vegas is home to many of the nation's best steakhouses, and you'll sample three top-rated ones at The Venetian and The Palazzo. See distinctly different takes on the steakhouse experience created by celebrity chefs Mario Batali at Carnevino, Wolfgang Puck at CUT and Emeril Lagasse at Delmonico Steakhouse. Meet with the restaurant chefs to taste their beef, learn about the special whiskey menu at Delmonico's and sample wine at the other two restaurants. The group also visits the Las Vegas Car Museum at The Palazzo.

Las Vegas Arts District Tour

Located just north of the Strip and south of the heart of downtown is "18B, The Las Vegas Arts District," the city's artistic heart with its own unique, quirky vibe. The 18b name arises from the original 18 designated blocks, now expanded. You will learn about the history and growth of the district and then embark on a guided walking tour. Some of the highlights: Street art, always-changing murals on buildings; the Arts Factory, in a 50-year-old commercial warehouse, the geographic and creative center for exhibits and events; Art Square, three remodeled 1950s buildings and an outdoor art garden; and Antique Alley, with more than 20 stores. The tour will split into smaller groups, and you will have time to visit with artists and shop in galleries and a variety of unique stores.



Play in a Mini Poker Tournament

Play poker at the casino that made poker famous, in the historic Binion's Gambling Hall, a place revered by poker players and pros throughout the world for its unmatched legacy in the game. Start with lunch from Binion's Café followed by an introduction and brief lesson from a Binion's poker expert, then go all in for a fun, two-hour poker tournament. You won't need cash to play, as there is no buy-in for this tournament. Instead, participants will compete for prizes provided by Binion's.

Beer vs. Wine: What Pairs Best

The craft beer scene has been heating up in Las Vegas, challenging wine's dominant hold on the food and beverage industry. The beverage professionals at Mandalay Bay have created an interactive experience that offers diners the opportunity to decide whether beer or wine reigns supreme. For this event, one of America's most widely recognized chefs, Hubert Keller, will prepare delectable cuisine while Mandalay Bay's Certified Cicerone Sarah Johnson and Director of Wine Harley Carbery lead a discussion on pairing wine and beer with food. But of course there's a catch! Based on each explanation given, diners will vote on which beverage they felt paired better with each course, beer or wine. Tasting notes will be provided for each beverage and Johnson and Carbery will go to battle, fighting for their favorite beverage to win during this five-course dining experience.



Full-Day Tours – Thursday, October 8

Please note: Full-Day tours depart promptly from the Downtown Grand at different times. Anticipated departure times are listed below.



Black Canyon Colorado River Raft Trip

Take a scenic, smooth-water float trip on the majestic Colorado River with Black Canyon River Adventures. Our pontoon raft will depart from the base of Hoover Dam, offering an uncommon perspective of this engineering wonder of the world. The float trip itself travels 12 miles downriver and includes a stop on a beach for lunch and brief exploration. River guides will discuss the history, geology, anthropology and wildlife along the way — and keep your eyes peeled for Nevada’s state animal, the big horn sheep, which makes its home along the canyon walls. The trip culminates at Willow Beach Harbor, where a van will pick us up for the return trip to our host hotel. **Departs 8:45 a.m.**

Valley of Fire and Lake Mead

This trip explores the history and natural beauty of the Lake Mead National Recreation Area. It starts with a picturesque drive to Nevada’s oldest state park, Valley of Fire, where the red sand formations seem to emerge from the desert floor like burning embers, then swell into hills. We visit aptly named formations like Beehives and Elephant Rock and follow the scenic Northshore Road along the natural contours of Lake Mead. Enjoy lunch in Boulder City’s Historic District before continuing to El Dorado Canyon for a tour of Techatticup Mine. You’ll instantly recognize this location featured in several movies, including “3000 Miles to Graceland.” This trip includes some walking on trails. **Departs 8:00 a.m.**



