



2017 SATW ANNUAL CONVENTION

PORTLAND



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2017 SATW ANNUAL CONVENTION

PORTLAND

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SATW President

Catharine Hamm

"When I first started going to Portland, people told me about Stumptown," Fred Armisen, the star of the TV series *Portlandia* said in an interview with *Bon Appetit*. "They were like 'Oh, it's the best coffee,' and I thought, 'How good could it really be?' and I'm like, 'Sure, great, uh... I'd love to see it.'

"But then when I went, it truly, I am not kidding, is the best coffee I have ever had. I had like a double espresso Americano, and to this day—greatest coffee ever."

You may not be a coffee drinker, but I'm guessing that Portland will be your cup of tea.

There is so much to love in this, the largest city in Oregon whose urban area is about 2.2 million. It performs the near impossible trick of being both urban, with its tech companies and health care concerns, and rural, framed as it is by forests and the Willamette River.

But in the end, what really defines Portland is its people, many of whom are descended from the immigrants who found their way here thanks to the Oregon Trail. It is that spirit of the possible that sets this city apart.

Nowhere is this more evident than with Travel Portland, our hosts for this year's convention.

Travel Portland stepped into the breach and hard work, coupled with its belief in the value of SATW, has put together a convention that will surprise and delight you.

It's a world-class destination with world-class people, and I invite you to sample its wealth of experiences, from wine country or the Columbia River Gorge, both just 35 minutes from downtown, to urban hiking in Forest Park and a craft beer and culinary scene that will satisfy even the most discerning foodie.

So come for the coffee. Stay for the convention. And enjoy every minute of a city that shows us what happens when daring and doing link hands.

Enjoy!

Catharine Hamm
SATW President



Mayor of Portland

Ted Wheeler

Dear Attendees and Guests of Society of American Travel Writers:

Welcome to Portland, Oregon, for your 2017 Annual Convention. I know the Society of American Travel Writers has visited many destinations around the world. It's exciting to bring this influential group to "The City of Roses."

Portland's attributes have garnered a lot of positive attention recently. Last year, *Lonely Planet* named Portland to their 2017 list of the world's 10 best cities to visit and *Travel + Leisure* readers voted Portland one of the "Best Cities in the U.S." for the first time. In 2015, the *Washington Post* named Portland the best food city in America.

I can assure you that these are not empty platitudes. Portland has worked hard to nurture the arts, to encourage eco-friendly practices and ideas, to encourage innovative public transit, to support the chefs and winemakers of our region, and to protect and preserve the city's surrounding natural beauty.

We hope you have the pleasure of experiencing this firsthand. And we are thrilled to welcome the Society of American Travel Writers to Portland.

With warm regards,

Ted Wheeler
Mayor



WELCOME LETTER FROM TRAVEL PORTLAND



**Travel Portland
President & CEO**

Jeff Miller

Dear Society of American Travel Writers,

It is with no shortness of enthusiasm or pleasure that I welcome the Society of American Travel Writers to Portland on behalf of our entire hospitality community.

From our partners at the Nines Hotel and the Duniway Hotel, to the attractions and small businesses you will visit during your time in Portland, we have all been preparing for your arrival. We are grateful for the support of our regional partners from Oregon's Mt. Hood Territory, Tualatin Valley and Gresham Area Chamber of Commerce. We are also thrilled with the adventures our friends at Travel Oregon pulled together for this year's pre- and post-tours, which touch all six of Oregon's other tourism regions: Eastern Oregon, the Oregon Coast, Mt. Hood-Gorge, Central Oregon, Willamette Valley and Southern Oregon.

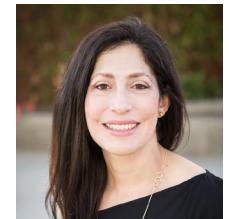
In the City of Roses, you will be treated to a thriving arts community, internationally acclaimed local wines and microbrews, tax-free shopping at local boutiques and major retailers alike, intriguing history and incredible scenic wonders. Portland is committed to our eco-friendly and sustainable ethos, and our thought leaders continue to create innovative public transit, preserve the area's natural beauty and support the local chefs and growers who give our food scene its one-of-a-kind flavor. All that said, you may be most impressed by the friendly, professional and hospitable people you'll meet here.

You don't have to take my word for it. I'm happy that you'll have the pleasure of experiencing all of this firsthand. We look forward to welcoming the 2017 Annual Convention — and you — to Portland.

Sincerely,

Jeff Miller
President & CEO
Travel Portland

CONVENTION CO-CHAIR WELCOME LETTER



Convention Co-Chair

Michelle Rodriguez

Hello SATW, and welcome to Portland,

We're happy to see you here in Portland, one of the most vibrant cities to host an SATW convention, and we hope you're as excited as we are to be in the Pacific Northwest.

There's an energy to Portland that we've tapped into for this convention, an energy that will drive you to make new connections, change your perspective on everything from your photography to your clients to the way you tell your story, stick with you long after you're gone.

Look around the city and you can see how this energy has shaped the culture and creativity of Portland. Chefs use it to inspire every dish. Brewers take in sips and gulps and come up with brews that have helped shape the craft beer scene for decades. It inspires jewelers and fashion designers to push their boundaries. Artists, musicians and coders fold it into their work and their work becomes more beautiful for it.

During our time here we'll be out and about; exploring gardens and neighborhoods; dining at food trucks and in restaurants; sipping beer, tea, wine and more, all to allow us to come closer to the creative spirit of this place.

Our conference committees have worked hard to put together tours and visits that show off Portland's finest. They've developed a slate of professional development panels, speakers, and discussions that will shed new light on the art, the craft, and the business of travel storytelling. And the end result is this: The 2017 SATW Annual Convention.

Without Marcus Hibdon and the team at Travel Portland, without the efforts of Travel Oregon, without the many committee members and volunteers, none of this would be possible. When you see Marcus and his team, when you find yourself with one of the folks from Travel Oregon, when you see one of the convention committee members, be sure to tell them thanks for pulling this all together.

Welcome to Portland. Welcome to the 2017 SATW Annual Convention.

With that, we give you the city and all it has to offer,

Michelle Rodriguez
Principal, 360viewPR
michelle@360viewpr.com

Jason Frye
Travel Writer, Copywriter, Editor, Teakettle Junction
jason@teakettlejunction.com

WELCOME TO PORTLAND

IN PORTLAND, it's easy to find limitless recreation, fabulous food, craft beer and flourishing culture. With no sales tax, Portland is a haven for shoppers. You'll find both large, international retailers and small, indie shops within easy reach of downtown hotels. The nearby Pearl District is home to galleries, boutiques, chic restaurants and the legendary Powell's City of Books. It's no secret that Portland is fueled on coffee and beer, with coffee shops on almost every street corner and craft breweries and innovative bars tucked in between. Portland's award-winning airport, efficient light rail system and pedestrian-friendly city blocks make getting around town a real pleasure.

To make the most out of your time in Portland, please enjoy the following suggestions from the **Travel Portland team**. Note: We couldn't include all of our favorite places in Portland, so make sure to check out travelportland.com for additional trip planning recommendations.

EARLY MORNINGS

In Portland, coffee is the new wine. Baristas are akin to rock stars, and only the most tricked-out espresso machines are trusted with unique house roasts. Best of all, you don't have to leave downtown to sample some of the tastiest cups in the city.

STUMPTOWN COFFEE ROASTERS

128 S.W. Third Ave. | 503.295.6144 | stumptowncoffee.com

Portland's most famous coffee export has more than a dozen locally roasted single-origin and blended roasts — including the company's most popular, the aptly named "Hairbender" — lining the store's shelves.

SPELLA CAFFÉ

520 S.W. Fifth Ave. | 503.752.0264 | spellacaffe.com

Andrea Spella's closet-size Spella Caffé near Pioneer Courthouse Square showcases the Italian-American's love for palate-engaging blended roasts, along with a fondness for rare bean varietals imported from Brazil and India. Order a traditional cappuccino and look for bags of tiny, handpicked peaberry beans from Karnataka, India, to savor back home.

BARISTA

529 S.W. Third Ave. #110 | baristapdx.com

Run by a three-time winner of the Northwest Barista Competition, Billy Wilson, Barista coffee shops feature beans from some of the best roasters in the country, including San Francisco-based Sightglass. Wilson selects robust espressos, and his AeroPress brewing method delivers cups with lots of body.

COURIER COFFEE ROASTERS

923 S.W. Oak St. | 503.545.6444 | couriercoffeeroasters.com

Owner Joel Domreis starts most days with a 4 a.m. roasting session, cooking up to 100 pounds (45.4 kg) of fresh green beans before switching to baking duty in his minimalist storefront at Courier Coffee Roasters. Behind the bar made of

locally sourced walnut, cold brews steep for 24 hours and light- and medium-bodied single-origin varieties are filtered through 23-karat-gold-plated cones. Domreis' cannelés also have a dedicated following.

HEART COFFEE ROASTERS

537 S.W. 12th Ave. | 503.224.0036 | heartroasters.com

Named the No. 1 coffee shop to see before you die by BuzzFeed, Heart's downtown location brings their delicately roasted coffee to the trendy West End. Don't be deceived by the straightforward approach and stark white space. This coffee is complex, with light floral and berry notes you won't find from many roasters.

CASE STUDY COFFEE

802 SW 10th Ave. | 503.477.8221 | casestudycoffee.com

Across the street from the Central Library, Case Study Coffee is the perfect place to nestle up on a brisk fall morning. A beautiful wood paneled interior and many windows complement the in-house roaster, and their stellar gourmet mochas are crafted using house-made syrups, highlighting fine ingredients.

LATE NIGHTS

Portland is home to more than 75 breweries and counting — more than any other city on earth — helping the city earn the moniker "Beervana. Not to be outshined, innovative local cocktail programs push the envelope with artisan libations to cap off your night.

Walk (close to the hotel) -

BAILEY'S TAPROOM

213 S.W. Broadway

Locals gather at 5 p.m. to enjoy the taproom's wide range of beers, available on twenty-six rotating taps.

KELLY'S OLYMPIAN

426 S.W. Washington St.

Glowing neon lights and vintage motorcycles hang from the ceiling in this moody vintage "dive" bar.

OPAL

Dossier Hotel, 614 SW Park Ave.

The newest bar from Lightning Bar Collective, the chic Opal bar features imaginative cocktails and light Italian fare.

Walk or ride (Downtown) -

CLYDE COMMON

1014 S.W. Stark St.

Specializing in American whiskeys, this spot is renowned for its craft cocktails (it even pioneered the world's first barrel-aged cocktails).

THE DRIFTWOOD ROOM

Hotel deLuxe, 729 S.W. 15th Ave.

Dimly lit, swanky 1950's cocktail lounge serving champagne and martinis.

MULTNOMAH WHISKEY LIBRARY / THE GREEN ROOM

1122 S.W. Alder St.

More than 1,500 bottles of whiskey are offered at this old-school club (reservations recommended). Head downstairs to The Green Room for quality beverages.

PÉPÉ LE MOKO

407 S.W. 10th Ave.

Subterranean speakeasy offering high-quality, old-school drinks, like Grasshoppers and Long Island Iced Teas.

TEARDROP LOUNGE

1015 N.W. Everett St.

A chic, modern space mixing both classic and inventive cocktails.

Ride (catch an Uber or Lyft) -

ANGEL FACE

14 N.E. 28th Ave.

Floral bar dedicated to mixing personalized cocktails to match patron's mood and tastes (or even aura).

BIBLE CLUB

6716 S.E. 16th Ave. (Closed Monday & Tuesday.)

Pre-prohibition speakeasy featuring classic cocktails served in antique crystal glassware.

BAR CASA VALE

215 S.E. 9th Ave.

Spanish-influenced dishes pair with a vast sherry menu in an old-world dining room and patio.

CENTURY

930 S.E. Sandy Blvd.

Hip sports bar centered around stadium seating, classic American fare and cocktails.

THE ELVIS ROOM

203 S.E. Grand Ave.

This rock 'n' roll bar offers blue suede booths, retro artwork, cocktails and late night bites.

EXPATRIATE

5424 N.E. 30th Ave.

Worldly cocktail lounge with Asian-influenced décor and "drinking snacks" from chef Naomi Pomeroy.

HALE PELE

2733 NE Broadway

Tiki bar with rum-centric cocktails, a themed menu and kickey décor.

LOYAL LEGION

710 S.E. 6th Ave.

Hip beer hall in historical building with ninety-nine beers on tap.

RUM CLUB

720 S.W. Sandy Blvd.

Funky, compact lounge specializing in tropical cocktails.

GIFT GUIDE - TAX-FREE SHOPPING

Downtown Portland, the city's retail core, boasts a wide array of shopping options, from department stores and major international retailers like Pioneer Place mall to boutiques and specialty shops.

CRAFTY WONDERLAND

808 S.W. 10th Ave.

Crafty Wonderland offers handmade gifts by more than 200 local artists, crafters and designers.

MADEHERE PDX

40 N.W. 10th Ave.

MadeHere PDX showcases the talents of Portland-based designers, artists, makers and artisans.

