



**Official Program**  
**Society of American Travel Writers**  
**61st Annual Convention**

October 24 – 29, 2016  
Wenzhou, Zhejiang Province, People's Republic of China





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**SATZU**  
WENZHOU CHINA

温州中国





A JOURNEY TO DISCOVER WENZHOU'S BEAUTY

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## Welcome to Wenzhou, China!



### Dear Fellow Members of SATW,

Welcome to a very historic occasion for SATW, our first meeting in China. As we embark on our 61st year as an organization, the meeting holds particular significance for us. You'll find the energy and momentum found here in China reflected in our convention.

China today has demonstrated technical and economic innovation that makes it one of the world's fastest-growing economies. And this atmosphere has given us the inspiration to develop some new and innovative ways of presenting our convention. We have adopted a new and somewhat streamlined approach that allows us time to immerse ourselves in Chinese culture and cover travel to China in ways that will give us new insights and make our reporting stand out.

Speakers from China and the U.S. will help us not only to understand China but also to give us tools to report on what we see in new and innovative ways. And we have a schedule that will allow you to interact with our speakers and guests in ways that will provide even broader and more in-depth insights.

Finally, a special word to all who have come to join us here in China. Please be sensitive to the cultural and political landscape you encounter during your stay. Chinese culture is literally thousands of years old and during that time, traditions have grown up that should be observed. I'm sure you all have come to learn, as much as to observe and report. Join me in celebrating what we find and what our hosts show us. They are so proud to be able to host this first SATW convention in China. We are equally proud to be able to discover Wenzhou.

Thank you.

Paul Lasley  
President, SATW  
plasley@ontravel.com

## Welcome Letter

Every year in October, the monsoon from the Pacific Ocean reaches Asian Continent on time. Wenzhou, which is located in the coast of East China Sea, always feels this seasonal sea change in the first place. As 2016 marks the China-US Year of Tourism, we feel extraordinarily honored that in the significance of this bilateral tourism exchange year, SATW has chosen Wenzhou as the venue of annual meeting when the Society first crosses the Pacific Ocean to China.

As Confucius put it: isn't it a great pleasure to have friends coming from afar? Since time immemorial, Chinese people have had the tradition of treating their guests to the best and most special things of their country, among which are mountains, rivers, brooks, bridges, temples, pagodas, poetry, and the Four Great Inventions (i.e., papermaking, printing, gunpowder and the compass). Fortunately, the above-mentioned antiquities can still be traced in today's Wenzhou. Nestled in a mountainous region and facing towards the sea, the city has a history spanning more than 2 thousand years. It boasts scenic spots such as Yandang Mountain, Nanxi River, Taishun Gallery Bridge, and Jiangxin Isle. With its romantic oriental charm, the city surely has lot to offer to its visitors.

Wenzhou is not only the birthplace of China's landscape poetry, but also the hub of China's business culture. Over the past decades, more than 2 million Wenzhou businessmen have set off from the city, delivering their philosophy of business, benevolence and wisdom to every corner of the world. Meanwhile, exposure and interaction with the world have made Wenzhou a city with greater freedom, inclusiveness and openness. You are encouraged to use your international lens and angles to record the unique and valuable images of this historic and modern city with picturesque landscape.

Wenzhou got its name for its mild climate since it is warm in winter and cool in summer since ancient times. With warm embrace and oriental hospitality, we attract the world's attention with beautiful scenery and fine poetry.

Let the world appreciate the beauty of Wenzhou! Welcome all to Wenzhou!

Wenzhou Municipal People's Government

October 2016



## Welcome from Convention Chair



**Dear SATW Convention Delegates and Friends,**

Welcome to Wenzhou, China for the 2016 SATW Convention! This convention is of special significance in two ways: It is the first time in SATW's 61-year history that we are having a convention in China, a country that has one-quarter of the world's population. Second, 2016 is being celebrated as "China-U.S. Tourism Year," a decree announced by U.S. President Obama and China President Xi Jinping. As a Chinese American, I am especially proud of serving as a bridge between my motherland and my adopted homeland and introducing China's diverse beauty and growing travel opportunities to my fellow travel writers, photographers and professionals in the travel industry.

When I first joined SATW about five years ago, I was a bit surprised to find that our organization had never held a convention or other forms of meetings in China, Taiwan or Hong Kong. When Wenzhou expressed an interest in hosting SATW two years ago I jumped at the opportunity and for that I must thank my good friend John Huang for introducing his hometown to us. Convention co-chair Stan Wawer and I traveled to Wenzhou to have our first meeting with city government officials. We were showered with great hospitality and endless toasts! More importantly, we were struck by the natural beauty of Wenzhou and its surrounding areas, places such as Yandang Mountain and Nanxi River, which will be visited by many of you. Stan and I came back to Los Angeles, quickly helped Wenzhou put together its proposal and the rest is history. Heartfelt thanks go to SATW President Paul Lasley and the SATW board for selecting

Wenzhou as our host.

I would also like to point out that as part of this convention, we have organized the "China-U.S. Travel Photography Exhibition" at the beautiful Epoch Art Museum. Ten of our "Travel Photographers of the Year" winners have agreed to participate and contribute their outstanding images for display, together with seven award-winning Chinese photographers. This exhibit will be open to the public free of charge and it represents our efforts to leave the confines of our hotel meeting rooms and reach out to the larger Wenzhou community.

A special thanks to Bhaskar Krishnamurthy for coordinating the photo exhibition. Also to Michael Snell, my other co-chair, for his counsel and day-one unwavering confidence in the Wenzhou convention. Thank you also to Elizabeth Harryman and Catherine Hamm for organizing superb PD sessions; and to Deborah Wakefield for her attention to details in setting up the media marketplace and to Meryl Pearlstein and Annita Thomas for coordinating the First Timers Reception. I would also like to thank Spring Tour for its tireless efforts in coordinating the pre and post trips. My biggest appreciation of course goes to the Wenzhou Municipal Government, especially all my friends at the Wenzhou Tourism Administration.

During your stay in Wenzhou in the next few days, please open your minds and hearts and experience a part of China that is going through rapid transformation while still retaining many traditional and cultural values. I sincerely wish this will be the beginning of many more SATW meetings in China in the years to come!