SATW Golf Tournament

Tee off in a scenic setting for the annual SATW Golf Tournament at the Badlands Golf Club in Summerlin, 20 minutes from Downtown Las Vegas. Designed by Johnny Miller and Chi Chi Rodriguez, the course winds through the desert and arroyos of the Red Rock Canyons, providing spectacular views of the entire valley. Golf Digest has twice named it among the top 10 courses in Nevada. The format will be a scramble (aka captain’s choice), with teams assembled by average score. Thanks to generous donations by Associates, there are some cool prizes for winning teams, as well as individual awards for closest to the pin and longest drive. Callaway rental clubs are available for \$40. The course has a strict dress code: No denim, cut-offs, tank tops or T-shirts. **Departs 7:30 a.m.**



Shop and Dine as the Romans Do

Home to painted skies, talking statues and more than 160 distinctive stores, boutiques and restaurants, The Forum Shops at Caesars remains the premier luxury retail destination in Las Vegas. Explore the Roman-themed ambiance, get an up-close look at the Atlantis Show surrounded by a 50,000-gallon saltwater aquarium, discover the many exclusive brands and retailers and enjoy lunch at the newest restaurant here, the Border Grill. Our day will include a morning coffee meet and greet, guided tour, gift bag and plenty of time for shopping. **Departs 9:00 a.m.**

A Day in the Canyon: Zion National Park

The epic landscapes of southern Utah are the backdrop for a scenic, 2.5-hour drive to Zion Canyon, a deep chasm formed by petrified sand dunes in richly hued palettes. The canyon is the marquee attraction of Zion National Park, named after the biblical term for refuge, and here we'll enjoy a choice of morning activities. There's a modest hike to one of the park's iconic viewpoints, guided by a member of the Zion Field Institute, or opt for a 2-hour bike rental to navigate the nearly-flat (and car-free) canyon. Alternately, sign up for the narrated 75-minute tram ride — new this year — if you desire a more sedate experience. We'll enjoy lunch at Zion Lodge, one of America's classic national park abodes, and meet with Michael Plyler, director of the Institute who'll provide background on the significance behind the 100th anniversary of the National Park Service in 2016, before heading back to Las Vegas. **Departs 7:00 a.m.**



A Day in the Desert: Death Valley National Park

Death Valley, located just across the state line in California, wears excesses like honor badges. With summer temperatures regularly exceeding 120 degrees, it is the hottest, driest place on the planet. You'll find the bottommost point in the Western Hemisphere — Badwater, 282 feet below sea level — while only 15 miles west is 11,049-foot Telescope Peak, graced by ancient forests of bristlecone pines, among the world's oldest living organisms. Following a 2-hour drive, we explore the highlights of this 3.4-million-acre park, which is larger than Connecticut. We'll stop for resplendent views from Zabriskie Point, take Artist's Drive through a swirl of colorful mud hills, visit the forbidding Devil's Golf Course and slink into Badwater Basin. Alternately, fit members can be dropped at the trailhead for a gentle, 2.7-mile hike down treeless Gower Gulch to the valley floor. We'll regroup for lunch at the Borax Museum near Furnace Creek Inn, an oasis at the center of the park, and meet with rangers who'll tell us about the 100th anniversary of the National Park Service in 2016, before heading back to Las Vegas. **Departs 7:00 a.m.**

Full-Day Tours – Thursday, October 8, Continued



A Day on the Lake: Houseboating on Lake Mead

Only 45 minutes from the bustling Strip, the Lake Mead National Recreation Area provides a perfect spot for a day of relaxation on the water. A Forever Resorts houseboating excursion gives you a comfortable setting to take in — and photograph — the varicolored desert scenery, where red rock cliffs frame the brilliant blue lake waters. As you explore the area, you can try your captain's skills behind the wheel of the houseboat or just enjoy the top-level sundeck and inside lounging areas. Watch for wildlife making their home here. The lake has more than 550 miles of shoreline and is one of the most visited national park sites. A barbecue lunch is included.

Departs 9:00 a.m.