PIONEER PLACE

700 S.W. Fifth Ave.

Downtown Portland's home to more than 75 stores, including major brands like Louis Vuitton, Tiffany & Co. and Apple, along with an expansive food court and movie theater.

POWLLE'S CITY OF BOOKS

1005 W. Burnside St.

This Portland landmark is the world's largest new and used bookstore, covering an entire city block.

TENDER LOVING EMPIRE

412 S.W. 10th Ave.

This uniquely Portland shop is a record label, screen-printing studio, art gallery and retail store offering local, handmade gifts.

UNION WAY

1022 W. Burnside St.

Connecting downtown Portland's West End with the Pearl District, this modern shopping corridor packs various businesses into a covered galleria.

TRANSPORTATION

MAX LIGHT RAIL

At the heart of Portland's world-class public transportation system is MAX light rail, with 97 stations and 60 miles of track connecting the city, airport and region.

MAX runs about every 15 minutes most of the day, every day. Service is less frequent in the early morning, midday and evening. To check ride maps and schedules visit www.trimet.org.



BIKETOWN

Getting around Portland like a local is much easier as of July 19, 2016, thanks to a new bike-share program known as Biketown – sponsored by local shoe and sportswear giant Nike and managed by Motivate.

Biketown's 1,000 bright orange, eight-speed bicycles are available to be checked out from 20 kiosks around town or via the Biketown website or free smartphone app. When you're done riding, park the bike at any bike rack in the service area, or return it to one of the system's 100 stations to receive a credit.

To find the nearest Biketown location visit www.biketownpdx.org or download the mobile app (BIKETOWNpdx).



RIDESHARING

Introduced in Portland in 2015, ride-sharing companies Uber and Lyft offer convenient, cash-free rides scheduled via mobile app.

TAXI SERVICES

The best way to catch a cab downtown is to go to a hotel with a dedicated taxi stand, or order a cab by phone from one of the city's main operators. Note: It is difficult to hail a cab in Portland, we recommend calling ahead.

- **Broadway Cab**

503.333.3333 www.broadwaycab.com

- **Radio Cab Company**

503.227.1212 www.radiocab.net

- **Green Cab & Green Shuttle**

877.853.3577 | 503.234.1414 www.greentrans.com

- **Union Cab**

503.222.2222 www.unioncabpdx.com

getting around



HOTEL INFORMATION



The Nines, 6th Floor

The Nines

As you take the elevator to the 8th floor of the historic Meier & Frank building, you realize...you've arrived. Historic in nature, yet contemporary in everything else, the Nines is a Portland luxury hotel ideally situated in downtown, steps from Pioneer Square and the central business district.

A LEED Silver Certified Hotel, we have incredible rooftop views, artwork in every room, two restaurants (that are loved by locals) and gorgeous event space for weddings, meetings and events. Browse nearby boutiques, dine in the trendy Pearl District, or use the eco-friendly MAX light rail or Street Car to explore the beautiful, lively city of Portland.

Dine at our innovative Departure restaurant, where Chef de Cuisine Gregory Gourdet creates dishes with a modern twist using traditional Asian preparations and Northwest ingredients alongside stunning views of the city. Locals also love The Urban Farmer – a modern farm to table steakhouse with sustainable, Northwest-inspired ingredients.

All of our Portland luxury hotel rooms pay homage to our historic roots, while being truly stylish, artful and unique. Each room is literally "dressed to the nines" and features delightful design elements.

The Duniway

Capturing Portland's trailblazing spirit, a bold new hotel emerges. The Duniway is a unique Portland hotel experience with unexpected details and elevated touches curated for contemporary, eclectic tastes. Nostalgia meets modern, casual meets curated and playfulness meets sophistication in every room, complemented by the innovative cuisine of 'Top Chef Masters' winner Chris Cosentino's Jackrabbit.

Set in Downtown Portland's business and entertainment district, our hotel makes it easy to explore the city. Walk to music and theater venues, offices, top restaurants, tax-free shopping, breweries and Pioneer Courthouse Square. The light rail is a 3-minute walk and PDX Airport is 30 minutes away.

Our bold and stylish guest rooms feature luxurious beds, eclectic decor and modern comforts—from in-room Vittoria Coffee espresso machines and 65-inch HDTV with StayCast technology to GUILD+PEPPER bath products and Instagrammable lounge/work spaces.

Find everything you need for a great stay at the Duniway. Indulge in restaurant-quality room service, crush your workout in our well-equipped fitness center, go for a swim in the heated indoor lap pool and visit our business center any time of day. Dine like royalty at Jackrabbit Restaurant by celebrity chef Chris Cosentino, specializing in shared feasts, unique brunch and bar snacks, house-cured meats and craft cocktails. Savor an espresso in the lobby coffee bar, or relax with room service.

CONVENTION SCHEDULE*



PORTLAND

Sunday, October 29

TIME	ACTIVITY	LOCATION
All Day	Delegates Arrive	The Nines and The Duniway
2:00 p.m. – 5:45 p.m.	Registration/Help Desk Open	The Nines, 6th Floor
5:00 p.m. – 6:00 p.m.	First-timers Reception	The Nines Barrel Room, 8th Floor
6:00 p.m.– 8:00 p.m.	Welcome to Portland Opening Reception	The Nines Ballroom, 6th Floor

Monday, October 30

TIME	ACTIVITY	LOCATION
7:00 a.m.– 8:30 a.m.	Registration/Help Desk Open	The Nines, 6th Floor
7:30 a.m. – 8:30 a.m.	Breakfast	The Nines Ballroom, 6th Floor
9:00 a.m. – 10:15 a.m.	Opening Ceremony	The Nines Ballroom, 6th Floor
10:15 a.m. – 11:45 a.m.	Keynote and State of Tourism Panel	The Nines Ballroom, 6th Floor
11:45 a.m. – 12:30 p.m.	Break	
12:30 p.m. – 2:45 p.m.	Awards Luncheon	The Nines Ballroom, 6th Floor
2:45 p.m. – 4:00 p.m.	SATW Business Meeting	The Nines Ballroom, 6th Floor
5:30 p.m. – 6:30 p.m.	SATW Foundation Reception (invite only)	The Hilton, Broadway 1
6:15 p.m.– 7:00 p.m.	Beer, Wine and Cocktail Reception	The Hilton Plaza Foyer
7:00 p.m.	City of Makers Dinner	The Hilton Atrium Ballroom

Tuesday, October 31

TIME	ACTIVITY	LOCATION
7:00 a.m.– 8:30 a.m.	Registration/Help Desk Open	The Nines, 6th Floor
7:30 a.m. – 8:45 a.m.	Chapter Meetings and Breakfast	The Nines, 6th Floor
9:00 a.m. – 12:00 p.m.	Media Marketplace	The Nines Ballroom, 6th Floor
12:45 p.m.	Half Day Tour Departures	Meet in The Nines Ballroom, 6th Floor
1:00 p.m. – 5:00 p.m.	Half Day Tours	Off Site
5:30 p.m. – 7:00 p.m.	Halloween Happy Hour	The Nines Ballroom, 6th Floor
7:00 p.m.	Taste of Portland Dine Arounds	Depart from The Nines Ballroom, 6th Floor

Wednesday, November 1

TIME	ACTIVITY	LOCATION
7:00 a.m. – 8:30 a.m.	Registration/Help Desk Open	The Nines, 6th Floor
7:30 a.m. – 8:30 a.m.	Breakfast	The Nines Ballroom, 6th Floor
7:45 a.m. – 8:30 a.m.	Incoming Board Meeting	The Nines Meier Board Room
8:45 a.m.	Full Day Tour Departures	Meet in The Nines Ballroom, 6th Floor
9:00 a.m. – 5:00 p.m.	Full Day Tours	Off Site
7:00 p.m.	Travel Oregon Trails to Tales Event	Jupiter Hotel

Thursday, November 2

TIME	ACTIVITY	LOCATION
7:00 a.m. – 8:30 a.m.	Registration/Help Desk Open	The Nines, 6th Floor
7:00 a.m. – 8:15 a.m.	Council Meetings and Breakfast	The Nines, 6th Floor
8:30 a.m. – 12:30 p.m.	Professional Development Sessions	The Nines, 6th Floor
12:45 p.m.	Half Day Tour Departures	Meet in The Nines Ballroom, 6th Floor
1:00 p.m. – 5:00 p.m.	Half Day Tours	Off Site
7:00 p.m.	"You Can in Portland" Closing Event	Alder Block

Friday, November 3

TIME	ACTIVITY	LOCATION
Morning	Depart for Post Tours/Home	Various

*Day, times and location subject to change

OPENING DAY KEYNOTE

WHY DO WE TRAVEL?



Holland America Line®
SAVOR THE JOURNEY

"Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime."



ORLANDO ASHFORD, PRES.,
HOLLAND AMERICA LINE

— MARK TWAIN

What is travel's higher purpose? Why do we do it? Holland America Line President, Orlando Ashford, addressed these questions and more during his thought-provoking and moving speech at ms Koningsdam's dedication ceremony in Rotterdam in April 2016. As our keynote speaker, Ashford will expand on his thoughts in October to open up the conversation of transformative travel. Is it a passing trend? Is it evolving? Can it be defined one way?

About Orlando Ashford, president, Holland America Line

Orlando Ashford serves as president of Holland America Line, leading the award-winning cruise line's brand and business, including its fleet of 14 premium vessels carrying more than 850,000 guests annually to all seven continents. Ashford oversees Holland America Line's sales and marketing, revenue management, deployment and itinerary planning, public relations, hotel operations and strategy.

Prior to joining Holland America Line, Ashford was president of the Talent Business segment for Mercer, the global consulting leader in talent, health, retirement and investments. Previous to Mercer he served as senior vice president, chief human resources and communications officer of Mercer's parent company, Marsh & McLennan Companies. Ashford also has held several other leadership roles during the course of his career, including group director of human resources for 90 countries in Eurasia and Africa for the Coca-Cola Company and vice president Corporate Center human resources and cultural transformation.

Previously he was vice president of global human resources strategy and organizational development for Motorola Inc., where he helped modernize the human resources function for the global tech leader.

Ashford's book, *Talentism*, addresses the global disconnect between available jobs – more than one-third of employers worldwide cannot fill all available jobs – and the tens of millions of eligible workers who are unemployed. Ashford examines how technology and human networks can help bridge the skills gap, improve business performance, and lead to the betterment of society at large.

Ashford is on the Board of Directors for global manufacturing company ITT Corp., as well as the Executive Leadership Council, the preeminent membership organization for the development of global black leaders, where he serves as Chairman of the Board. He is also a founding board member for the Positive Coaching Alliance, Seattle chapter, and is a member of the Washington Roundtable.

In 2016, Ashford was awarded a Travvy Award for "Most Innovative Executive, Mid-sized Cruise," and was named to Savoy Magazine's list of "Top 100 Most Influential Blacks in Corporate America." He also was named to the "Directorship 100" of the National Association of Corporate Directors in 2013 and 2014, and is a Purdue University School of Technology Distinguished Alumnus.

Ashford holds a Bachelor of Science degree and Master of Science degree in Organizational Leadership and Industrial Technology from Purdue University.

STATE OF TOURISM PANEL

IN OUR BUSINESS, change is the only norm, but these days, the shifts are swift and, often seismic, altering the way each of us does business. Why, for instance, don't DMOs offer the kind of help that makes it easier for me to report and write a story? And why are editors obsessed with lists and other fad ways of writing? I just want to tell stories and all they want is the "Top 10 Ways to Keep Vacation Costs down." And what's up with all the demands for video and photos? How am I supposed to accommodate that, whether I'm in PR or writing? Panelists from all walks tell the story of their stories so that you can tell yours more effectively and with realistic expectations.

PANELISTS:

Lori Rackl, Travel and Health Editor, Chicago Tribune

Lori Rackl has worked at all three Chicago-area dailies, starting in the early '90s at the *Daily Herald*. She worked her way up to the Metro beat before moving to Features, where Lori won several national awards for health reporting.



In 2004, she returned to daily news at the *Chicago Sun-Times* but once again gravitated toward Features, where she was able to finally focus on her true passion: travel. (She fell in love with travel long before she fell for journalism.) At the *Sun-Times*, Lori wrote a weekly travel feature and edited the Sunday travel section. Like many papers faced with declining advertising, the *Sun-Times* eventually killed its travel section. Lori was tapped to be the paper's TV critic, going from jet setter to couch potato in a hot minute. She held the TV critic's post until 2015, when she left the *Sun-Times* to start her own blog, *TVtrippin.com*, and join the crowded ranks of travel freelancers. Lori thought her newsroom days were done, but less than a year later, the *Chicago Tribune* offered her the chance to oversee its travel section — and some of its health section, but that's another story. Lori has held that job for nearly two years,

working to balance the demands of print with digital in an increasingly challenging environment for newspaper journalists. While she doesn't travel as much as she used to, she gets on the road — or in a plane, or on a boat — every chance she gets.