David Lang, Chair, SATW 2016 Wenzhou Convention



## Wenzhou, China at a Glance

Wenzhou, is a city full of vitality and passion; a city filled with wisdom and legend. Wenzhou gestated the wisdom and spirit of the traditions, five thousand years of cultural accumulation, six hundred miles of natural landscapes. The people who live here were born with a natural character. The city landscape has a majestic beauty. Wenzhou has maintained its steady vigor and energy in the history vicissitude.

Wenzhou, is an outstanding tourist city with special natural landscape and commercial character. The scenic area covers a quarter of the city's land area. It has the largest tourism resources in Zhejiang province. Wenzhou is consisted of mountain, river, lake, sea, island and spring. The scenic area accounts for 22.23 percent of the total city land area. It has one World Geological Park, three Chinese outstanding tourist city, 43 A level scenic spots (including one national 5A level scenic spots, 13 national

4A level scenic spots), three national key scenic spots, three National red tourism attractions, six national industrial tourism demonstration enterprises, five national forest parks, two national nature reserves, 29 national culture relic protection units and one historical and cultural town.

Wenzhou is rich in natural landscape and cultural heritage, which makes this city as the best tourist destination for sightseeing and vacation.

In the center of Wenzhou, Jiangxin Islet regarded as "China Poetry Island, World Ancient Beacon," is one of the four famous lonely islets in China.

In Ouhai Zeya, Siliandui Ancient Workshop is called as "living fossil" of Chinese ancient paper-making technology.



In Longwan, folks are outstanding and the landscapes are charming. Daluo mountain and Yaoxi scenic area is assumed as the “green lung” of the city. The stones in the river are all with jade color. The ancient town of Yongchang Fort, with 450 years of history, is kept with anti-Japanese construction. It is the precious historical and cultural heritage for Wenzhou's people.

Dongtou island, located in the East China Sea of Oujiang, consists of hundreds of islands. It is a national ecological demonstration zone.

Nanji Island ,located in the southeast of Pingyang , is regarded as the kingdom of shellfish. It is listed as the UNESCO World Biosphere Reserve and National Marine Nature Reserve.



Rui'an is the outstanding tourist town in the southeast coastal line. It shows us natural and cultural landscapes, such as Yuhai Chamber (one of the four ancient private libraries), Rock tombs of ancient Qin state , Liji Medical School (the first modern Chinese Medicine School in Zhejiang) Shijinshan temple (the earliest and the most complete stone temple) and many other cultural treasures.

In DongYuan printing village, the production scene of Chinese movable-type printing are fully represented.

Baizhang waterfall in Wencheng, got the name of “the most beautiful waterfall” in the world. Liu Ji’s hometown is long admired to honor the great man Liu Ji. Longqiyuan Spot is full of She minority style. Tonglingshan spot is with different "pothole wonders."

If Wenzhou is a book, it will be a landscape painting book with lovely ink fragrance.

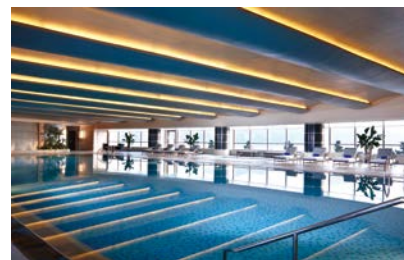
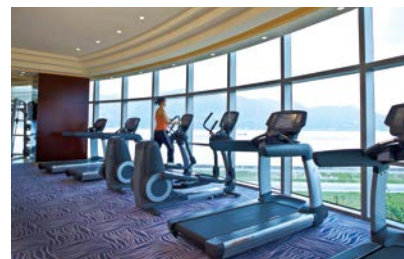


## Convention Hotel

Shangri-La Hotel, Wenzhou is located in the center of the Central Business District of the new development area of Wenzhou, next to the International Convention and Exhibition Centre with easy access to local government offices. Shangri-La Hotel, Wenzhou overlooks the Oujiang River and enjoys spectacular river and mountain views. The hotel is just a 25-minute drive from Wenzhou Longwan International Airport , and about one hour away from scenic sites such as Yandang Mountain and the Nanxi River. The hotel features 409 tastefully appointed guest rooms, including 73 Horizon Club rooms and 34 suites, each with river and mountain views. Horizon Club rooms offer an enhanced level of service, comfort and convenience for busy

travelers, including late check-out and a personal concierge. The superbly equipped health club offers indoor swimming pool, Jacuzzi, sauna, and complete massage facilities, and floodlit outdoor tennis court. It's an ideal place to refresh and re-energize.

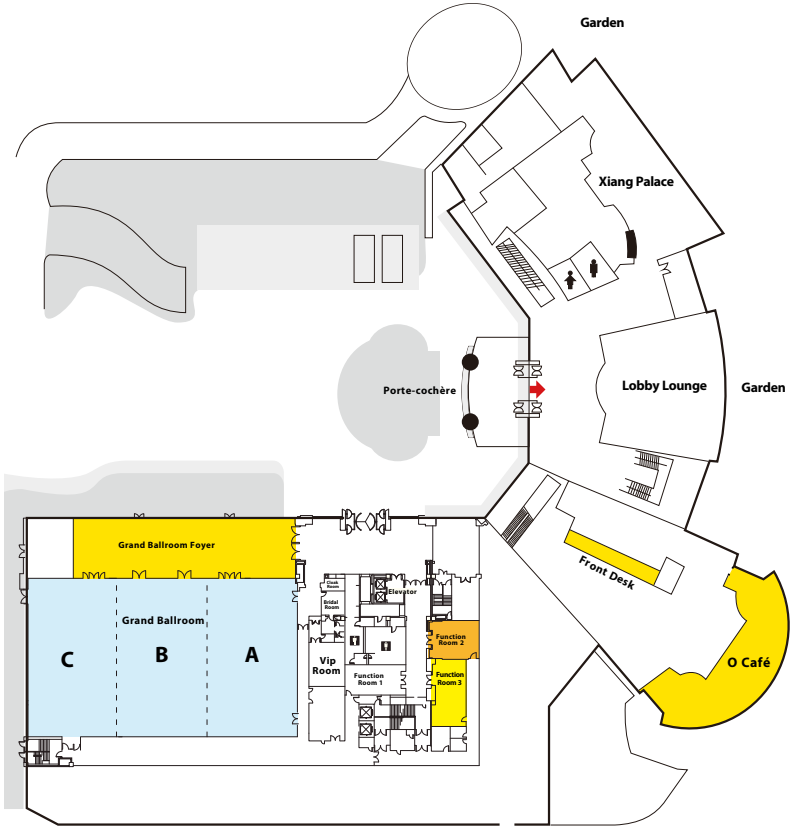
Since 2009, the hotel has become the model of foreign business hotel and the first choice for business, conference, travel with its excellent geographical location, perfect supporting services, warm and thoughtful service.