Kayaking Emerald Cave and the Colorado River

For water adventurers, this exciting excursion takes you along the scenic Black Canyon National Water Trail, one of the newest of only 18 such aquatic trails managed by the National Park Service. Desert River Kayak and Desert Adventures, based on both sides of the state line, are the outfitters who specialize in recreational tours along this stretch of the river. After being fitted for life vests and kayaks, we'll be guided from Willow Beach up the Black Canyon about 3 miles to a beach in the heart of the canyon, gliding beneath high rocky cliffs with sightings of big horn sheep, eagles, osprey and other wildlife possible. The trip back will stop at Emerald Cave and, sunshine permitting, we'll see the beautiful green glow that makes the cave famous. A picnic lunch will be provided, as well as water and Gatorade. Note: Although previous kayaking experience is not required participants should be moderately fit to do this 6-mile round-trip paddle. **Departs 8:00 a.m.**



Las Vegas Museums and Architecture

Beyond its reputation for entertainment, dining and gaming, Las Vegas has a lesser-known side: world-class cultural opportunities. On this excursion, we'll visit museums and gain a perspective on the design of this city in the desert. Transportation is provided on the Big Bus, a double-decker sightseeing option. Highlights include the Neon Museum, dedicated to preserving and exhibiting iconic Las Vegas signs; the Las Vegas Natural History Museum, promoting an understanding of global life forms from Nevada to Africa, from prehistoric times to the present; DISCOVERY Children's Museum, with 26,000 square feet of interactive hands-on exhibits that center on the core educational areas of science and nature, arts and culture and early childhood development; and the Springs Preserve, an award-winning, 180-acre destination that explores green living, desert life and Las Vegas' history through botanical gardens, interactive science and nature exhibits, and trails offering hiking, biking and train rides. We'll enjoy lunch at the Divine Café at the Springs Preserve and take in some of the city's architectural features along the way, such as the contemporary Art Deco masterpiece, the Smith Center. **Departs 8:15 a.m.**

Pre-Tours



Loneliest Road in America October 1-4

Thirty years ago, Life magazine dubbed U.S. Highway 50 through Nevada the “loneliest road in America.” Unapologetic, the towns along the route rallied behind the affront declaring, yes, it is indeed lonely—just the way we like it! Since then, travelers have been challenged to experience the Loneliest Road in America and get their passport stamped along the way to prove that they survived.

Find Your Oasis October 1-4

Greater Palm Springs has evolved way beyond a stereotypical golf sanctuary. Art, architecture, adventure, history and cutting edge environmental programs—all of these and more will be discovered on this exploration of California’s fascinating desert region.



Red Mountain Resort Spa Retreat, September 30-October 4

Nestled in Southwestern Utah’s red-rock bluffs just two hours from Las Vegas, Red Mountain Resort is an active destination and spa retreat set against a dramatic natural landscape. The resort offers a comprehensive selection of fitness classes and programs, outdoor and hiking adventures and personal discovery seminars, and the award-winning Sagestone Spa & Salon provides an array of spa services.

Come Early & Play: Red Rock Casino, Resort and Spa – October 2-4

Adventure or indulgence? Work out or relax? Explore or stay put? At Red Rock Casino, Resort and Spa, 10 miles west of the Strip, you can have and do it all. The AAA Four Diamond-rated luxury resort features a 25,000-square-foot spa, multiple restaurants, a spectacular pool area, movie theaters, bowling at Red Rock Lanes and a full array of gaming, plus ample opportunities for exploring and enjoying all that the resort offers.

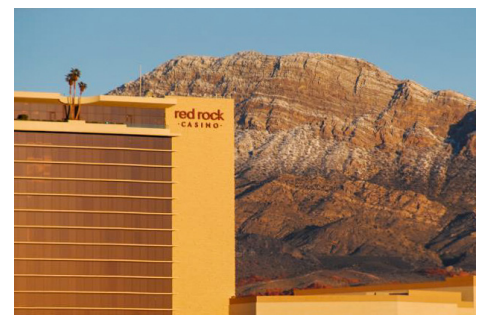


IMAGE: FLICKR USER 8 NEWS NOW



Come Early & Play: The LINQ – October 2-4

Located in the center of the Strip, The LINQ Hotel & Casino is the social hub for trendsetters and savvy travelers alike. With hip rooms and ultramodern technology, the newly reimagined hotel also offers easy access to The LINQ Promenade outdoor shopping district and the High Roller, the world’s tallest observation wheel.