Jim Byers, Travel writer and blogger, social media influencer, public speaker

Jim Byers is one of North America's best-known travel writers. He loves seeing what's around the bend and the people he meets on the road; be they doctors turned brewers or Austrian yodelers working in the Canadian Rockies. Jim served as travel editor at the *Toronto Star*, Canada's largest newspaper, for five years and now writes freelance stories for Postmedia papers in Canada, as well as *The Dallas Morning News*, *National Geographic*, *WestJet Magazine*, United Airlines in-flight magazine and more. He's also highly active on social media. And he's probably the only travel writer who's been sworn at by members of the baseball hall of fame, the Rock and Roll Hall of Fame and Tiger Woods' caddy.



Scott Peacock

Scott is a public relations professional with more than 15 years of experience in destination marketing and agency work. He is currently the Director of Public Relations and International Tourism for the Greater Raleigh Convention and Visitors Bureau — also known as Visit Raleigh. In his role he leads the CVB's efforts to create awareness of Raleigh, N.C. as a premier leisure travel, group meeting and sporting event destination in the southeast US through targeted public relations strategies.



He also currently is the chair for the Public Relations Society of America's Travel & Tourism Section.

PROFESSIONAL DEVELOPMENT SCHEDULE

**Thursday,
November 2, 2017**

(ROOMS MAY CHANGE)	Nines Studio	Gallery 1	Gallery 2	Gallery 3	In the Field
8:30–9:50 a.m.	Associate Round-tables Collaborate with your peers on the industry's hottest topics and gather ideas and inspiration. Discussion will include topics such as Media Tools, Reporting: Making Metrics Matter, Social Media Best Practices, Building a Better FAM Trip, Productivity Tools You Can Use, and Improving Your Online Press Kit. (Designed for Associates)	How to Make Money from Your Website and Other Products Lee Foster will lead this panel of members creating profitable travel content with books, articles, ebooks, apps, photos, websites, licensing, translations, tours, instruction, consultation, and social media. Lee and panelists Gary Arndt, April Orcutt, and Kim Grant will show you how you can do it, too. (Designed for all)	Unleash the Power of Your iPhone. National Geographic photographer Krista Rossow will show you how capture compelling images with the camera you always have with you, your iPhone. (Designed for all)	Social Media 101. Feel left behind in the social media universe? Don't be embarrassed. Jen Leo, co-founder of KidsNTrips, offers a hands-on lab: Bring your laptop and your smartphone and get started! (Designed for all)	Food and Drink Photography Field Trip Award-winning photographers Bob Holmes and Andrea Johnson take you out in and show you how to create images that are good enough to eat (or imbibe). Expanded session: 8:30 am – 11:20 pm. (Designed for photographers) Participants will meet in Pre-Function Room outside Galleries 1, 2, and 3 and leave from there for field trip.

(ROOMS MAY CHANGE)	Nines Studio	Gallery 1	Gallery 2	Gallery 3	In the Field
10:00–11:20 a.m.	Meet the Editors PitchSlam – for Freelancers Travel editors—including Los Angeles Times' Catharine Hamm, San Francisco Chronicle's Spud Hilton, Cruise Critic's Carolyn Spencer Brown, Kevin Max of 1859 Oregon's Magazine, Westways' Elizabeth Harryman—hear pitches and can assign on the spot. (Designed for Actives)	Getting the Most Value/ ROI from Social Media and Influence Marketing LDPR's Leslie Cohen will moderate this panel: Fork in the Road Media's Krista Simmons, Visit Philadelphia's Paula Butler, The Gramlist's Brandon Perlman, and TravelMindSet's Jade Broadus. (Designed for Associates)	Video Storytelling Workshop Bring your video camera or smartphone. You'll go out into the streets, shoot video, come back and edit it, and post it online. (You might even learn how to take video with your drone.) Travel technology expert James DeRuvo leads this hands-on lab. (Designed for all) Expanded session: 10:00 – 12:30 am	Maximize Your Influence — a Case Study. You're active in social media. How do you take your career to the next level? Social media enthusiast Jen Leo and Everything-Everywhere.com's Gary Arndt bring an audience member onstage and demonstrate how to turn quality content into an enhanced social media presence. (Designed for all)	Food and Drink Photography Field Trip (continued).

(ROOMS MAY CHANGE)	Nines Studio	Gallery 1	Gallery 2	Gallery 3
11:30 a.m. – 12:30 p.m.	Meet the Editors PitchSlam – for Associates Travel editors—including the Los Angeles Times' Catharine Hamm, the San Francisco Chronicle's Spud Hilton, OnTravel Radio's Paul Lasley, Kevin Max of 1859 Oregon's Magazine, and Westways' Elizabeth Harryman—hear PR pitches and give immediate feedback. PRSA's Angela Berardino introduces the panel. (Designed for Associates)	Know Your Rights. Fair use or copyright infringement—using others' work without their permission. How do you protect your rights in the work you create? How do you protect yourself from claims by others? Prominent Portland attorneys Duane Bosworth and Steven Wilker lead this intellectual property rights primer and will take your questions. (Designed for all)	Video Storytelling Workshop Continued Session will start out in meeting room at 10 am; then James will take attendees out in the field. They'll return to the meeting room to edit the videos.	The Language of Art — How To Be a Shining Star for Your Art Director. Brooke Miracle, Creative Director of 1859 Oregon's Magazine, shows you how to understand message communication through visuals and how to build your personal brand. Plus, what to do and not do in building a relationship with your art director. (Designed for photographers)



PORLAND PD SESSION DESCRIPTIONS

Associate Roundtables. Collaborate with your peers on the industry's hottest topics and gather ideas and inspiration among SATW associates. Wendy Haase, Director of Tourism Marketing for Destination Irvine, leads the discussions, which include topics such as Media Tools, Reporting: Making Metrics Matter, Social Media Best Practices, Building a Better Press Trip, Productivity Tools You Can Use, and Improving Your Online Press Kit. (Designed for Associates)

Meet the Editors/Pitch Slam for Freelancers. The Los Angeles Times' Catharine Hamm, the San Francisco Chronicle's Spud Hilton, Cruise Critic's Carolyn Spencer Brown, Kevin Max of 1859 Oregon's Magazine, and Westways' Elizabeth Harryman hear pitches from freelancers and can make assignments on the spot. (Designed for Actives)

Meet the Editors/Pitch Slam for Associates. The Los Angeles Times' Catharine Hamm, the San Francisco Chronicle's Spud Hilton, OnTravel Radio's Paul Lasley, Kevin Max of 1859 Oregon's Magazine, and Westways' Elizabeth Harryman hear pitches from public relations professionals and give immediate feedback. Presented in collaboration with the Public Relations Society of America (PRSA). PRSA's Angela Berardino introduces the panel. (Designed for Associates)

How to Make Money from Your Website and Other Products. Lee Foster of FosterTravel.com leads this panel of members creating profitable travel content with books, articles, eBooks, apps, photos, websites, licensing, translations, tours, instruction, consultation, and social media. Lee and panelists Gary Arndt of Everything-Everywhere.com, freelancer April Orcutt, and BinduTrips.com's Kim Grant show you how you can do it, too. (Designed for all)

Getting the Most Value/ROI from Social Media and Influence Marketing. Laura Davidson Public Relation's Leslie Cohen moderates this panel on how to work with influencers and measure results. Fork in the Road Media's Krista Simmons, Visit Philadelphia's Paula Butler, The Gramlist's Brandon Perlman, and TravelMindSet's Jade Broadus share their expertise. (Designed for Associates)

Know Your Rights. How do you protect your rights in the work you create? How do you protect yourself from claims by others? We all need to know about fair use, copyright infringement, and the perils of using others' work without their permission.

Prominent Portland attorneys Duane Bosworth and Steven Wilker lead this intellectual property rights primer and take your questions. (Designed for all)

Unleash the Power of Your iPhone. National Geographic Traveler contributing photographer Krista Rossow shows you how to capture compelling images with the camera you always have with you, your iPhone. (Designed for all)

Video Storytelling Workshop. Bring your video camera or smartphone. You'll go out into the streets, shoot video, come back and edit it, and post it online. (You might even learn how to take video with your drone.) Filmmaker and travel technology expert James DeRuvo leads this hands-on lab. Expanded session: 10:00 a.m.–12:30 p.m. (Designed for all)

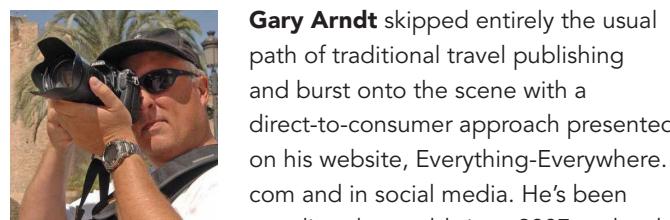
Social Media 101. Feel left behind in the social media universe? Don't be embarrassed. Jen Leo, co-founder of KidsNTrips, offers a hands-on lab: Bring your laptop and your smartphone and get started! (Designed for all)

Maximize Your Influence—a Case Study. You have great content and you're active in social media. How do you take your career to the next level? Social media enthusiast Jen Leo and Everything-Everywhere.com's Gary Arndt bring an audience member onstage and demonstrate how to turn quality content into an enhanced social media presence. (Designed for all)

The Language of Art — How To Be a Shining Star for Your Art Director. Brooke Miracle, Creative Director of 1859 Oregon's Magazine, shows you how to understand message communication through visuals and how to build your personal brand. Plus, what to do and not to do in building a relationship with your art director. (Designed for photographers)

Food and Drink Photography Field Trip. Award-winning photographers Robert Holmes and Andrea Johnson take you out in Portland and show you how to create images that are good enough to eat (or imbibe). Your group will have private access to go behind the scenes at star chef Vitaly Paley's Imperial restaurant and the newly opened next door cocktail and pizza bar, The Crown. Expanded session: 8:30–11:20 a.m. Participants will meet in Pre-Function Room outside Galleries 1, 2, and 3 and leave from there for the field trip. (Designed for professional photographers)

PORLAND PD PROGRAM BIOS



Gary Arndt skipped entirely the usual path of traditional travel publishing and burst onto the scene with a direct-to-consumer approach presented on his website, Everything-Everywhere.com and in social media. He's been traveling the world since 2007 and today

is an award-winning blogger and photographer. Gary saw his niche as *Planet Earth*, and has coverage on 190 countries and 320 worldwide UNESCO World Heritage sites. His award-winning photos are rivaled only by his followers, likes, and favorites on a variety of social media platforms that continue to burst at the seams year after year.



Duane Bosworth practices law with Davis Wright Tremaine in Portland. His most recent copyright litigation victories include: successfully securing Penguin Random House's rights in hundreds of its titles against complex "fair use" claims; defending the Weinstein film production company and Anchor Bay Entertainment from copyright claims arising from a hit movie; defending Warner Bros. Records, Inc. against rights claims arising out of about-to-be-released music; and securing for an international special effects company its rights in the strange characters created for NBC's series *Grimm*. Duane has also represented NBC, Sony Pictures, Simon & Schuster, ABC News, Time Inc., CBS (*60 Minutes* and *48 Hours*), the Associated Press, HarperCollins, and *Playboy* and *People* magazines. He regularly advises five television stations and many more newspapers on newsroom and copyright matters.



Jade Broadus is the Director of Influencer Marketing and Social Media at Travel Mindset. She spearheads new content development and social media campaign execution with a wide range of DMOs and travel brands, connecting them to influencers in a variety of niches.

Launched five years ago, Travel Mindset is your strategic partner for influencer marketing in the travel industry, crafting authentic influencer-created content and social media experiences.



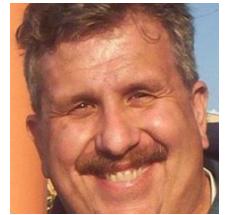
Carolyn Spencer Brown is Editor in Chief of Cruise Critic, overseeing its international editorial operations. A former staff writer with *The Washington Post*, she has followed the cruise industry for the past 20 years and has taken more than 300 cruises, sailing with all of the world's top cruise lines and many lesser-known lines as well. Regularly quoted by media as an expert on all aspects of cruising—including CNN, *The New York Times*, *Time*, and the Associated Press—Carolyn has also been named one of the 25 Most Influential Women in Travel by *ForbesLife* magazine.



Paula Butler is Executive Vice President and Vice President Communications at Visit Philadelphia, the region's official tourism marketing agency. Paula manages a team of professionals focused on generating earned media coverage and building social media engagement across 14 social channels with 1.4 million fans and followers—all focused on giving consumers reasons to visit and fall in love with Philadelphia. Previously, Paula was Senior Director of Public Relations for Marriott International, promoting the company's brands internationally. Prior to working for Marriott, she was Senior Vice President at public relations firm Porter/Novelli—New York, with clients such as the Bermuda Department of Tourism and Princess Cruises.



Leslie Cohen is Executive Vice President, Laura Davidson Public Relations (LDPR). Since she joined LDPR in 2000, Leslie has worked alongside Laura Davidson to expand the agency's client roster, develop its talented staff, and guide the company forward with new strategies. Throughout her career, Leslie has represented all segments of the travel industry—from tourism boards to city hotels and island resorts, from cruise lines to airlines and tour operators. Always on top of customer research and emerging trends, Leslie considers external and internal elements that will impact a client's business.



James DeRuvo has a multi-faceted career that spans radio, film, and publishing. A writer about technology in the video industry for more than 25 years, James is also an award-winning film director, having garnered a Telly Award for his short film *Searching for Inspiration*.