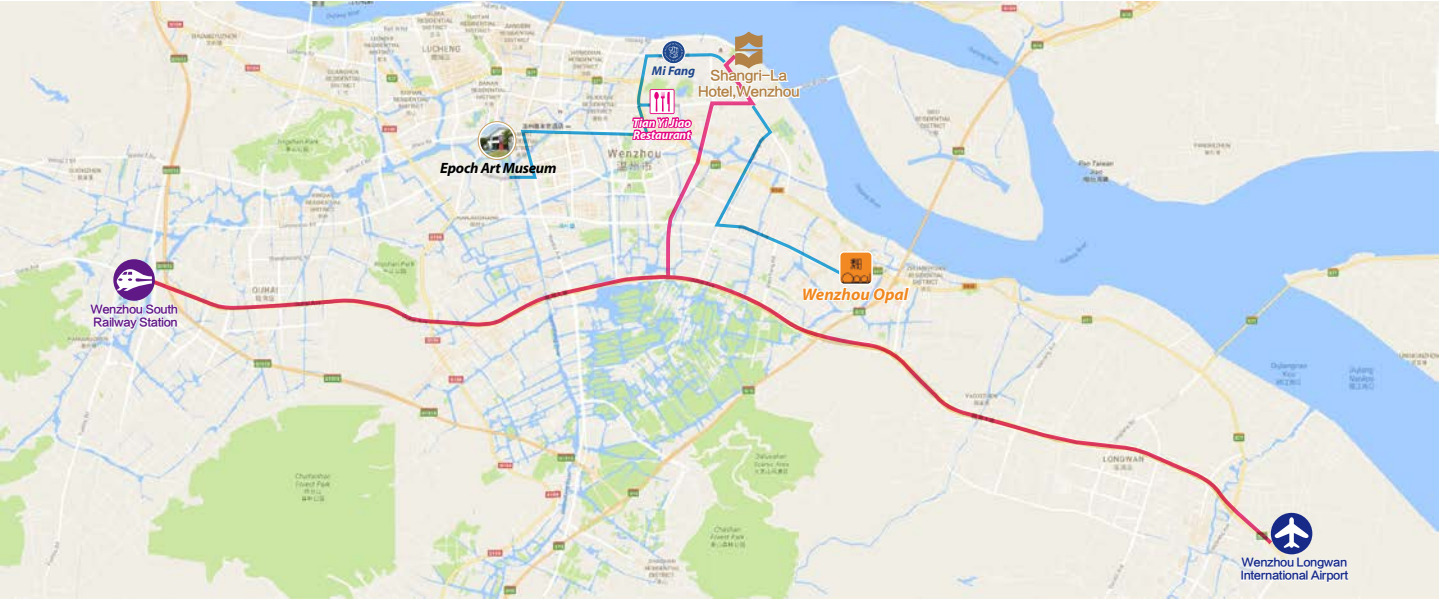


# Hotel Floor Plan

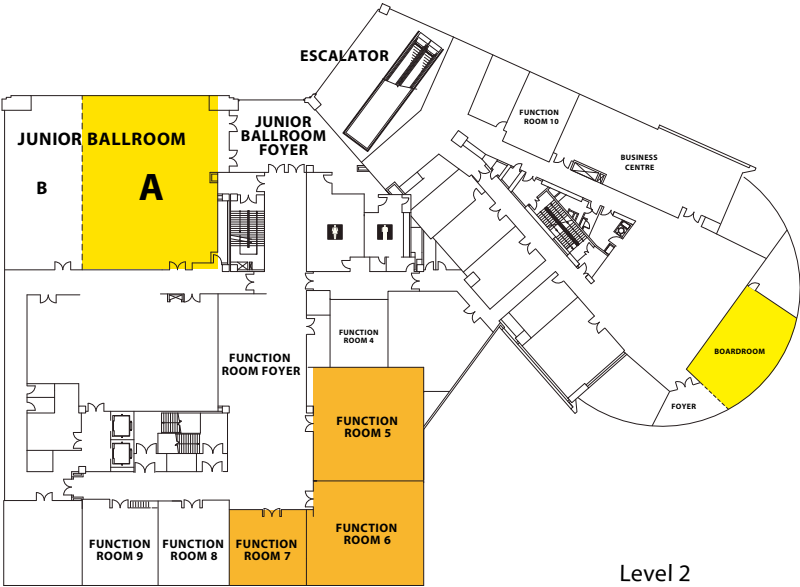
Floor Plan of Meeting Spaces  
Level 1



# Map of Convention Hotel and Event Locations



## Event Locations



Level 2



## Map of Convention Hotel



# Convention Schedule

## Sunday - October 23

TIME	ACTIVITY	LOCATION
2:00 pm - 5:00 pm	SATW Hospitality Suite Open	Function Room 3
2:00 pm - 5:00 pm	Registration / Help Desk	Grand Ballroom Foyer
11:00 am - 1:00 pm	Buffet Lunch	O Café on the 1st Floor
6:00 pm - 9:00 pm	Light Buffet Dinner	O Café on the 1st Floor

## Monday - October 24

TIME	ACTIVITY	LOCATION
8:00 am - 5:00 pm	SATW Hospitality Suite Open	Function Room 3
9:00 am - 5:00 pm	Registration / Help Desk	Grand Ballroom Foyer
11:00 am - 1:00 pm	Buffet Lunch	O Café on the 1st Floor
5:30 pm - 6:00 pm	First Timers Reception	Junior Ballroom A
6:30 pm - 8:30 pm	Welcome Reception	Grand Ballroom B&C