Post-Tours – Friday, October 9



Flagstaff and Sedona: Sip and Savor Arizona's Dark Sky Places – October 9-13

Escape the big city lights and indulge culinary delights on this tour of Flagstaff and Sedona, northern Arizona's dark sky cities. Spend two nights in Pluto's hometown and the site of Lowell Observatory and drink in views of golden fall foliage. Then take a scenic drive through Oak Creek Canyon for two nights in Sedona, a storied place existing at the impossible intersection of soul-nourishing wilderness and pampered luxury, where soaring crimson monoliths cradle an array of resorts, spas, art galleries and boutique wineries.

Classic California Desert Road Trip – October 9-12

Leave the lights of Las Vegas behind to cruise the California desert. You'll take a jaunt down historic Route 66 to Amboy Crater, an extinct North American lava cone, and explore Joshua Tree National Park. In Palm Springs head upward more than 8,500 feet about the desert floor on the Palm Springs Aerial Tramway, the world's largest rotating tramcar. Discover one of the largest natural palm oases in North America as you explore Indian Canyons, the ancestral home of the Agua Caliente Band of Cahuilla Indians.



IMAGE: GLEN ABBOTT

Ghosts of the Open Road: Nevada's Loneliest Highways Motorcycle Tour – October 9-13

If the lure of the open road beckons, ride with SATW's own "Wild Hogs" on a tour of some of Nevada's loneliest places. Open to experienced, licensed motorcyclists, we'll explore some historic Western locales—a challenging and exciting four-day ride of about 1,000 miles through varying terrain and weather conditions. Our route will encompass some of the most beautiful and desolate scenery this country has to offer.

Southwest Treasures: Escalante, Bryce & Zion Hiking Adventure – October 9-13

This guided hiking tour with Arizona Outback adventure goes deep into the powerful landscapes of the Southwest. Extraordinary vistas, striking geology and insight into ancient and modern cultures provide context as you hike two to eight miles each day. At the heart of the tour are Escalante National Monument and Bryce Canyon and Zion national parks. These gems of our National Park system receive many visitors, but few, like our group, experience the charm of their off-the-beaten-path trails.





Las Vegas Golf – October 9-12

Las Vegas is best known for gaming, shows and over-the-top hotels, but it's also a golf destination—in spades. More than 50 courses ring the city, some ranked among the best in the country. We'll stay at the JW Marriott Las Vegas Resort and Spa in Summerlin, which is slightly cooler than downtown because of its elevation 2,500 feet above sea level, and play three notable courses: TPC Las Vegas, Bear's Best Golf Course, and Angel Park Golf Course.

Laughlin: Just Add Water—Life on the Colorado October 9-11

A recreational center with its own story to tell, Laughlin is located where California, Nevada and Arizona meet, an old mining site that came back to life as a casino resort on the Colorado River, with a bundle of water sports to the getaway playground. We will explore the mining history and have a choice of outdoor adventures.



Tipping on Tours

Please note that we have not designated a finite per-day rate for tips for this convention—tipping amounts for pre-, post-, and day-tours will vary. There are contracted tips built into most of our transportation contracts, and there are PR hosts and government representatives for whom tips would be considered inappropriate.

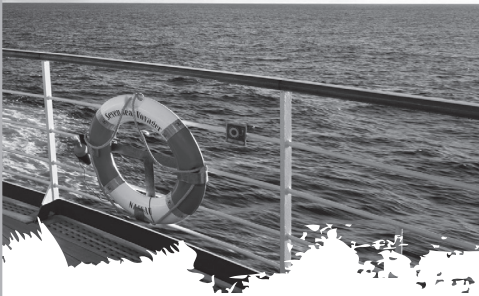
But there are also guides and volunteers for whom a tip will be much appreciated for their efforts. So, you may be on a tour for which no tip is requested or expected; on other tours, a designated amount will be pre-determined and requested by the tour captain before the end of the tour. Tips for restaurant service on our dine-arounds are also expected. Your cooperation is appreciated.