He's also worked as a producer of many talk radio programs in Los Angeles with topics ranging from entertainment to travel to technology. James lives in Santa Clarita, California, with his family.



Lee Foster is a diversified travel writer/photographer who pursues both traditional and innovative publishing paths at [FosterTravel.com](#). Lee argues that we must understand the changes in our modern media scene and position ourselves to benefit. Typical of Lee's efforts are licensing articles from his robust website and publishing an eBook translation of his California travel book in Chinese.



Kim Grant is a visionary on the future of travel publishing, as well as being grounded in her past as acquisitions editor for Countryman Press and Sutro Media Apps. Kim's new multi-author travel publishing website, [BinduTrips.com](#), focuses on itineraries. Kim also has a best-selling book about Cape Cod, Martha's Vineyard, and Nantucket among the many books on her Amazon Author Page.



Wendy Haase has more than 19 years of public relations and marketing experience in the travel and tourism industry. She began her career with Visit Milwaukee, where for nearly seven years she collaborated on events such as the Harley-Davidson 100th Anniversary and the Major League Baseball All-Star Game. Her career path led her to California, where she has represented Sonoma County and Huntington Beach, in addition to Terranea Resort in Palos Verdes. As Director of Tourism Marketing for Destination Irvine since 2010, she has had the opportunity to successfully generate brand awareness through marketing and public relations campaigns. She earned her Certified Destination Marketing Executive certification with Destinations International in 2014.



Catharine Hamm has been with the *Los Angeles Times* Travel section since 1999, serving as Travel Editor since 2003. She's also worked at newspapers in Kansas and Missouri. She's lived in 34 different places, including Virginia, Hawai'i, the Philippines, and Spain. During her tenure, the *Times* Travel section has won the Lowell Thomas Travel Journalism Award for Best Newspaper Travel Section six times.



Elizabeth Harryman is the Travel Editor of *Westways*, which has won six major Lowell Thomas Travel Journalism awards and has a circulation of more than 4 million and a readership of more than 8 million. *Westways* is the magazine of the Auto Club of Southern California, and Elizabeth is also Travel Editor of six other AAA magazines that reach markets from New England to Hawai'i. She and her husband, Paul Lasley, wrote a travel-and-dining column that ran for 10 years in the *Los Angeles Times*, *Miami Herald*, and other newspapers and for four years, they served as travel correspondents on NBC's *Today* show.



Spud Hilton is the Travel Editor of the *San Francisco Chronicle*, where since 2000 he has written about (and been hopelessly lost in) destinations on six continents. His attempts to defy the expectations of places—from Havana's back alleys to Kyoto's shrines to a hippie

bus in Modesto—have earned 11 Lowell Thomas Travel Journalism awards, the standard for travel journalism. Spud also writes a biweekly column at [SFChronicle.com](#), and his travel tip videos and #CarryOnShame campaign have been featured on *Good Morning America*, the *Today* show, *Quest Means Business*, and *CNN International*.



Robert Holmes' career as a prolific photographer has extended over 35 years. He is the first photographer to be honored by SATW with its Travel Photographer of the Year award five times, most recently for 2017. He received the international Wine Photographer of the Year award for

2016 out of a field of 7,000 entries from 60 countries. He has worked for *National Geographic*, *Geo*, *Saveur*, *Wine Spectator*, *Life*, *Time*, and hundreds of other major magazines and international companies. His work in film, in partnership with Andrea Johnson, has resulted in multiple awards for their documentary *The Noble Spirit* and a Telly Award for their highly-acclaimed Washington Wine Commission video *Our Story*. Robert has illustrated more than 45 books and he has been one of the elite

group of the world's 100 best photojournalists invited to participate in the acclaimed *Day in the Life* series. His YouTube videos on the Advancing Your Photography channel have over one million viewers.



Andrea Johnson is a photographer and video/film director specializing in the wine, agriculture, and adventure travel industries. With a base in Portland, Oregon, surrounded by abundant

natural beauty, she has also been fortunate to travel the globe creating custom photography image libraries, magazine stories, documentary films, and video campaigns. Her editorial experiences range from coffee table wine books to feature stories with leading publications for the wine and travel industries. She has photographed four books: *Passion for Pinot*, *Essential Wines and Wineries of the Pacific Northwest*, *Spectacular Washington Wineries*, and *Spectacular Oregon Wineries*. She regularly works on assignment for *Wine Spectator* magazine. In 2009, Andrea expanded into video and film, creating Lumaria Productions in partnership with Robert Holmes for commercial, editorial, and documentary film projects. They've received a Telly Award for the Washington Wine Commission's *Our Story* video, placed 4th in the top 10 videos for *Wine Spectator*'s 2016 video contest for New Zealand Sustainable, and have won multiple film festival awards for their documentary film *The Noble Spirit*.



Paul Lasley produces and hosts two daily radio shows that are broadcast to two million listeners in 145 countries on the American Forces Network and are podcast at [OnTravel.com](#) and on iTunes.

He's cohosted talk radio shows on KABC and KPCC in Los Angeles, and on Discovery Channel Radio on XM Satellite. His radio shows have won two gold and one silver Lowell Thomas Travel Journalism awards. He also writes *Westways' TravelSmart* column. He and his wife, Elizabeth Harryman, are former travel correspondents for NBC's *Today* show and Southern California's *KTLA Morning News*.



Jen Leo is a new media enthusiast and co-founder of KidsNTrips Twitter parties, a way for brands to create social buzz in front of a family travel audience. She wrote the nationally syndicated Web Buzz column for the *Los Angeles Times* for nine years, and co-hosts the podcast *This Week in Travel*, available on iTunes. She can be found taking, planning, or saving up for the next mommy-daughter trip with her 8-year-old adventuress, Cora.



Kevin Max is the founder and Chief Content Officer for Statehood Media, which publishes *1859 Oregon's Magazine* and *1889 Washington's Magazine*. He has covered IPOs for *The New York Times* and *TheStreet.com*, traded S&P options at the Chicago Mercantile Exchange, and written speeches for top figures in financial services and politics. A graduate of Northwestern University's Medill School of Journalism, Kevin now lives in Bend, Oregon.



Brooke Miracle is Creative Director of Statehood Media, which publishes *1859 Oregon's Magazine* and *1889 Washington's Magazine*. She credits her interest in art to her experience growing up in Oregon's

beautiful surroundings. Having a talent for the arts from a young age, Brooke followed the path of art, music, and media, studying fine art at England's Oxford University and in London, Paris, Austria, and Italy. She loves that Statehood's message is about the best things to eat and drink and enjoy within Oregon. "Encouraging people to get out, explore, and enjoy the indigenous blessings of our state is our mission," she says.



April Orcutt is a viable illustration that traditional travel publishing continues to flourish, assuming the practitioner has talent and pays careful attention to detail. Fans following April delight

frequently in her latest articles in the *Los Angeles Times* and *Travel + Leisure* and on her website, [AprilOrcutt.com](#).



Brandon Perlman is CEO and founder of The Gramlist, which he started in 2015 to help brands, publishers, agencies, and publicists navigate the world of influencer marketing. The Gramlist uses a combination of human curators and proprietary data to make the discovery

of emerging micro-influencers easy and contextually relevant. The Gramlist has worked with over 1,000 social influencers connecting them with the world's most innovative companies. Before entering the tech landscape, Brandon was a Photography Editor at *InStyle*, *W Magazine / WWD*, and *Departures*. In 2009, he co-founded the StyleCaster Media Group, one of the first digital women's lifestyle portals, and in 2011, he launched *Departures.com* for American Express Publishing.



Krista Rossow has worked for more than a decade as a photographer, photo editor, and educator for *National Geographic*. She began her career as a photo editor at *National Geographic Traveler*, where she shaped compelling stories from world-class imagery. As a contributing photographer to *Traveler*, she has shot stories in New Orleans, San Francisco, South Africa, Costa Rica, Asheville, North Carolina, and New Zealand. She regularly judges Instagram contests for @NatGeoTravel and is photo editing her second book for *National Geographic*. She travels with *National Geographic Expeditions* teaching photography on ships in the Galapagos Islands, Peru, Chile, the Arctic, Alaska, British Columbia, and Antarctica. She sees the camera, from iPhone to DSLR, as a tool for understanding new cultures, meeting locals, and exploring the natural world.



Krista Simmons is a culinary adventure writer and video producer and the founder of Fork in the Road Media. Her perspective is informed by nearly 10 years of experience creating innovative content on digital platforms for leading media outlets including *Travel + Leisure*,

Departures, *Tastemade*, the *Los Angeles Times*, Sky Network, and the *Today* show. She has worked on social and video campaigns for Kate Spade, Swiss Army, Orbitz, Visit Greece, and Skyscanner. Through her digital-facing content, she hopes to inspire her audience to explore the world's uniquely diverse culinary cultures.



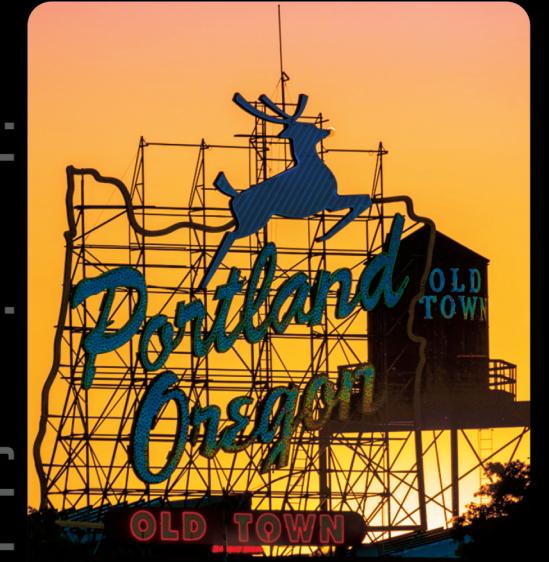
Steven Wilker is a partner with Tonkon Torp LLP. He's a member of the firm's Intellectual Property and Financial Services practice groups and co-chairs the firm's Information Security & Privacy practice group. He handles complex litigation in trial and appellate courts and

in arbitration, and advises clients on transactional and information security matters as well. Steven's extensive experience in intellectual property matters includes trade secret, trademark, copyright, and patent litigation. As an advisor to media, publishing, and communications clients, Steven helps his clients with issues concerning media shield laws, reporters' privileges, prior restraints on publication, defamation, invasion of privacy, newsgathering methods, public records, public meetings, licensing, and copyright. Steven is recognized by Best Lawyers in America for 2013-2018 for Commercial Litigation and Litigation: First Amendment, including as 2017 Lawyer of the Year in Portland for Litigation: First Amendment.



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American Revolution Museum at Yorktown



Stories of citizens and soldiers caught up in the American Revolution unfold at the new American Revolution Museum at Yorktown. Enjoy immersive gallery exhibits and stimulating living history that capture the epic scale of the American Revolution and its meaning and impact on the development of the nation. Discover the story of America's first permanent English colony nearly two centuries earlier at Jamestown Settlement through interactive gallery exhibits and living-history experiences.

historyisfun.org

2017 SATW MEDIA MARKETPLACE

Oct. 31, 2017 — 9 a.m. – noon

The Nines Ballroom

The Nines
525 S.W. Morrison Street
Portland, OR

Portland Marketplace Chair

Deborah Wakefield, deborah@citypass.com

Media Marketplace Overview

The Media Marketplace will consist of 15 scheduled appointments—each 10 minutes in length—running from 9 a.m. to noon. Schedules for individual appointments will be handed out at the beginning of Marketplace. Any Actives and Associates who have open appointment slots are free to meet with each other during those periods. TravMedia will be on-site to help facilitate meetings.

Convention attendees will have access to the SATW 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 allows you to "connect with" and "follow" other members, increasing the interactions that take place at the convention and helping you to continue to build long-term SATW relationships.

Marketplace Information and Rules

1. Marketplace tables will be arranged alphabetically within designated sections. Alphabetization is done by the company name listed on the Associate's table sign. Associates must sit at their assigned tables.
2. Associates may bring press kits, photos and other collateral for distribution and display. Displays must fit on the Associate's assigned tabletop space (6' x 18" rectangular classroom-style table) and should be no taller than 16 inches.
3. If Associates are using a laptop or iPad to show video, the sound must be low enough so as not to disturb conversations happening at adjoining tables.
4. Promotional items (food items, pens, magnets, etc.) with a retail value under \$5 may be distributed.
5. Only full-time accounts held by Associates should be promoted during Marketplace. Project clients taken on solely for the purpose of being featured during a single Marketplace are not allowed.
6. Only registered Active and Associate SATW members, select sponsors, and a representative from the current host destination may actively exhibit and participate in Marketplace.
 - + No guests are permitted without special permission from the Associates Council Chair.
 - + Future convention hosts may observe how Marketplace works, but they are not allowed to take appointments.
 - + Spouses are permitted only if they have a volunteer role assigned to them by the Marketplace Committee co-chairs.
7. Actives are not permitted to sell advertising or services to Associates during Marketplace. The event is designed solely as an opportunity to pitch story ideas, network and gather information.