## Tuesday - October 25

TIME	ACTIVITY	LOCATION
7:00 am - 8:00 am	Tai-Chi Class (optional)	Garden
8:00 am - 5:00 pm	SATW Hospitality Suite open	Function Room 3
7:30 am - 8:45 am	Registration/Help Desk	Grand Ballroom Foyer
7:00 am - 8:45 am	Buffet Breakfast	Junior Ballroom A
9:00 am - 9:45 am	Opening Ceremony	Grand Ballroom B&C
9:45 am - 10:00 am	Take a Break	Grand Ballroom Foyer

## Tuesday - October 25

TIME	ACTIVITY	LOCATION
10:00 am - 12:00 pm	Sino-U.S. Tourism Forum	Grand Ballroom B&C
12:00 pm - 12:30 pm	Group Photo	Garden
12:45 pm - 2:30 pm	Awards Luncheon	Grand Ballroom A
2:30 pm - 3:00 pm	Take a Break	Grand Ballroom Foyer
3:00 pm - 4:00 pm	SATW Business Meeting	Grand Ballroom B&C
4:10 pm – 4:50 pm	New Board Member Meeting	Horizon Level Board Room
5:00 pm - 5:45 pm	Light Buffet Dinner at Hotel	Grand Ballroom Foyer
6:00 pm	Buses Leave for Nantong	Porte-cochère
6:30 pm - 10:00 pm	Sino-U.S. Travel Photography Exhibition Opening Ceremony	Epoch Art Museum, Nantong
8:30 pm – 10:00 pm	River Night Boat Cruise (optional)	Nantong
8:30 pm – 10:00pm	Buses Depart from Nantong Every ½ Hour	The North Gate of Bailuzhou Park

## Wednesday - October 26

TIME	ACTIVITY	LOCATION
7:00 am - 5:00 am	SATW Hospitality Suite Open	Function Room 3
7:00 am - 8:00 am	Registration / Help Desk	Grand Ballroom Foyer
7:30 am - 8:45 am	Chapter Meetings / Breakfast	Function Room 5/6 /7 /8
9:00 am - 12:00 pm	Media Marketplace	Junior Ballroom A
9:00 am - 11:30 am	Member Families Activities ( Flower Arrangement)	Function Room 2
12:30 pm - 5:30 pm	Half-Day Tours with box lunch	Various Locations from Porte-Cochère
6:15 pm	Buses Depart For Dinner	Porte-Cochère
6:45 pm	Off-Site Dinner	Tian Yi Jiao Restaurant
8:30 pm	Buses Depart for Hotel	Tian Yi Jiao Restaurant

**Tips:** Please remember the bus sign( Bus 1, Bus 2,etc... ) , and take the round trip on the same shuttle bus.



Thursday - October 27

TIME	ACTIVITY	LOCATION
7:30 am - 5:00 pm	SATW Hospitality Suite Open	Function Room 3
7:00 am - 8:00 am	Breakfast	Junior Ballroom A
7:00 am - 8:00 am	Registration / Help Desk	Grand Ballroom Foyer
8:00 am - 5:30 pm	Full - Day Tours	Various Locations from Porte-cochère
6:30 pm	Dine Arounds	Mi Fang from Porte-cochère
9:30 pm, 10:00 pm, 10:30 pm	Buses Depart for Hotel from Mi Fang	Entrance of Mi Fang

Friday - October 28

TIME	ACTIVITY	LOCATION
7:30 - 8:15 am	Council Meetings / Breakfast under Activity	Function Room 5/6/7
8:30 am - 12:15 pm	Professional Development Sessions	Grand Ballroom C and Junior Ballroom A
9:00 am -11:30 am	Shopping at Five Horses for Families	Five Horses Street
12:30 pm - 5:30 pm	Half - Day Tours with box lunch	Various Locations from Porte-cochère
6:30 pm	Buses Depart for Closing Reception	Shangri-La Hotel from Porte-cochère
6:30 pm - 8:30 pm	Closing Reception	Opal
9:30 pm	Buses Depart for Hotel from Opal	Gate of Opal

Saturday - October 29

TIME	ACTIVITY	LOCATION
8:30 am – 11:30 am	SATW Hospitality Suite Open	Function Room 3
Full Day	Departure / Check Out for Post Tours	Front Desk / Porte-cochere

Professional Development

This year's Professional Development has two objectives :  
expanding attendees' knowledge of China and helping members enhance their earning potential.

Professional Development Schedule

Tuesday, October 25

TIME	ACTIVITY	LOCATION
10:00 am – 12:00 am	Sino- U.S. Tourism Forum	Grand Ballroom B&C
	Major Remarks by: NAME to be confirmed, China National Tourism Office (CNTO), Deputy Director NAME to be confirmed, The Director of Zhejiang Province Tourism Administration Kully Nelson, Senior Commercial Specialist, U.S. Consulate General Shanghai Robyn Garfield, Foreign Commercial Service Officer, U.S. Consulate General Shanghai	
	Panel Discussion by: Sophie Huang, Editor-in-Chief, National Geographic Traveler China Laurence Zhang, Executive Editor-in-Chief, Travel+Leisure China Catharine Hamm, Los Angeles Times, Travel Editor Elizabeth Harryman Lasley, Westways Magazine, Travel Editor Jonathan Hutt, General Manager - International Marketing, Spring Airlines David Lang, Chair, SATW 2016 Wenzhou Convention, Moderator	

Friday, October 28

TIME	ACTIVITY	LOCATION
8:30 am – 9:50 am	A. Meet the Editors PitchSlam	Grand Ballroom C
	Here's your chance to meet some of the country's top travel editors, learn about how they work, and have a chance to pitch them your story ideas. BBC Worldwide's Anne Banas, Cruise Critic's Carolyn Spencer Brown, the Los Angeles Times' Catharine Hamm, and Westways' Elizabeth Harryman will hear freelance pitches, give feedback, and can even make assignments on the spot.	