10.6.15

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Lillian Africano	www.lillianafricane.com	Allison Lewis	SATW Intern, University of Missouri-Columbia
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Cathy Barber	The Dallas Morning News	John Masters	Meridian Writers' Group
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Nancy Belcher		Melissa McGibbon	Outdoor Sports Guide Magazine
Teresa Bergen		Susan McKee	
Mary Bergin	Midwest Features Syndicate	Melanie Radzicki McManus	
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Any SATW member, spouse/spouse equivalent, speaker, guest, or employee who attends any SATW-sponsored trip or activity agrees to the terms and conditions as follows by virtue of his/her participation and by signing the printed or online registration form. Only members and accompanying spouses/spouse equivalents (who must be registered) are permitted to attend SATW conventions. Other family members, friends, and business colleagues are not permitted. Members' children under the age of 18 may stay in an assigned core-convention hotel room, as long as they have a babysitter to supervise them. Children and their babysitters are not allowed to participate in any convention activities whatsoever. Only delegates with appropriate delegate badges will be admitted to SATW events during the convention.

Gratuities and Personal Expenses - Tips will be collected on all pre- and post-tours, full-day and half-day tours by the designated Tour Captain. The tip benefits both the guide and driver. Questions about tipping while on SATW-sponsored trips are to be directed to the Tour Captain, the SATW convention committee, or an SATW-assigned liaison—never to the local guide or driver.

SATW members are responsible for all personal charges: room service, minibar purchases, telephone calls, faxes, laundry service, Business Center expenses, personal bar tabs, and any extra services.

Alcoholic Beverages - Hosts of SATW events are invited to offer alcoholic beverages to attendees. Hosts and/or SATW reserve the right to deny alcoholic beverages to any person(s). At certain events, participants may be required to pay for their alcoholic beverages.

Program Participation - It is both extremely rude and unprofessional not to participate in any event that hosts/members/guests are expected to attend. Serious and/or persistent no-shows may be liable for ethics violations. No refunds will be considered for any no-show. Members should not make special requests of the hosts. Questions, including story-gathering requests that require changes in or the addition of arrangements not on the program, should be directed to SATW and not to the hosts.

SATW members, convention sponsors, invited guest speakers, or anyone affiliated with the Society's annual convention are prohibited from offering hospitality and/or scheduling any activities that conflict or interfere with official convention program events/activities.

Liability - As a courtesy to its members, speakers and guests, SATW acts in the capacity of liaison with the hotels and/or tour operators named in the itinerary and program. SATW is not responsible for their acts or omissions, delays, losses, injuries, inconveniences, cessation of operations, bankruptcies, acts of God, and other uncontrollable events. SATW does not own, manage, control, or operate any transportation vehicle, hotel, restaurant, or other supplier of services. Independent third parties provide transportation, accommodations, sightseeing, meetings, and other services. All arrangements with such independent contractors are made solely for the convenience of SATW members, guests, and employees and are undertaken at the risk of the SATW participant.

All participants release SATW and all of their partners and affiliates from any claims for loss or damage to baggage or property, or for personal injuries or death, or for any loss from delay arising out of the acts, omissions, or negligence of any independent contractors, including, but not limited to, air carriers, hotels, excursion providers, restaurateurs, transportation providers, or medical providers. Each SATW participant agrees to indemnify SATW and all of their partners and affiliates for all penalties, charges, losses, or expenses incurred by virtue of any act, omission, or violation of law by the participant. Participant will also indemnify SATW for any reasonable attorneys' fees and expenses that SATW may incur by reason thereof. SATW and its agents do not assume and expressly disclaim responsibility for any claim, action, cause of action, injuries, losses, or damages arising from the actions of third-party contractors supplying services.

Personal Property - SATW and all of their partners and affiliates are not responsible for any theft, loss, pilferage, and/or damage to any participant's personal property. Additional suppliers such as hotels print and/or post the limit of their respective liability to passengers/guests.

Denied Travel Privileges - Under extraordinary circumstances, such as illegal activities or gross violations of the SATW Code of Ethics, SATW may decide to terminate the convention privileges of a participant without refund at any time of the trip. That participant is fully responsible for all expenses incurred, including, but not limited to, lodging, meals, return transportation, and other related expenses.

Itinerary or Program Changes - It is the responsibility of the participant to be on time for scheduled tours, events, and programs. SATW participants are reminded that sometimes unforeseen circumstances require an itinerary or program change. Participants who have comments or needs should address them to the SATW convention committee or SATW Tour Captain. SATW is not responsible for changes made by suppliers, but will attempt to work out a solution if comments or complaints are brought to the attention of the SATW convention chairs, convention committee, or SATW liaison in a timely and professional manner.