PHILLY LOVES FOOD

visitphilly.com/pressroom

(Seriously, though:
Who can blame us?)

Philadelphia's rich history of craft extends to its culinary scene. The city's distinct, unpretentious neighborhoods are home to both fine dining and messy sandwiches, mom-and-pop bring-your-own-bottle (BYOB) bistros and chef entrepreneurs, rustic breweries and nascent distilleries, global fare and American classics.



FOOD CORRIDORS

Philadelphia is a city of neighborhoods—and spot-on neighborhood dining. Center City's chic 13th Street, Baltimore Avenue's global goodness, East Passyunk Avenue's up-and-coming chefs and Fishtown's artisan devotion transform every meal into an unforgettable adventure.

2017 JAMES BEARD WINNERS

This May, three Philadelphians dominated the "Oscars of food," the James Beard Foundation Awards. Restaurateur Stephen Starr earned national cred as "Outstanding Restaurateur." Chef Greg Vernick scored "Best Chef: Mid-Atlantic." And Chef Michael Solomonov (Zahav, Dizengoff, more) won the very top honor, "Outstanding Chef."

BEER & BOOZE

The onetime beer-brewingest city in the Western Hemisphere has fully reemerged: Beer gardens, festivals and more than a dozen breweries thrive within city limits. Makers of craft spirits have followed, with distilleries occupying industrial spaces that make for great afternoons of tasting and tippling.

HISTORIC MARKETS

They've stood the test of time and still taste great. Vendors at the circa 1892 Reading Terminal Market serve Amish fare, local produce, roast pork sandwiches, delicate pastry and international treats. South Philly's rugged 9th Street Italian Market is a hub of cheesemongers, butchers, bakers, taquerias and produce vendors.

BYOBs

Another Philly phenomenon: Hundreds of BYOB restaurants. At these typically smaller, sometimes cash-only, always independent spots, upstart and longtime chefs focus solely on their kitchens.

VEGAN DELICIOUSNESS

Unexpected but true: Philly is home to what is generally agreed to be the world's very best vegan restaurant. Vedge has set the standard for plant-based dining and has inspired an impressive local wave of delicious eateries.

For more delicious story ideas and foods, go to visitphilly.com/pressroom.

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EVENING EVENTS

SUNDAY, OCTOBER 29TH

WELCOME TO PORTLAND OPENING RECEPTION

The Nines – 525 SW Morrison St.

Welcome to the City of Roses! Gather in the ballroom of The Nines to learn about some of Portland's top visitor attractions while enjoying Oregon beer and wine. From cycling in one of the best biking cities in the world to perusing some Portland authors at the smallest replica of the largest independent bookstore in the world, you will get a glimpse at some of city's best assets, all in one place. With a busy conference schedule over the next few days you likely won't be able to experience all Portland has to offer, so we are bringing the best to you.

MONDAY, OCTOBER 30TH

CITY OF MAKERS DINNER

The Hilton Portland – 921 SW 6th Ave.

In Portland, we make things. We make things the old-fashioned way without cutting corners. We make old things in new ways. We make new things with the time-tested traditional methods. We are a City of Makers and we invite you to meet us. Enjoy a family style, multi-course dinner at the Hilton Hotel where each table will be hosted by a different maker in Portland ready to tell their story and show how and more importantly, why they do what they do.

TUESDAY, OCTOBER 31ST

DINE AROUND

Loosen your belts and get ready to feast at some of the city's best restaurants. Find out why the culinary world has set its eyes on Portland in the last decade as we send SATW members far and wide to some of the city's hippest neighborhoods. Among

numerous other accolades, Portland has been recognized by *The Telegraph* as "The Foodie (and Drinkie) Capital of America," and as one of the "Best Food Towns" by both *Sunset Magazine's* Travel Awards and *The Washington Post* in 2016, elevating Portland's innovative culinary reputation around the world.

WEDNESDAY, NOVEMBER 1ST

OREGON TRAILS TO TALES

Jupiter Hotel – 800 E Burnside St.

If you like Portland, you'll love Oregon. Head to the hip Jupiter Hotel for a one-of-a-kind event featuring the personalities, culinary wonders and incredible experiences you can find throughout the state. Travel Oregon is proud to host SATW at this event, featuring the seven vast and varied regions of Oregon. From Wild West adventures, to raging rivers and scenic splendor, you can drink in all of the sights and sounds of Oregon. Come join us as we eat, drink and be merry with the wonderful people who call this place home.

NOVEMBER 2ND

"YOU CAN IN PORTLAND" CLOSING RECEPTION

Alder Block – 100 SE Alder

You came. You saw. You conquered. Let's celebrate. We will head to the Alder Block building in the city's Central Eastside Industrial District – a once industrial, now up-and-coming neighborhood just across the Willamette River from downtown – for a final farewell based around Travel Portland's "You Can in Portland" consumer marketing campaign. See the City of Roses in four seasons as we focus on all the things you can do all year long.

#SATWPORLAND

2017 SATW ANNUAL CONVENTION IN PORTLAND, OR | 27



IN THE SPIRIT OF KEEPING IT WEIRD, Travel Portland and the local culinary scene promise an incredible dining experience in the city. Portland has been doing farm-to-table cuisine long before it became trendy with fresh food from local farms cooked in season. The restaurant scene is dominated by local chef owned and operated restaurants that often bend definitions and fuse numerous culinary techniques. There is a reason why the city has been recognized as a top food destination for years. In addition to being home to numerous James Beard Award winning chefs, we're home to the Dean of American Cuisine himself as Beard was born in Portland. So rather than do the same old tired process of choosing a dine around restaurant, we had a little fun. Members chose three phrases such as I want...something adventurous, a Portland Classic, food from south of the border, somewhere hip, a brewery with good food, a famous Portland chef, which best described what they wanted from their dining experience. The preferences were matched with twenty of Portland's finest restaurants listed here. **Bon Appetite!**



Andina	Paley's Place
Ataula	Quaintrelle
Aviary	Ray
Ecliptic	Rue
Headwaters	Tasty N Alder
Imperial	Trifecta Tavern
Kachka	Tusk
Toro Bravo	Xico
Little Bird	
Nostrana	
Olympia Provisions	
PaaDee	

HALF-DAY TOURS

HALF-DAY TOURS



ANYTHING BUT IPA TUALATIN VALLEY BEER TOUR

DIFFICULTY: Level 1 (easy)

ATTIRE: Comfortable shoes and outerwear depending on the weather.

This tour challenges the notion that West Coast Breweries only make big IPAs by heading to the beautiful Tualatin Valley. For the hop haters out there, this is your tour as you will visit three breweries working hard to elevate the idea of lowering IBUs (the rating of a beer's bitterness generally created by hops). Two Kilts Brewing is still celebrating a Silver Medal for its Scottish Ale at the 2016 Great American Beer Festival (it won a gold at the 2014 World Beer Cup), which they have also started aging in whiskey barrels, amongst their other creations. Nearby Ancestry Brewing is a family owned and operated brewery making a wide array of beers including a low-IBU Session IPA, Cream Ale, English Pale and a Dark Irish, among others. Finally, Stickman Brewing offers a wide array of flagship, experimental, seasonal and sour beers to surprise even the most experienced palate. This tour includes lunch at Stickman Brewing from their imported Italian pizza oven.



ARTLANDIA TOUR

DIFFICULTY: Level 1 (easy) with some walking

ATTIRE: Comfortable shoes for walking and outerwear depending on the weather.

See Portland's artistic side with a guided visit to the Portland Art Museum – the oldest museum on the West Coast – to see its collection of works from throughout the ages including a wing dedicated to Native American art. See the street and public art starting to fill the city's West End neighborhood downtown as you head to the Pearl District to visit some of the city's most beloved art galleries. And, of course, you will see the city's muse, Portlandia, nearby city hall. This tour includes a hosted lunch at a Portland restaurant.

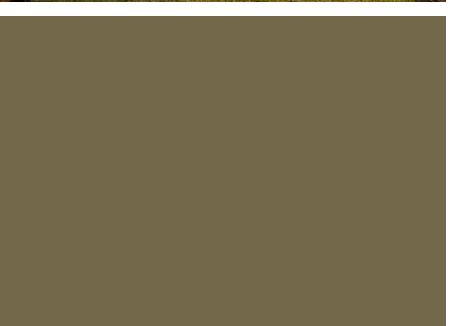


BIODYNAMIC AND ORGANIC WINE MAKING IN THE TUALATIN VALLEY

DIFFICULTY: Level 1-2 (easy to moderate) with some walking in the vineyards

ATTIRE: Comfortable shoes and outerwear depending on the weather.

Tualatin Valley winemakers have been in the forefront of sustainable wine making for a while now. Explore two of Oregon's pioneering wineries when it comes to biodynamic farming: Cooper Mountain was established in 1978 and adhering to biodynamic and organic farming since the mid-1990s. In 1999, it was the first vineyard/winery to be Demeter-certified biodynamic in the Pacific Northwest. Tour the vineyard and learn more about the practices of biodynamic farming, from vineyard to bottle. You will tour the vineyard, taste the wines (some varietals not commonly grown in the northern Willamette Valley) and learn the ins and outs of producing wine like this. Following this, you will head to Montinore Estate, the second-largest estate producer of wines made from biodynamic grapes in the U.S. Explore the grounds and learn more about how the property's meadow, lake, cover crops and "unusual" farming techniques are a part of the biodynamic farming process. Taste the variety of wines produced, including its L'Orange, made from white wine grapes that are fermented in the style of red wine, and blended with clay amphora-fermented Gewürztraminer adds complexity.



BOUNTY IN THE WILLAMETTE VALLEY

DIFFICULTY: Level 1 (easy)

ATTIRE: Comfortable shoes for walking in agricultural areas and outerwear depending on weather

Although the Willamette Valley is best known for wine, travelers came for an entirely different reason 150 years ago: free land. This tour explores what pioneers hoped to find at the end of the Oregon Trail by traveling rural routes to meet local producers of cheese, cherries, hazelnuts, and even olives. Learn the history of this beautiful region, sample the agricultural bounty and, of course stop by a winery before heading back to Portland.



BREWERIES BY BIKE

DIFFICULTY: Level 1-2 (easy to moderate) depending on fitness level

ATTIRE: Appropriate shoes for biking; outerwear appropriate for weather; rain ponchos are available to borrow but a jacket is still recommended

Take a leisurely ride with Pedal Bike tours through downtown Portland, The Pearl District and Northwest Portland, peddling by brewpubs and taking a brewery tour. Sights include Powell's Bookstore and Stumptown Coffee among other stops with small tastings along the way before celebrating the end of the ride with a pint at Pedal Bike Tours.

COLUMBIA RIVER GORGE

DIFFICULTY: Level 1-2 (easy to moderate) depending on preference

ATTIRE: Comfortable hiking shoes for walking on trails in the Gorge; outerwear depending on weather

Portland's most accessible and popular day trip is to see the waterfalls of the Columbia Gorge. A glacier carved the gorge during the last ice age roughly 10,000 years ago and the mighty Columbia River has been at work ever since in this beautiful area that creates the Oregon-Washington border. Get the best views of the gorge, take time to explore Multnomah Falls (the state's most popular natural attraction), and visit at least two other waterfalls along this scenic drive. Your guide will provide stories of the personalities that made the road a reality, and the flora and fauna that make the gorge a top local destination.



CRADLE OF CRAFT BEER TOUR

DIFFICULTY: Level 1 (easy) with some walking

ATTIRE: Closed toe shoes are required for the brewery tour

Portland is the cradle of craft beer and home to more craft breweries than any other city in the known Universe. And while other legendary craft breweries began at roughly the same time, craft brewing took hold in Portland first and created the environment that led to 75+ breweries and inspired a worldwide movement. This tour explores the pioneers of Craft Beer with stops at legendary breweries such as Widmer Brothers Brewing – a regional craft brewery returning to its roots with a smaller brewery making specialty beers specifically for its on-site pub; Bridgeport Brewing Company – the city's other original brewery which created the iconic Bridgeport IPA; and a visit to one of the McMenamin's properties which brews many beers in numerous breweries across the state. These early craft brewers were instrumental in passing Oregon's Brewpub Bill in 1985, which paved the wave for the scores of breweries that have followed. Along the way you will learn how beer is made and why Portland is one of the top beer destinations in the world.



DIVISION STREET FOOD TOUR

DIFFICULTY: Level 1 (easy) with about 1 mile of walking

ATTIRE: Comfortable walking shoes and appropriate outerwear based on weather

See and taste why Division Street is arguably the city's hottest culinary neighborhood right now. From a fun and funky food cart pod to Indian street food, urban wines to homemade pies, there is something for everyone in this bustling neighborhood in Southeast Portland. Lunch will be eaten at stops along the way.



DOWNTOWN COFFEE DONUTS AND DELIGHTS TOUR

DIFFICULTY: Level 1 (easy) walking tour using public transportation on a 3-hour tour in downtown Portland

ATTIRE: Footwear appropriate for walking. Outerwear depending on weather.