B. Video Storytelling

Junior Ballroom A

No matter your skill level or equipment, you can make amazing videos—we'll show you how. Videographer Michael Conan Wolcott presents a mini film school, showing you how to use professional film-making techniques to tell stories with the video camera. He'll show you the basics of production and post-production. He'll also impart strategies for creating compelling videos that engage viewers.

10:00 am – 11:00 am

A. The Content Revolution  
– Selling Your Work to New Markets

Grand Ballroom C

Former USA Today Travel Editor Veronica Stoddart reveals the explosion of new outlets for writers, editors, and photographers. Media companies increasingly use journalists to create sponsored content, or native advertising, and big brands use journalists to lead content marketing efforts. Veronica explores the world of sponsored content and discusses its ethical implications for journalism's future.

B. Professional Podcasting

Junior Ballroom A

OnTravel Media's award-winning broadcaster Paul Lasley shows you how to produce podcasts that rise above amateur-sounding efforts and keep people listening. He'll reveal interviewing techniques, give tips on the best equipment to take on the road, and get you started with what you already own. He'll also show you how to be the perfect podcast guest and how to avoid pitfalls such as uptalk, the vocal fry, and the overuse of "like."

11:15 a.m.-12:15 p.m.

A. Today's Travel Trends  
—How to Use Research to Enhance Your Bottom Line

Grand Ballroom C

This session will reveal today's most significant travel trends and how to use resources you might not have thought of, such as the U.S. Department of Commerce, to find information and statistics that can help you in your reporting. You'll learn how to use these resources to enrich your travel coverage and profit from the information.

B. Social Media for Profit: the Other Content

Junior Ballroom A

Social media enthusiast Jen Leo will show you how you can earn money in social media. Smart brands and destinations are hiring savvy content producers to spread the word for them on Twitter, Facebook, Instagram, and Snapchat. Jen will discuss successful social media campaigns and how many followers you need to be considered an influencer. She'll show you how to beef up your platforms and how to maintain your credibility as a journalist when you do paid social media work.

Professional Speakers and Panelists



Anne Bansa

Travel Editor

**Anne Banas** is Travel Editor of BBC Worldwide, where she creates original, engaging and sharable content for a global audience. Previously, Anne was the executive editor and face of SmarterTravel.com ( a Trip Advisor company ). As a sought after travel expert, Anne has appeared on ABC Nightline, The Early Show, Good Morning America, and CNN. Anne's commentary also has been featured among leading media outlets, including the Associated Press, The New York Times, The Washington Post, NPR and Condé Nast Traveller. Her travel stories have appeared on USAToday.com, ABC News, and Boston.com.



Carolyn Spencer Brown

Editor

**Carolyn Spencer Brown** is editor-in-chief of Cruise Critic, overseeing its international editorial operations. A former staff writer with The Washington Post, Spencer Brown 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 Magazine and the Associated Press—Spencer Brown also

has been named one of the “25 Most Influential Women in Travel” by Forbes Life Magazine.



Catharine Hamm

Travel Editor

**Catharine Hamm** has been with the Los Angeles Times Travel section since 1999, serving as travel editor since 2003. She's 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 five times.



Elizabeth Harryman

Travel Editor

**Elizabeth Harryman** is the Travel Editor of Westways, which has won five major Lowell Thomas Travel Journalism awards and has a circulation of 4 million and a readership of 8 million. Elizabeth also coordinates travel coverage for the other six AAA magazines the Auto Club of Southern California publishes, which reach markets from New England to Hawaii. With her husband, Paul Lasley, Elizabeth wrote a column on travel and dining that ran for 10 years in major U.S. newspapers including the Los Angeles Times and the Miami Herald, and they are former travel correspondents for NBC's Today show.





## Sophie Yun Huang

Editor

**Sophie** is the Editor-in-Chief of National Geographic Traveler China and is very knowledgeable about the travel media and tourism markets in China . She graduated from the prestigious Communication University of China (formerly known as the Beijing Broadcasting Institute). As a media veteran with 16 years of experience, she has joined Trends Group, the publisher of National Geographic Traveler China since 2001. Sophie has been invited to appear as guest speakers or special anchors for various travel programs on CCTV, The Travel Channel, China Business Radio and the Beijing Traffic Radio.



## Paul Lasley

Editor / Broadcaster

**Paul Lasley** produces and hosts two daily radio shows that are broadcast to 3.5 million listeners in 175 countries on the American Forces Network and are podcast at OnTravel.com and iTunes. He's co-hosted talk radio shows on KABC and KPCC in Los Angeles, and 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. He started covering travel when flying was fun.



## Jen Leo

Social Media Enthusiast

**Jen Leo** is a social media enthusiast and co-founder of KidsNTrips, a partnership of family travel influencers that create social buzz for brands like American Express, Visit Park City, Wyndham Vacation Rentals, Marriott Residence Inn, and Atlantis Paradise Island. She writes the nationally syndicated Web Buzz column for the Los Angeles Times and co-hosts the podcast This Week in Travel, available on iTunes. Jen edited the award-winning Sand in My Bra, a women's travel humor series by Travelers' Tales.



## Veronica Stoddart

Editor

**Veronica Stoddart** is an award-winning travel editor and content marketing consultant with more than three decades in travel publishing. She provides content marketing solutions for travel clients via her consultancy, VS Content Strategies, and as Executive Editor in Residence for Percepture, a marketing communications agency. Previously,

she was USA Today's Editor in Chief for Travel, where she oversaw a staff of reporters, editors and columnists producing content for the nation's largest newspaper, its travel website, and other digital products, reaching a combined daily audience of 6 million readers. Veronica was the founding editor of Caribbean Travel & Life magazine, which she edited for 10 years, and she has worked as a contract editor for the National Geographic Society, as travel editor of Americas magazine, and as a stringer for Time-Life News Service in West Africa. She also has appeared as on-air expert on Best Beaches of the World, a 12-part series that aired on the Travel Channel. A graduate of Wellesley College, she believes that travel can be a force for good in the world.