Claims and/or Complaints - Claims and/or complaints that cannot be resolved on the spot must be submitted in writing to SATW. SATW participants should always go to the convention chairs or SATW liaison and not to the host with any complaints or claims on a trip. Claims for lost or damaged baggage should be made directly with the hotel, transportation company, etc.

Errors - Every effort is made to ensure that the program for SATW events is accurate. However, SATW is not responsible for typographical errors or omissions. Each communication sent by SATW/host regarding a trip supersedes any information that precedes it. It is the responsibility of the participant to rely upon latest information provided via regular mail, e-mail, or phone.

SATW Policies for 2015 - Only a registered delegate may attend SATW events and functions during this convention. Delegate badges will be checked at the door of all events.

SATW reserves the right to deny convention registration to any non-member.

SATW's Code of Conduct - Each new member of the Society will sign the following pledge as part of the application process, and thereafter each member will sign this pledge when renewing his or her membership.

Pledge - As a member of SATW, I pledge to adhere to the Code of Conduct in its entirety. This includes, but is not limited to, my participation in SATW meeting functions, programs, events and meals, and the online forum.

I understand that failure to conduct myself in a professional manner can be considered a violation of the Code and is subject to review, with possible penalties, as outlined in the Code.

1. Program Participation - Members, their spouses or spouse-equivalents as well as invited guests, sponsors and speakers—hereafter collectively called “delegates”—attending SATW meetings and associated programs, tours, trips and events are expected to participate in all activities for which they registered. If a delegate must cancel, he/she shall be expected to notify the host as soon as possible. Any delegate missing two or more scheduled activities for which they are registered without giving prior notification to the host may be liable for Code of Conduct violations. No refunds will be considered for any “no-show.” Any delegate having a concern that would require changes to the schedule of events should direct this matter, as early as possible, to SATW officials and not to the hosts. This would include any changes desired in order to gather information or images for stories. Delegates, including convention sponsors, are prohibited from offering hospitality and/or scheduling any additional activities during periods when official convention program events/activities are planned.

2. Itinerary or Program Changes - It is the responsibility of all delegates to be on time for scheduled tours, trips, events and programs, and to be ready to accept unforeseen changes in itineraries or programs. Delegates who have comments or special needs should address them to the SATW Convention Chair or to the SATW Tour Captain.

3. Respecting Local Customs - Delegates shall not violate or ignore local regulations, customs and personal wishes of potential subjects in order to take images.

4. Online Conduct - SATW members agree to apply civility and common sense to comments they post on any SATW sanctioned community, including forums and social media channels such as Facebook. This precludes use of personal attacks, libelous commentary, harassment and threats, profanity, etc.

Promptly upon receiving notice of a post that violates these standards, the Community Coordinator shall take down that post. The Community Coordinator shall document each such violation.

In the event of three violations by a member, the Ethics Committee will be notified and provided with the reports. The Committee can decide an appropriate sanction, if any, including but not limited to a ban from SATW forums and social media channels or dismissal from the Society.

Any further violations by the same member will be reported to the Ethics Committee and will be grounds for sanctions at its discretion.

Avatars/photos uploaded to SATW's forums should only contain images appropriate for a general audience. If an Avatar/photo is flagged as inappropriate, the Community Coordinator will request that the user change the problematic image. If changes are not made within seven days, the account will be suspended until it is completed.

SATW Community Guidelines

Comments should always be:

- Thoughtful
- Considerate
- Concise

Comments should not contain:

- Name calling or personal attacks
- Attacks on members' professional credentials
- Libelous commentary
- Harassing or threatening statements
- Profanity and vulgarity (explicit or implied)
- Off-topic comments
- Advertising or shameless plugs
- Comments inciting violence or illegal activities
- Comments that impose political views/beliefs on others

Guidelines for avatars/photos

Avatars/photos should not:

- Contain nudity or offensive gestures
- Promote hate, violence, or illegality
- Impose political beliefs on others
- Advertise companies, goods, or services

5. Alcoholic Beverages - At SATW events where alcohol is offered, hosts and/or SATW officials have the right to deny such beverages to any person. Delegates are expected to drink responsibly and to adhere to all applicable laws and/or restrictions related to the consumption of alcohol. Delegates shall not become manifestly impaired by alcohol—that is, shall not be disruptive, disorderly, unreasonably loud or offensive. At some functions, delegates may be required to pay for alcoholic beverages.