Portland is a coffee capital and leader in the Third Wave Coffee Movement. If you don't know what Third Wave Coffee is, this is the tour for you. And, if you do know, you will like this one too. Forget the Folgers as you tour some of the city's coolest coffee roasters. Learn where they source their beans. How they roast them to perfection. And, most importantly, why they go to all the trouble in the first place. Think coffees with wine-like descriptions and character like terroir, nose, and mouthfeel. This tour will visit 5 to 6 specialty cafes where you will also sample delicious culinary delights, the only food truck dedicated to roasting their own coffee and a French canelé and indulgent affogato.



DOWNTOWN PORTLAND FOOD TOUR

DIFFICULTY: Level 1 (easy)

ATTIRE: Comfortable walking shoes with outerwear depending on the weather

Visit some of downtown's favorite places to grab a bite with Forktown Food tours. The tour will explore six delicious places to eat and drink in the heart of the city and visit one of the largest food cart pods in Portland, a farm-to-table Mexican restaurant, an amazing chocolate shop and more. Along the way, you will learn some of the city's history and explore major landmarks in this tour that promises to show you why "Keep Portland Weird" has become the city's motto. Lunch will be eaten at stops along the way.



FLAVOR STREET FOOD TOUR

DIFFICULTY: Level 1 (easy) with several stops at food pods

ATTIRE: Comfortable shoes and appropriate outerwear based on weather

Portland is home to more than 600 food carts, and while this tour won't come anywhere near to hitting them all, it will give you a glimpse into some of the city's best food cart pods while following Saied Sammuel from Aybla Grill. See how this local foodie built a mini food cart empire from a single cart to 6 carts and 2 brick-and-mortar locations. Lunch will be served during the tour.

FOOTSTEPS ALONG THE OREGON TRAIL

DIFFICULTY: Level 1 (easy) with some walking around the locations.

ATTIRE: Comfortable footwear and outerwear appropriate for spending short amounts of time outdoors

In the eve of the Oregon Trail's 175th anniversary, follow in the footsteps of pioneers settling the West along the Oregon Trail by visiting Oregon's Mt. Hood Territory. The journey begins at Philip Foster Farm – a living history farm and the first sign of civilization weary travelers saw after their grueling 2,100-mile journey. The next stop is Oregon City at the physical end of the trail. The pasture where families often camped while finalizing their homestead papers is now home to the End of the Oregon Trail Interpretative Center – an interactive museum that explores the stories and hardships faced by pioneers. From here we will visit the house of John McLoughlin, a British subject and superintendent of the Hudson Bay Company who provided aid to early pioneers migrating West. Finally, the tour stops at the Museum of the Oregon Territory where artifacts from the trail and early history of the West are on display including the original plat for what would later become the city of San Francisco. This tour focuses on early Oregon history, which is the history of Manifest Destiny.

GARDENS OF PORTLAND

DIFFICULTY: Level 1 (easy) with some walking around the gardens. The Rose Garden and certain areas of the Japanese Garden are not handicap accessible.

ATTIRE: Comfortable shoes for walking in agricultural areas and outerwear depending on weather

Portlanders call rain "liquid sunshine" in a playful jest at the weather dominating our winter season. Yet all that sunshine certainly makes our gardens grow all year round. See some of the city's most spectacular parks and gardens in this fun tour throughout the city. The fall colors should be in full bloom this time of year. Stops include the Lan Su Chinese Garden, Japanese Garden, International Rose Test Garden and Mills End Park – the smallest park in the world.

HIKING IN FOREST PARK

DIFFICULTY: Level 2-3 (moderate to difficult) depending on fitness level; includes hiking less than 3 miles

ATTIRE: Comfortable shoes or light boots good for walking in agricultural areas and outerwear depending on weather

Portland has a secret within the city limits: a natural forest with more than 70 miles of hiking trails and countless things to explore. This tour takes you into the 5,100-acre Forest Park through Hoyt Arboretum – where more than 2,000 specimens from around the world grow and past towering sequoias and redwoods – along the popular Wildwood Trail to the Japanese Garden. The garden is a highlight of Portland's attractions having undergone a \$33.5 million expansion to reopen last spring. Tour the garden with a docent before stopping for tea at the Umami Teahouse.

HISTORIC DOWNTOWN TOUR

DIFFICULTY: Level 1-2 (easy to moderate) depending on fitness. The route is flat.

ATTIRE: Appropriate shoes for biking; outerwear appropriate for weather; rain ponchos are available to borrow but a jacket is still recommended

The essential tour of Portland by bike takes riders throughout downtown on well-traveled bike lanes, stopping to admire the views of downtown, the river and the city's many bridges. Travel through downtown Portland into the Pearl District, Old Town, and Chinatown with plenty of stops along the way. This tour is for beginners, but participants should be comfortable riding a bike. The route is 9 miles over approximately 3 hours with numerous stops. This tour will be held rain or shine – Portlanders still ride when it's wet! (Rain ponchos are available).

KNOT SPRINGS SPA

DIFFICULTY: Level 1 (easy, but Level 0 if we could)

ATTIRE: Bring a swimsuit for the soaking pool.

Soak your cares away with an afternoon of relaxation at Portland's newest spa and fitness social club, Knot Springs. Inspired by Pacific Northwest hot springs, Knot Spring's signature spa ritual - including hot, tepid and cold pools, plus dry a sauna and steam room - is complemented by plush amenities like all natural hand-made products and signature Pendleton towels. Cap off your visit with a 60-minute massage in one of the spa's lush treatment rooms.

MAKERS SHOPPING TOUR

DIFFICULTY: Level 1 (easy) with some walking

ATTIRE: Closed toe shoes comfortable for walking; outerwear depending on the weather

We make things in Portland. By hand. The old-fashioned way. Explore Portland's Maker Culture from a retail level and enjoy some of the city's tax-free shopping while learning the stories of local makers and why Portland has become such an epicenter in the return to local, small manufacturing. Visit MadeHerePDX, a store filled entirely with locally made goods from wooden sunglasses to bean-to-bar chocolates, fashion and even bicycles. This beautiful store in Portland's Pearl District serves as a museum for local talent, and you'll be able to meet some makers first hand. From here take a short walk to Orox Leather Company where a family of leather makers from Oaxaca, Mexico, work side by side in crafting beautiful heirloom quality goods each day. Finish the tour by visiting one of the city's makerspaces – a co-op where creatives share knowledge, equipment and know-how to make high-quality goods.

MISSISSIPPI STREET FOOD TOUR

DIFFICULTY: Level 1 (easy) with about 1 mile of walking

ATTIRE: Comfortable walking shoes and appropriate outerwear based on weather

Head to one of North Portland's most popular and delicious neighborhoods to eat like a local with Forktown Food Tours. Explore the Mississippi Street and take in the local vibes while dining on Asian-fusion, enjoying mini cocktails, sampling a local craft brewery and stopping by a popular salt merchant (among other things) in one of the city's most iconic lifestyle hoods. Lunch will be eaten at stops along the way.

MULTICULTURAL PORTLAND

DIFFICULTY: Level 1 (easy) with some walking

ATTIRE: Comfortable shoes for walking and outerwear depending on weather

Perhaps the best-kept secrets in Portland are the pockets of diversity spread throughout the city. From amazing ethnic cuisine to beautiful art and goods, this tour focuses on the city's more diverse demographics in a wide-ranging look at Portland. Visit the Portland Mercado where immigrant families launch small businesses with the help of a local non-profit. Enjoy lunch from the popular collection of food carts here while touring the Mercado and learning about their mission. Visit the Rebuilding Center on Mississippi Street where deconstructed homes save 8 tons of garbage from landfills everyday and fund a non-profit organization that brings racially diverse communities together. Learn the story of Nong Poonsukwattana who came to Portland from Thailand with two suitcases and \$70 in 2003 to open one of the city's most successful food carts in addition to a brick and mortar location, as well as an appearance on The Food Network's "Chopped" series.

PORTLAND BOUTIQUE SHOPPING TOUR

DIFFICULTY: Level 1 (easy) with some walking

ATTIRE: Comfortable shoes for walking and outerwear depending on weather

Three words, one hyphen: Tax-free Shopping. Who wants some? Explore some of the city's favorite unique boutiques with Sharon Blair of the Portland Fashion Institute. Blair is the author of the new "boutiques guide. Portland." which highlights 34 shops that sell clothes and accessories from local, independent designers. Bring your credit card and shop until you drop while meeting the entrepreneurs behind our retail shopping at places such as Tender Loving Empire, WildFang, Garnish and more.



HALF-DAY TOURS



PORTLAND FOOD CART TOUR BY BICYCLE

DIFFICULTY: Level 1-2 (easy to moderate) depending on fitness level
ATTIRE: Appropriate shoes for biking; outerwear appropriate for weather; rain ponchos are available to borrow but a jacket is still recommended

Explore some of the city's favorite food carts and food cart pods (collections of food carts located throughout the city) by bike and see why Portland is one of the most bike-friendly cities in the U.S. This tour begins in Cartopia – one of the earliest food cart pods to open outside of downtown — before heading east to Belmont Street and through the beautiful Laurelhurst neighborhood and back downtown to the city's largest collection of food carts. There will be numerous stops and plenty to eat along the way during this 3-hour bike tour over 5 miles of mostly flat terrain.



PORTLAND JEWELRY AND APPAREL MAKERS

DIFFICULTY: Level 1 (easy) with some walking
ATTIRE: Comfortable shoes for walking in agricultural areas and outerwear depending on weather

Meet the makers creating some of the most original jewelry and fashion you will find anywhere – all handmade in Portland, Oregon. Learn the stories of how, why and why not from some of the city's most popular jewelry designers such as Betsy & Iya and Alchemy in addition to others. You will also see why this area has produced many notable new names in fashion – such as Project Runway winners Leanne Marshall, Gretchen Jones and Michelle Lesniak to name a few. Meet the people behind Portland fashion, visit their studios and check out how Portland Apparel Lab is helping designers launch their fashion brands in Rose City.



PORTLAND TEA TOUR

DIFFICULTY: Level 1 (very easy)
ATTIRE: Mostly indoors though the Japanese Garden tour is outside. Comfortable footwear and outerwear depending on weather.

In addition to beer, wine, coffee and spirits, Portland is home to a craft tea revolution that started planting roots more than 30 years ago. The tour begins at the Headwaters restaurant in the Heathman Hotel where James Beard Award Winning Chef Vitaly Paley offers a Russian Tea Service every Saturday. Dine on Russian delicacy's inspired by Paley's youth with teas from Portland's own Smith Teas. After the tea service, head to the Smith Teamaker tasting room in Portland's Central Eastside Industrial District. Steven Smith is a legend in the tea world having founded both Stash and Tazo tea companies. Smith Tea is a return to his early roots as a boutique tea maker crafting the very finest teas from the world's best ingredients. Following a tour and tasting with Smith Teas head tea maker, the group will visit Portland's Japanese Garden where a new \$33.5 million expansion project was finished last spring. The expansion was designed by renowned Japanese architect Kengo Kuma and includes a beautiful new teahouse, which serves Jugetsudo teas from Japan – a 160-year-old tea company with two locations in Japan, one in Paris, and the new location in Portland. Finish the day with a quick stop by the Hotel DeLuxe where representatives from Thomas and Sons Distillery will be on hand to work with the staff of the beautiful Driftwood Room to sample tea cocktails.



URBAN WINES AND CRAFT DISTILLERS

DIFFICULTY: Level 1 (very easy)
ATTIRE: Comfortable shoes and outerwear depending on the weather.

Following in the footsteps of the craft beer revolution, local winemakers and distilleries have made Portland the home base of their craft as well. This tour visits some the city's coolest urban wineries and distilleries while showcasing the creative spirit underlying both movements. Start at Southeast Wine Collective along the culinary mecca of Southeast Division Street. This winemaker's studio is home to numerous urban winemakers whose love of the grape is only rivaled by their desire to live and work in the City of Portland. Fortunately, they have found a way to do both while sourcing grapes from the Columbia River Gorge, Willamette Valley and Southern Oregon while leasing space in the city. The result is an Avant Garde cadre of winemakers pushing boundaries on tradition while making delicious and often innovative wines. Enjoy lunch with a tasting of wines selected by the winemakers at Southeast Wine Collective before heading into the Central Eastside's Distillery Row with a visit to New Deal Distillery and House Spirits – two of the city's most successful and most creative craft distilleries.



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COLUMBIA RIVER GORGE – WET SIDE, DRY SIDE

DIFFICULTY: Level 1-2 (easy to moderate) depending on fitness level

ATTIRE: Comfortable shoes for walking and appropriate outerwear based on weather

Spend a full day exploring the Columbia River Gorge with a naturalist guide from Evergreen Escapes. Start on the Oregon side of the Columbia River to explore waterfalls before heading into the Eastern portion of the Gorge to explore the growing wine region emerging in this area and other charms in just 30 miles. You will also learn about the history of the area's geology and wildlife along the way.