## Michael Conan Wolcott

Editor

**Michael Conan Wolcott** has been making videos since he was thirteen. After film school, he worked as an editor at National Geographic Television, then as a one-man band producer/shooter/editor documenting improvement projects in developing nations. Later, he taught documentary production to youths in El Salvador and produced travel videos across the United States' National Park system. Now he works as a creator and consultant with agencies and brands to tell engaging, authentic visual stories.



## Laurence Zhang

Travel Editor

**Laurence Zhang**, a prolific travel writer, is the Executive Editor-in-Chief of Travel + Leisure China, where he has been working at since 2008. He has published a collection of his essays in Under the Fingertips, Beyond Memories (2004) and his travel articles in Happened to be a Traveler (2015). His new book, Traveling the Warmth of the World with You, will be published in 2017 Laurence graduated from the School of Journalism at the top-notch Fudan University in Shanghai.



## Jonathan Hutt

General Manager  
(International Marketing)  
Spring Airlines Co., Ltd

Jonathan joined Spring Airlines in 2010 and has helped the company develop its strategic roadmap for international expansion, including the establishment of its subsidiary in Japan; the first such venture by a privately-owned Chinese carrier. Since 2012, he has taken the lead in the development and expansion of Spring's New Media Center.

Jonathan has over 20 years marketing experience in the Greater China region and has worked with a number of international brands; including Aston Martin, Harley Davidson, General Motors, Dunhill and LVMH.

Jonathan earned his Doctor of Philosophy degree in Asian Studies from the Australian National University and is fluent in written and spoken Chinese, both classical and modern.



# Media Marketplace

Wednesday, October 26

TIME	ACTIVITY	LOCATION
9:00 am – 12:00 pm	<b>Media Marketplace</b>  The annual Media Marketplace is the place for Associates to pitch story ideas to the travel writers, photographers, editors, bloggers, videographers and radio broadcasters. It's also a forum for making and solidifying relationships with journalists that will result in additional coverage long after the convention ends.  TravMedia is again sponsoring the Media Marketplace appointment-scheduling tool and the online pressroom, which will remain open for story research until Dec. 31, 2016.	<b>Junior Ballroom A</b>

**Marketplace Sessions**

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

**Scheduled Appointments**

Scheduled appointments—each 10 minutes in length—run from 9 am – 12:00 pm During this session, Actives and Associates will conduct pre-scheduled appointments. Actives and Associates who have open appointment slots are free to meet with one another. TravMedia will be on-site to help facilitate meetings.

**Open Marketplace**

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

**Marketplace Rules**

- Marketplace tables will be arranged alphabetically within designated sections. Alphabetization is done by the company name listed on the Associate's table sign. Associates are required to sit at their assigned tables.
- Associates may bring press kits, photos and other collateral for distribution and display; however, displays must fit on the

Associate's assigned tabletop space and should be no taller than 16 inches.

- If using a laptop or iPad to show video, the sound must be low enough so as not to disturb conversations happening at adjoining tables.
- Promotional items (food items, pens, magnets, etc.) with a retail value under \$3 may be distributed.
- Only registered Active and Associate SATW members may attend Marketplace. No guests are permitted. Spouses are permitted only if they have a volunteer role assigned to them by the Marketplace Committee co-chairs.

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

# Tian – Wednesday Dinner



# Tian Yi Jiao

Tian Yi Jiao was founded in January 1995. It is specializes in Wenzhou folk snacks and Ouyue dining culture, which creates a new model of catering. Since it opened, Tian Yi Jiao successfully accomplished dozens of important reception tasks, including Vice Chairman of the NPC Standing Committee - Han Qide and Jiang Zhenghua, vice chairman of the CPPCC - Wang Zhizhen, Luo Fuhe, Qian Zhengying, Zhejiang provincial Party Secretary Zhao Hongzhu, and former Zhejiang Province Governor Lv Zushan and so on.

In addition, Tian Yi Jiao also successfully hosted a series of big events, which were directed by the Department of Commerce of the People's Republic of China. They are "The World's Top 500 Economic Forum," "Zhejiang ShanHai Cooperation Conference Hotels," "The Second World Wenzhou People Hometown Dinner" and so on. "Tian Yi Jiao was honored as "Wenzhou famous logo" and "top 10 special dining brand by Wenzhou Goverment in 2006 and 2007.

Nowadays, "Where to find the best local snacks in Wenzhou ? -- Tian Yi Jiao" is a captivating and well-known jingle in Zhejiang. "Tian Yi Jiao" is also regarded as a business card of Wenzhou.



## Mi Fang Innovation Park – Thursday Dine Around

Mi Fang innovation park was transformed from Wenzhou flour factories. It is located at No. 5255 Oujiang Road, Lucheng District, Wenzhou city. This area is in the core block, north to the Binjiang landscape belt and adjacent to Oujiang River. Mi Fang was transformed from the former factories, with the modern architectural aesthetics and contemporary art and culture. It inherited the original plant structure and space relationship. On the basis of the historical features, it is now reborn as an innovation park, which is a stylish and trendy blend of art, fashion, restaurants, entertainment, culture and sports.

The project of Mi Fang makes this city more glorious. The idea was to turn the flour plant into an innovation park, which produces ideological sustenance instead of flour. This area attracts many popular shops, connects contemporary artists and builds a cultural communication platform with different arts such as music, play, show and new media, etc... Mi Fang aims to inherit and develop the local culture of Wenzhou. It is committed to actively promote the development of Wenzhou youth culture, to attract more people to join. Mi Fang makes chances for more

culture in this land, enriches people's spiritual life, meets the demand of modern city, Wenzhou will be more multicultural.



米房 (cǎi)



## Wenzhou Opal – Closing Reception

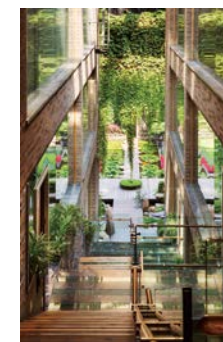


One day in 1993, Mr. Zhu Xiao Jie returned to Wenzhou and named "Opal" as his working office.

He can't forget the beautiful color of an Australian jewel , which is called “Opal;” he can't forget the study life in Australia. Any piece of classic items requires experience, process and the best choice of materials. “Opal” is qualified with these three elements. What matters more is the designer's belief to build this brand and the designer's passion of life, which is originated from this city - Wenzhou.