6. Claims and/or Complaints - SATW is not responsible for changes made by hosts/suppliers, but it will attempt to work out the best solution if comments or complaints are brought to the attention of the SATW Convention Chair or SATW liaison in a timely and professional manner. Such matters that cannot be resolved at the time of, or immediately following a complaint must be submitted in writing to SATW.

7. Penalties for Violations to the SATW Code of Conduct - If a delegate's failure to follow these guidelines occurs at any SATW function and is reported to one of the following:

- Meeting/Convention chair
- Chapter or Council chair
- Society President
- Tour Captain

that official can question the delegate about this incident. If the Society official is satisfied that a violation of the guidelines has taken place, the official is empowered to prohibit the delegate from taking part in any further activity during that event. The official shall then file a reasonably detailed, written, report with the Society's Executive Director.

In extraordinary circumstances, such as suspected illegal activities, gross violations of the SATW Code of Ethics, or for reasonable cause, the host or SATW Liaison shall have the power to immediately terminate a delegate's participation in the activity or event and the matter shall be referred to the Ethics Committee. That participant will be responsible for all expenses incurred for the event or trip as well as his/her transportation home.

If a suspected Code of Conduct violation is reported to an SATW officer after the function has concluded, the matter shall be reported to the Code of Conduct Committee. That panel shall investigate the complaint, seeking witnesses and, if warranted, seeking a response from the accused member. The committee shall evaluate the evidence and decide any penalty. The committee can seek guidance from the Society's Executive Committee. If three Code violations by one member are reported to the Executive Director, the Ethics Committee will be notified. Its members are then to consider the written reports. The Committee can decide to prohibit the member from taking part in further Society events, for a period to be determined by the Committee.

Any further violations by the same member will be reported by the executive director to the Society's Executive Committee. That body can consider these matters as grounds for dismissal from the Society.

Non-member delegates to SATW meetings or other functions reported to have violated the Code of Conduct may be barred from attending future SATW meetings or functions, at the discretion of SATW's President or the Meeting Chair. SATW reserves the right to deny convention registration to any non-member for any reason.

Notes

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal black lines running across the width of the page. The lines are thin and consistent in thickness. There are no margins, text, or other markings on the paper.

Five distinct regions
127 miles of Overseas Highway
Hundreds of named islands
Thousands of stories



facebook.com/floridakeysandkeywest



[@thefloridakeys](https://twitter.com/thefloridakeys)



youtube.com/user/FloridaKeysTV



keysvoices.com



[@thefloridakeys](https://instagram.com/thefloridakeys)

The
Florida Keys
& Key West



fla-keys.com/media

Media Hotline: 1-800-ASK-KEYS

A smiling man with short dark hair, wearing a black baseball cap and a white apron over a dark grey t-shirt. The t-shirt has a circular logo that says "WOOD FIRED PIZZA POST OFFICE PIES". He is standing in front of a chalkboard menu. The menu has various items written on it in chalk, including "PIZZA", "LUNCH & LATE NIGHT ONLY", "M-3PM", "N-FRI", "M-2:30AM", "SAT", "PEPPERONI", "SALADS", "SPARAGUS, RED BLISS", "AMP BUTTERMILK DRES", and "1am".

THE CITY

THAT NEVER STOPS

COOKING

Restaurant review giant, Zagat.com, just named Birmingham "America's #1 Next Hot Food City."

With award-winning fine dining rooms, locally-owned cafés, craft breweries and the world's best barbecue, Birmingham is the culinary gem of the Deep South. Even if your specialty isn't the cuisine scene, you'll find authenticity in every potential story ...and Southern hospitality at no extra charge.

Contact: Vickie Ashford, Director of Travel Media
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vashford@inbirmingham.com
800-458-8085
inbirmingham.com | [#inbirmingham](https://www.instagram.com/inbirmingham)

BIRMINGHAM