GLOBAL LIQUID ASSETS IN THE TUALATIN VALLEY

DIFFICULTY: Level 1 (easy)

ATTIRE: Comfortable shoes for walking and appropriate outerwear based on weather

Oregon's Tualatin Valley counts its blessings by the cupful and this tour delves into its many liquid assets from coffee to wine, beer and much more. See this beautiful area close to Portland, but an experience unto itself on this tour. Begin with a coffee cupping at Dapper & Wise Coffee Roasting Lab for an education in third wave coffee without any coffee snobbery. Spend your afternoon at Apolloni Vineyards where you will tour the vineyard, taste Italian-style wines from the barrel, take a blending "class" and enjoy a winemaker's lunch. Tour the SakeOne Brewery to learn how they make traditional Japanese Sake from just water, yeast and rice. Visit one of the state's first wineries at Ponzi Vineyards where they have revolutionized the wine tasting experience in a beautifully modern tasting room.

IN THE FOOTSTEPS OF FDR

DIFFICULTY: Level 1 (easy)

ATTIRE: Comfortable shoes for walking and appropriate outerwear based on weather

On September 28th, 1937, President Franklin Delano Roosevelt came to Portland to dedicate two major Depression-era infrastructure projects and traveled a loop around Mt. Hood to do so. The Bonneville Dam would change life forever in the Pacific Northwest, paving the way for rapid wartime industrial expansion, and Timberline Lodge became a beloved refuge on the mountain and a base for generations of skiers. Travel Roosevelt's route, viewing Columbia Gorge waterfalls near the Dam, and climbing to 6,000' in subalpine territory to learn the unique stories of the lodge in the afternoon.

KITCHEN CONFIDENTIAL

DIFFICULTY: Level 1 (easy) with some walking in the venues

ATTIRE: Comfortable shoes for walking and appropriate outerwear based on weather

Most writers cannot visit Portland without writing about food. Consider this an invitation to write about chefs as you visit their restaurants to try the cuisine, learn their stories and fall in love with our culinary community. Though the tour will incorporate several Portland chefs in several neighborhoods, it will be told through the lens of one: Vitaly Paley – a James Beard Award Winner and one of the most influential chefs in the city. Paley opened his first restaurant more than 20 years ago and the effect of his approach to sourcing and cooking ingredients fresh from local farms evolved into our amazing culinary scene. You will love the food, but don't write about it. Focus on the people behind it and why chefs that could be successful anywhere in the world call Portland home.

MUSEUMS, GALLERIES, PUBLIC AND PERFORMANCE ART

DIFFICULTY: Level 1(easy) with some walking in the venues

ATTIRE: Comfortable shoes for walking and appropriate outerwear based on weather

Learn the city's artistic side from the Portland Art Gallery to street murals spread throughout the city, professional art galleries to starving artists. The program will also include some of the beautiful performance art venues in the city's cultural district. Meet gallery owners, artists, musicians, directors and other members of the Portland artistic community in this customized tour.



OREGON CITY: PAST, PRESENT AND FUTURE

DIFFICULTY: Level 1 (easy)

ATTIRE: Comfortable shoes for walking and appropriate outerwear based on weather

Explore the history of the Oregon Trail from its humble beginning welcoming pioneers weary from their 2,100-mile cross-country journey at the End of Oregon Trail Interpretive Center. Tour the Blue Heron Paper Mill, which will undergo an extensive Riverwalk development in 2018. See the beautiful and unique Villa Catalana, a Spanish-inspired winery in the countryside, and enjoy lunch in the vineyard. Head to the old downtown of Oregon City to try the heritage beer series at Coin Toss Brewery. This tour tells the story of the history of Oregon City and the role it played in the settling of the West to its modern-day and future.

PORTRLAND'S BEST NEIGHBORHOODS

DIFFICULTY: Level 1 (easy) with some walking

ATTIRE: Comfortable shoes for walking and appropriate outerwear based on weather

Portland has 95 distinct neighborhoods in the city and while no tour could visit them all, this one hits the best of the best in the city's five quadrants (yes, five quadrants, we said Portland likes to keep it weird). From quirky and cool Alberta Street and Mississippi Street in North and Northeast, to the laidback vibes of Hawthorne Boulevard, delicious Division Street, and the innovative Central Eastside in addition to the upscale Pearl District and NW 23rd, consider this your Portland 101 tour. The tour will include numerous Portland icons and personalities from every angle of the city. If you're looking for a general overview of the City of Roses, you found it.

WINE AND WATERFALLS

DIFFICULTY: Level 1 (very easy)

ATTIRE: Level 1-2 (easy to moderate) depending on fitness for Silver Falls State Park.

See both sides of the Willamette Valley in this day tour featuring an East vs. West look at the valley's agricultural side and natural landscape. Get the ultimate Oregon experience as you walk behind the beautiful waterfalls of Silver Falls State Park in the morning before heading across the valley to sip award-winning pinot noirs and other varietals in the afternoon. Learn how both of these state treasures are linked by a fiery past while taking to the trail and tasting with your naturalist guide.



PRE TOURS

Central Oregon

The Central Oregon experience creates the story ideas your editors dream about. Everyone writes about touring a brewery, but have you seen many stories about a brewery's own observatory or the intergalactic-obsessed brewery founder? You could write about the beauty of Smith Rock State Park (one of the Seven Wonders of Oregon.) Or, better yet, describe to your readers how it feels to be hanging on to sandstone spires by your trembling fingertips with only the encouragement of a guide (and some strategically-placed ropes). Sit down and be delighted by a three-time James Beard semi-finalist—a sushi expert who grew up in the tiny cowboy town of Prineville. Sleep at the newly renovated Suttle Lodge—a place so peaceful you won't even ask for the wifi password. Walk through a field of lava where astronauts roamed before walking on the moon. Get a bird's-eye view of our mountainous skyline from a helicopter and feel the hairs on the back of your neck stand-up at the thought of a ghost being in the room with you. Estimated distance/driving time: 375 miles, 7 hours.

HIGHLIGHTS: Smith Rock State Park, Newberry National Volcanic Monument , James Beard nominated Chef Joe Kim, Scenic helicopter tour of the Cascade Mountains, Brewery tour, Sunriver Resort, and Haunted history tour.

Lodging: Suttle Lodge, Sunriver Resort, Tetherow Resort

Physical Ability: Level 2 (moderate)

Eastern Oregon

COWBOYS, INDIANS, AND HAIR OF THE DOG

You've headed west (welcome to Oregon!), now it's time to head east and channel your inner cowboy/girl in Pendleton! It's a long drive, but luckily you have some amazing stops along the way. Like Multnomah Falls, the iconic 670-foot cascading waterfall in the breathtaking Columbia River Gorge, and lunch in The Dalles, or wine tasting in Echo—before you know it, you'll be enjoying a steak dinner. After a hearty breakfast, witness the seedy side of Oregon's wild west with a tour of the historic Pendleton Underground Tours. Next, experience the history, culture and hospitality of the Cayuse, Umatilla and Walla Walla Tribes who have lived on this land for more than 10,000 years at the Tamástslikt Cultural Institute. Then, you'll continue on to the charming town of Joseph—known for its art galleries, delicious handmade Arrowhead Chocolates, hand-crafted whiskey from Stein Distillery... oh, and all nestled at the base of The Wallowas, one of the 7 Wonders of Oregon. Estimated distance/driving time: 650 miles, 11 hours.

HIGHLIGHTS: En Route: Multnomah Falls, Pendleton Underground Tours, The Wallowas, Eagle Cap Train Excursion

Lodging: Pendleton (TBD), Joseph/Enterprise (TBD, two nights). Note: These will likely all be bed and breakfasts that will be booked once we have the headcount for the tour.

Physical Ability: Level 2 (moderate)

Mt Hood/The Gorge

FOREST TO TABLE MEETS ALPACAS TO WINE

Forest to table meets alpacas to wine. Trust us, this is the new travel trend everyone wishes they knew about. Here in the Mt. Hood and Columbia River Gorge region of Oregon, we take advantage of all the beauty and abundance our backyard has to offer. Your first couple of days will include cycling or boating along the Clackamas River (weather dependent), foraging for mushrooms with Steve our resident "fun guy", experimenting with wild herbs to make the perfect au natural first aid kit, and spending

the night with friends in a mountain-side tiny home. Next, you will make your way to the Columbia River Gorge National Scenic Area to snuggle with alpacas, bike to some of our favorite Hood River Valley wineries, eat meals harvested or caught mere miles from where you sit, and find new ways to express your recent Oregon inspiration and experiences through art. Ready to join us on this adventure?

NOTE: Attendees must be willing to share a home with another person at the Tiny Houses; however, they will get their own bed. Estimated distance/driving time: 165 miles, 3.5 hours.

HIGHLIGHTS: Biking along the Clackamas River, Foraging for mushrooms, Mt. Hood (one of Oregon's 7 Wonders!), Cascade Alpacas, Hood River

Lodging: Sandy Inn, Tiny Houses at Mt. Hood Village, Hood River Hotel

Physical Ability: Level 2 (moderate)

North to Central Oregon Coast

Before you get settled in Portland, check out Oregon's "Little San Francisco." Astoria is the first stop as you experience the north and central Oregon Coast—it's a charming small town that's both hip and historical. Behold the mighty Columbia River from the top of the Astoria Column, sip award-winning craft brews, then drift off to sleep on the waterfront at the Cannery Pier Hotel & Spa where you'll likely hear seals barking on the nearby rocks. Next stop on this adventure down the People's Coast: Oswald West State Park followed by a short hike to the straight-out-of-a-fairytale beach, Short Sands. Then you'll hit Cannon Beach where you can admire the iconic Haystack Rock from the view of your ocean-facing balcony at the Surfsand Resort. Just when you think the Coast can't get any better, you'll continue south for putt-putt golf at Salishan Golf Resort & Spa (don't worry, if golf isn't your thing, we're guessing a spa treatment might be?). Before heading back to the city, you'll have time to explore Newport's amazing Nye Beach and Historic Bayfront. Estimated distance/driving time: 300 miles, 6.5 hours.

HIGHLIGHTS: Sightseeing in Astoria: Lewis & Clark's Fort Clatsop & Captain George Flavel House Museum, Astoria Column, Cannon Beach/Haystack Rock, Craft beer tasting: Buoy Beer, Fort George Brewery , and Exploring Newport: Nye Beach, Historic Bayfront.

Lodging: Cannery Pier Hotel & Spa, Surfsand Resort, Salishan Golf Resort & Spa

Physical Ability: Level 2 (moderate)

Southern Oregon

EXCEPTIONAL CULINARY, WORLD RENOWN THEATER & SCENIC WONDERS

Southern Oregon is where Mother Nature has done some of her best work. You'll be in awe overlooking the pristine waters of Crater Lake National Park (one of the Seven Wonders of Oregon), a kaleidoscope of rivers and waterfalls, sprawling national forests, high meadows, rolling foothills of the Cascade and Siskiyou Mountain ranges, and verdant valleys. When folks come here and see these things, they say: "WOW." Our stage is set for you - the theatergoers, wine enthusiasts, history buffs, and nature lovers. You'll experience world-class theater performances, cuisine from award winning chefs, exceptional wines, and meet dedicated sustainable farmers and cheesemakers. Your tour will be based in the artistic cultural town of Ashland. From there, you'll venture to historic Jacksonville, Medford (Southern Oregon's hub) and Grants Pass – known for the famous wild and scenic Rogue River. We welcome you to experience our place called home, where timeless spirit continues to strive. Come see for yourself. Estimated distance/driving time: 640 miles, 12 hours.

HIGHLIGHTS: Crater Lake National Park, Scenic waterfalls and rivers, Oregon Shakespeare Festival, Applegate Valley Wine Trail , Winemaker's Dinner, Southern Oregon Artisan Corridor, Wildlife Safari

Lodging: Ashland Springs Hotel (two nights), Weasku Inn

Physical Ability: Level 1 (easy)

Willamette Valley

There's more to the Willamette Valley than award-winning wine. Sure, you can sip your way through 500 vineyards producing some of the best pinot noir, pinot gris and riesling anywhere, but don't miss out on discovering the region's harvested hops, cornucopia of fresh produce and foraged fine ingredients. Our Valley is so bountiful we may have too much to offer, but you can trust us, we won't make you settle. You'll tour our award-winning wineries and sip on world-class wine, then you'll tour hops farms and taste brew and cider that also make us famous. You can dine on fresh produce, meats and cheeses at our farm-to-table restaurants, but then we might put you to work to do a little cooking yourself (but by all means, let us handle the dishes). All this in nearly 150 miles of wine country where you can sip the day away. Estimated distance/driving time: 125 miles, 3 hours.

HIGHLIGHTS: Oregon Wine Country, Willamette Valley Vineyards , Hop Farm Tour, Oregon's Mt. Hood Territory, On-Farm cooking experience Kitchen at Middleground Farms, Fall Foliage Farm Tour,

Lodging: Inn at Red Hills, Vintages Trailer Resort, The Grand Hotel

Physical Ability: Level 1 (easy)

UnCruise Rivers of Wine

7-NIGHT WINE CRUISE ON THE COLUMBIA AND SNAKE RIVERS, OCT 21-28

Pull out the corks! Five AVAs, bunches of wineries, champagne, wine, and an onboard sommelier. Plus, hand-crafted meals, exclusive tours, spectacular vistas, and a week of river cruising—an oenophile's dream. Sail aboard the 88-guest S.S. Legacy on the Rivers of Wine cruise on the Columbia and Snake Rivers. The package includes: onboard meals; onboard spirits, wine, beer, non-alcoholic beverages; transfers and baggage handling between airport/hotel/vessel on embark/disembark days; entry fees to parks/preserves/winery; all from-the-vessel activities and equipment; wellness amenities: hot tub, fitness equipment, yoga mats, and a complimentary massage. More info about the cruise can be found at www.uncruise.com/destinations/columbia-river-cruises/rivers-of-wine. Embarkment, Disembarkment and Transfer details can be found [here](#).