Wenzhou, is where Opal is. There is an important spiritual guide in the development of Opal. He is “Laozi.” “The Way bears sensation, Sensation bears memory, Sensation and memory bear abstraction. and abstraction bears all the world.” This Taoism natural philosophy combined with Opal's special design, makes “Opal” branded in China and toward the world.

"Collection level modern furniture" can be a summary of the opal branding. Every piece of furniture from Opal will not only be unique, and also with the fragrance of the earth. “Opal” wants people to live naturally and ignite our daily life with our enthusiasm. “Opal” is looking forward to seeing beautiful homes, beautiful Wenzhou, and beautiful China.





# Half-Day Tours

**Wednesday, Oct 26 and Friday, Oct 28**

Join us for in-depth explorations that take us behind the scenes in beautiful settings. These tours are designed to reveal the city of Wenzhou. Half-Day Tours offered Wednesday and Friday afternoons are a magnificent way to learn about this rich and vibrant city. Half-Day Tours on Wednesday leave from the Porte-cochere at 12:30 pm and half-Day Tours on Friday leave from the Porte-cochere at 1 p.m. Prior to departure be sure to grab your box lunch just outside the main ballrooms.



## Jiangxin Islet

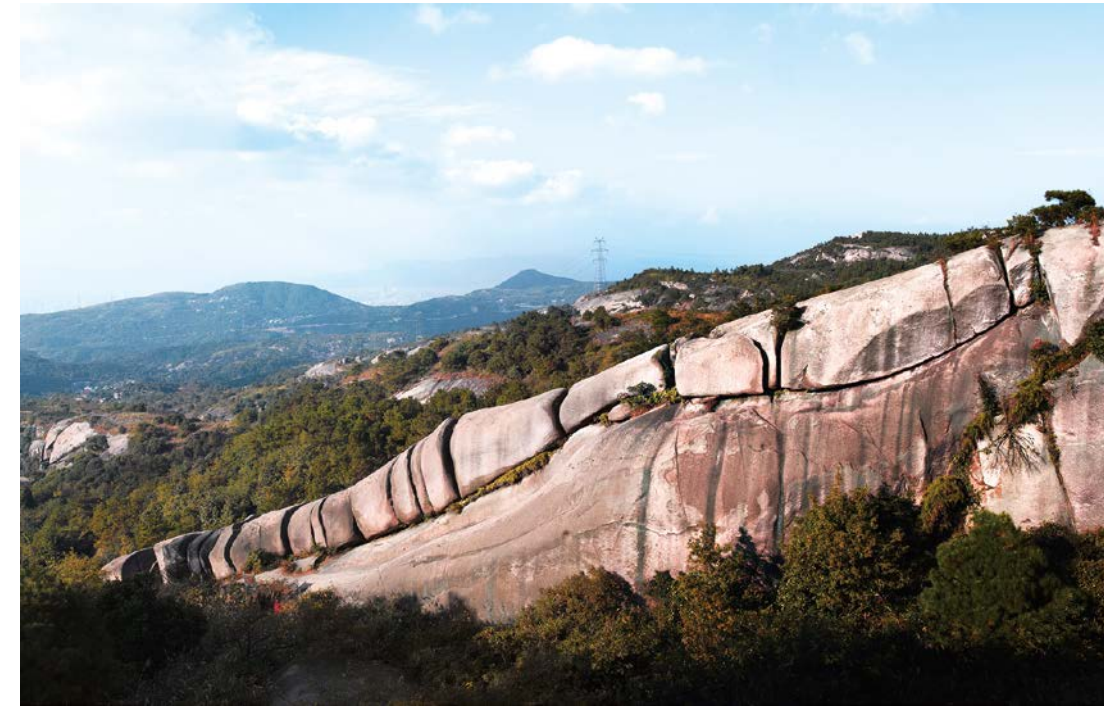
In the middle of the Ou River near Wenzhou's city center is one of the four most famous historic islets in China. Only a short ferry ride away, the island offers a peaceful and beautiful environment, which differs markedly from the hustle and bustle of city life nearby. Visit the East Pagoda, built during the Tang Dynasty (AD869) and the West Pagoda, constructed during the North Song Dynasty (AD 969). Between the two is the beautiful Jiangxin Temple. Also visit the former British embassy (built in 1890) and the ancient navigation lighthouse. Stroll leisurely along paths with flowers and ponds on both sides. This tour is offered in two variations: a photography tour and general attendee tour.



## Sanyang Wetland and Daluo Mountain



The Sanyang Wetland Park, 15 to 20 minutes from the Shangri-La Hotel, is the "Kidney of Wenzhou." It is a nature paradise crisscrossed by rivers and streams. Go boating, walk along the marshland and watch the flight of migratory birds. Daluo Moutain is located in the southeast of Wenzhou, 707 meters above sea level, and lies between the Oujiang River and Feiyun River. It is near the East China Sea and is separated by plain in Xiahexiang along Oujiang river and Tangxia plain area, which consists of Xian Yan scenic area, Yaoxi scenic area, Tian Zhu scenic area, Chashan scenic area and Sanyang scenic area. Daluo Moutain has picturesque scenery, rich vegetation, storied pinnacle, picturesque rocks and unique scenery, and it still maintains the original natural landscape.