HIGHLIGHTS: Sommelier and guest wine expert join you on board for the week, Winery tours and tastings in five Washington and Oregon AVAs: Columbia Gorge, Walla Walla, Red Mountain, Columbia Valley, Willamette Valley, Lunch at Terra Blanca Winery & Estate Vineyard, Maryhill Museum and Winery tour and tasting, Explore Palouse Falls canyon and Multnomah Falls, Discover Columbia River Gorge National Scenic Area, Convenience of sailing roundtrip Portland, Oregon

Mt Hood/The Gorge

GET 'WILD' AND SCENIC IN THE MT. HOOD/GORGE

Hike, bike, and drink your way through some of Oregon's most scenic landscapes in Mt. Hood and the Columbia River Gorge region. Starting at the entrance to the Columbia River Gorge National Scenic Area, explore Troutdale's thriving art scene while having a taste of some of the region's newest wine on the scene. Channel your inner Cheryl Strayed and Reese Witherspoon as you chase waterfalls and hike through old growth forests before settling in for a craft brew next to the Bridge of the Gods on the Pacific Crest Trail. Pedal (or don't) on your electric bike through the Hood River Valley and along the Historic Columbia River Highway. Explore the history and culture of one of Oregon's first cities, The Dalles, where Lewis and Clark once camped, pioneers on the Oregon Trail stopped to stock up on supplies, and brothels were once as common as Starbucks back in the late 1800's. Kick up your feet and take in the solitude for a relaxing evening at the Historic Balch Hotel in Dufur. Depart Oregon's High Desert and head to Mt. Hood for a tour of the iconic Timberline Lodge, home to the Nation's longest ski season and tastiest hot chocolates. No visit to the mountain is complete without some beer with an altitude from Mt. Hood Brewing. Clear your pipes for an evening of karaoke before settling in for a night at the Resort at the Mountain . Spend your last day exploring the Mt. Hood National Forest and neighboring communities before heading back to Portland. Estimated distance/driving time: 210 miles, 4.5 hours.

HIGHLIGHTS: Electric bike ride, Historic Columbia River Highway, Timberline Lodge, Craft beer, Scenic hiking, Spa time.

Lodging: Best Western Cascade Locks, Historic Balch Hotel, Resort at the Mountain

Physical Ability: Level 2 (moderate)

Southern Oregon Coast

NOV. 3 - NOV. 7 (4 NIGHTS, 5 DAYS)*

After you've had your fill of the city, why not fill up on amazing, locally-sourced cuisine and breathtaking beauty? After a quick 45-minute scenic flight, you'll arrive on Oregon's Southern Coast—one of the state's undiscovered gems! In Coos Bay you'll experience a traditional Coquille Indian Tribe salmon bake before spending the night at the Mill Casino Hotel & RV Park. In the morning, with all your winnings in hand, it's off to Bandon—though it's famous for its golf courses, Bandon has other offerings: like artisan chocolate and hand-crafted rum (just to name a few). Get your cameras ready, because next you'll see some of the most rugged and gorgeous portions of the Oregon Coast with stops at Face Rock State Scenic Viewpoint, Port Orford and Samuel H. Boardman Scenic Corridor. Estimated distance/driving time: 215 miles, 4.5 hours; PDX to North Bend flight: 45 minutes.

HIGHLIGHTS: Shore Acres State Park, Face Rock Creamery, Coquille Indian Tribe salmon bake, Coastal Mist chocolate tasting, Spirit tasting at Stillwagon Distillery, Samuel H. Boardman Scenic Corridor, Gold Beach

Lodging: Mill Casino Hotel & RV Park, Bandon Inn, Tu Tu'Tun Lodge, Brookings hotel (TBD)

Physical ability: Level 1 (easy)

*This tour is one day longer than all other tours ending on November 7.

POST TOURS

Some of the Post Tours are repeated, while others will have different features such as hotels, festivals, destinations, etc. Repeated Tours are noted in the below descriptions.

Southern Oregon

EXCEPTIONAL CULINARY, WORLD RENOWN THEATER & SCENIC WONDERS

Southern Oregon is where Mother Nature has done some of her best work. You'll be in awe overlooking the pristine waters of Crater Lake National Park (one of the Seven Wonders of Oregon), a kaleidoscope of rivers and waterfalls, sprawling national forests, high meadows, rolling foothills of the Cascade and Siskiyou Mountain ranges, and verdant valleys. When folks come here and see these things, they say: "WOW." Our stage is set for you - the theatergoers, wine enthusiasts, history buffs, and nature lovers. You'll experience world-class theater performances, cuisine from award winning chef's, exceptional wines, and meet dedicated sustainable farmers and cheesemakers. Your tour will be based in the artistic cultural town of Ashland. From there, you'll venture to historic Jacksonville, Medford (Southern Oregon's hub) and Grants Pass – known for the famous wild and scenic Rogue River. We welcome you to experience our place called home. Where timeless spirit continues to strive. Come see for yourself. Estimated distance/driving time: 640 miles, 12 hours.

HIGHLIGHTS: Crater Lake National Park, Scenic waterfalls and rivers, Ashland Culinary Festival: Chef's Competition, Oregon Cabaret Theater, Applegate Valley Wine Trail, Southern Oregon Artisan Corridor, Wildlife Safari

Lodging: Ashland Hills Hotel & Suites (two nights), Weasku Inn

Physical Ability: Level 1 (easy)

*This tour slightly varies from the pre tour.

Willamette Valley

There's more to the Willamette Valley than award-winning wine. Sure, you can sip your way through 500 vineyards producing some of the best pinot noir, pinot gris and riesling anywhere, but don't miss out on discovering the region's harvested hops, cornucopia of fresh produce and foraged fine ingredients. Visit Heceta Head Lighthouse--the most photographed lighthouse in America where you'll spend the night in the historic Light Keeper's house and wake up to with an incredible seven-course breakfast. Then it's off to "Track Town USA!" (aka Eugene). The area surrounding Eugene is home to the vast majority of Oregon's charming, historic covered bridges--a few of which you'll see as you tour the Cottage Grove Scenic Bikeway. And no trip to the Willamette Valley is complete without sampling some of its award-winning, world-renowned wine. But this valley is as rich in bounty as it is in scenery – which you'll experience first-hand when you check out the McKenzie River National Recreational Trail and see the breathtaking views of Sahalie and Koosah Falls. Estimated distance/driving time: 480 miles, 9 hours.

HIGHLIGHTS: Overnight in a lighthouse, Oregon Dunes National Recreation Area, Cycling an Oregon Scenic Bikeway, Covered bridges tour, Oregon Wine Country, Waterfall hikes, Truffle foraging

Lodging: Heceta Head Lighthouse, Home2 Suites by Hilton, Corvallis hotel (TBD)

Physical Ability: Level 2 (moderate)

*This tour slightly varies from the pre tour.



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GRAPHICS & PROGRAM

Special thanks to **Michael Snell & Doug Stremel** (jack-a-lope.com) for developing the Portland convention logo, collateral and program.

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Alex Pulaski	Lawrence Bleiberg	Charles Mardiks	Donna Connor
Alice Scott	Lee Foster	Chelsey Tobin	Inna Makheddinova
Andrea Johnson	Lois Alter Mark	Claire Koenig	Marc Aptier
Anietra Hamper	Margot Bigg	Connie Nelson	Janet Book
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April Orcutt	Marissa Benekos	Dean Conwell	Jialin Cox
Ariel Frager	Mark Downey	Deborah Wakefield	Jocelyn Padilla
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Claudia Carbone	Robert Holmes	Gillian Hall	Paula Butler
Cory Lee Woodard	Robert Jenkins	Gina Dolecki	Peggy Bendel
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Karyn Platt		Laura Davidson	
Kate Armstrong		Laura Myers Newman	
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		Lauren Frye	
		Laurie Gossy	

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Julie Hatfield		
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Karyn Platt		
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Kim Grant		

ATTENDEE LIST BY TYPE

Leah DiPietro	Donna Connor
Leslie Cohen	Inna Makheddinova
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Marcus Hibdon	Jeanne Gillies
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Rick Sylvain	Truman Smith
Sarah Scoltock	Wendy Martorano
Scott Peacock	William "Billy" Griffiths

Guest Speakers

Brandon Perlman	Brooke Miracle
Duane Bosworth	Jade Broadus
Jade Broadus	James DeRuvo
Kevin Max	Krista Rossow
Krista Rossow	Krista Simmons
Lori Rackl	Lori Rackl
Steven Wilker	Orlando Ashford
Orlando Ashford	Dominika Dryjski
Dominika Dryjski	Lauren Michod
Lauren Michod	Meryl Levitz
Meryl Levitz	Sally Andrews

Emeritus

Laura Overstreet	Robert W. Bone
Robert W. Bone	Sherry Spitsnaugle
Sherry Spitsnaugle	Sue Hobart

Guests

Ann DeVoss	Chris Reynolds
Chris Reynolds	Craig Barnes
Craig Barnes	Margaret Casey

Terms & Conditions

TERMS & CONDITIONS

Any SATW member, spouse/spouse equivalent, speaker, guest, or employee ("Participant(s)") who attends any SATW sponsored trip, convention or activity ("Event(s)") 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 Events. 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 Events whatsoever. Only delegates with appropriate delegate badges will be admitted to SATW Events.

PAYMENT TERMS

Core Convention - Payment is due at the time of registration by credit card.

Pre and Post Tours - Active members will be assigned to Pre and Post Tours on a first come, first serve basis based on capacity. Confirmation will be sent within 5 business days. Associates, Emeritus and Guests will be assigned based on availability and will be notified after September 7, 2017.

All attendees must pay for tours within 7 days of notification or the tour will be forfeited. Cancellation after September 22, 2017 will forfeit the payment.

Travel Cancellation and Medical Insurance is recommended.

GRATUITIES AND PERSONAL EXPENSES

Tips and gratuities for the Dine Around and day tours are NOT included in the convention fee and members will be expected to tip accordingly. 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

To show respect to our host and our partners, all delegates are expected to attend all events as scheduled. 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 events/activities.

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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 in whole or in part 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

Only a registered delegate may attend SATW events and functions during this convention. Delegate badges must be worn at all times and will be checked at the door of all events. SATW reserves the right to deny convention registration to any non-member.

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Cancellations up until August 31 will be assessed \$150 fee. There will be no refunds provided after August 31. All cancellations must be received in writing by the SATW Convention Registrar. Exceptions will be made only for documentable and serious medical emergencies or death of a member or someone in the member's immediate family (e.g., spouse,

spouse equivalent, child, parent, sibling, grandchild, grandparent). In these instances, the member will receive a full refund minus a \$150 processing fee. In the case of a medical emergency, a note from the attending physician is required stating he/she is unable to travel due to medical reasons. The approval of the refund exception must be made by the SATW President, or in his/her absence, the SATW President Elect. Any appeals by a member will be reviewed by the Executive Committee and a final decision will be issued within 60 days. SATW strongly recommends that members purchase optional trip insurance for cancellation, interruption, illness, injury, and baggage loss or damage.

TOUR CHANGE POLICY

Tour switches will be limited since most attendees received one of their selected tours. If you were assigned a Half or Full Day Tour you did not choose, we will do our best to make changes. Tour changes will only be made on Monday, October 30 and Tuesday, October 31 at the Registration/Help Desk at The Nines on the 6th Floor between 7:00 a.m. – 8:30 a.m. All tours and dine arounds will require a ticket so you must bring your tour ticket to make any changes. Tour changes are not guaranteed.

No Dine Around changes will be made since reservations have already been secured and paid for by our host.

You can swap tickets with another attendee at any time as long as both participate according to the Code of Conduct and Pledge below.

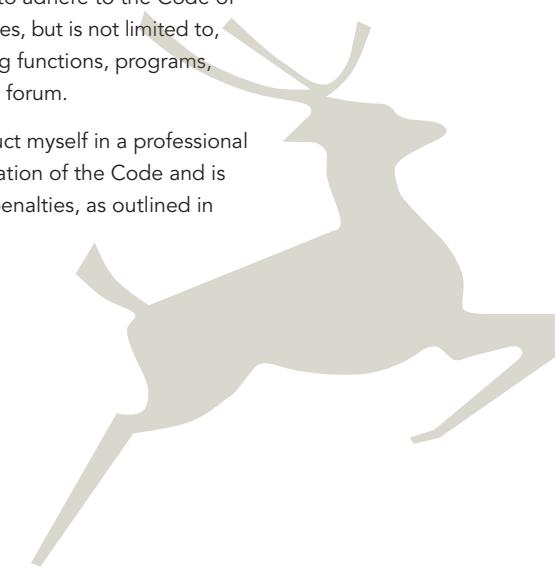
CODE OF CONDUCT

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.



NOTES

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