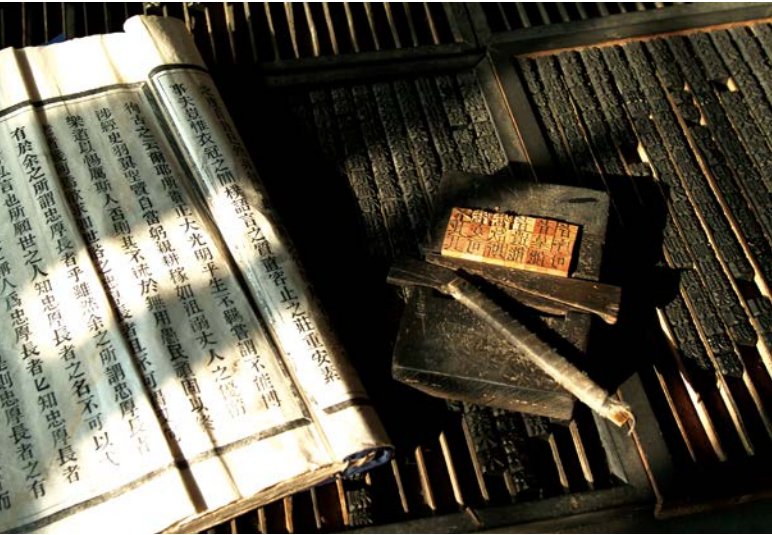


## Daluo Mountain Fall Foliage Hiking

It is a climbing route, so please wear sport shoes and comfortable clothes for your safety and convenience while climbing mountains. Please take moderate exercise according to your own physical conditions. If you feel any discomfort during the trip, please contact our executive committee as soon as possible.

The picturesque Daluo Mountain is located in the southeastern part of Wenzhou about 20km from its city center. With the Wenzhou University town nearby, Daluo is regarded as the green zone and backyard garden of the city. We will hike up the slopes of hills, following a trail constructed by park rangers. You will see waterfalls and pools, different rock formations, old villages and orchards, and Buddhist temples along the way. The fall foliage should be at its peak in late October. This tour is offered in two variations: a photography tour and general attendee tour.





## Rui'an wooden moveable type printing village and Jiuzhu Lake Scenic Area

Dongyuan village in Rui'an County has kept the traditional art of Chinese wooden movable type printing for more than 800 years. In 2010, the Chinese wooden movable type printing was officially designated a UNESCO "Intangible Cultural Heritage" site, which requires urgent preservation. Dongyuan Village is near Jiuzhu Lake, a beautiful part of the Zhai Liao River scenic area. The region has nine small lakes surrounded by green hills in a picturesque setting.



## Papermaking in Zeya & Outdoor Exploration in Ou hai

The Zeya scenic area is located in Ou hai County. The area is dotted with beautiful waterfalls, ponds and green canyons. It is a playground for outdoor activities such as zip lining. The area also has a long history of papermaking and you will have the chance to observe the process first-hand.

## Shopping at the Five Horses Pedestrian Shopping Area



Wuma (or Five Horses) Street is the most popular pedestrian-only shopping area in Wenzhou. You will find numerous shopping and dining choices as well as the surrounding areas of Shamaohe Ladies' Street, Kaitai Department Store, Fuqian Street, Gongyuan Street, First Bridge and Liefang Road Shopping Center. When you are tired of shopping, enjoy a cup of coffee or taste a Wenzhou snack at one of the local stores.



## Wenzhou Museum, Kun Qu and Handicraft Tour

This tour will bring you to the two major museums in the city and allow you to have a full glimpse of Wenzhou's history and culture such as traditional Chinese dance and opera and long history of handicraft and manufacturing. In addition to your museum visit, you will visit the Kun Qu Opera and have the opportunity to wear Kun Qu Opera's colorful costumes, learn the movements and sing a few lyrics. The third part of this tour will include a look at Ou embroidery, Ou sculptor and boxwood carving renowned in China. Wenzhou artists will show their skills and artistic creation.





Wenzhou Food Tour

Wenzhou has some of the freshest seafood and the most diversified dishes in China. You will taste the various Wenzhou Ou cuisines and watch an Ou master chef do a cooking demonstration. A visit to the local market is included.



Full - Day Tours

Thursday, October 27\*

Full-day tours leave at 8 a.m. from the Porte-cochere and most return at 6 p.m. with the exception of the Photographer tours. Lunch is included on all tours.

Yandang Mountain National Geological Park & the Guanyin Temple (Photographer Tour)



Yandang Mountain (“Wild Goose Pond Mountain”) is a UNESCO World Geological Park and a photographer’s paradise. It is ranked among the top 10 mountains in China and is known for its natural beauty, arising from its many vertical rock faces and pinnacles, mountain slopes with lush forests and bamboo groves, streams with clear water, waterfalls and caves. It is called “the natural museum of volcano.” Visit the beautiful Dalongqiu (“Big Dragon”) Waterfall and the Lingfeng scenic area, which is famous for its steep peaks and various shaped rocks. Climb up the steps to reach the Guanyin Temple, a Buddhist temple built inside a hillside cave. The temple follows the natural rock structure and has



nine levels with the Guangyin shrine occupying the highest, most hidden section of the cave. The temple was first built in 265. When night falls, with a little imagination, one can see the mountains and rocks transformed into different shapes under the moonlight, such as an eagle retracting its wings, a wife and husband peak, a rhinoceros looking at the moon, and a lovesick maiden. You will have dinner in the Yandang area before returning to the hotel.







### Terraced Rice Fields of Ming'ao (Photographer Tour)

The beautiful rice terraces and scenery in Ming'ao, Yongjia County is another photographer's paradise. Ming'ao, in the northwestern part of Yongjia County, has been designated a creative shooting area by the China Photographers Association. No matter where you are in Ming'ao, you can always get a beautiful photograph. You will leave for Ming'ao after breakfast. The bus trip will take about 1.5 hours. You will enjoy a local farm lunch with ingredients freshly picked from nearby fields.



### Historic Villages in Yongjia County (Photographer Tour)

Many ancient villages with hundreds of years of history are well preserved in Yongjia County. Some of them can be traced back to the Tang Dynasty and the buildings there have distinct architectural features. You will visit Furong Village, the design of which was based on the concept of the Big Dipper. Next you will go to Lishui Street, built during the Ming Dynasty. It is a covered pedestrian walkway about 300 meters long and has more than 90 unique local shops on both sides. After lunch, you will visit Cangpo Village, which was originally built in 955 AD. It was rebuilt in 1178 and has been at the same location for more than 800 years. The entire village's design was based on the "Four Treasures of Study."



### Taishun Covered Bridge & Ancient Village

Wenzhou has the world's most beautiful corridor or covered bridges and Taishun has the largest concentration of them in China. Located in the southern part of Wenzhou, the mountainous Taishun County is also famous for its fresh air. The corridor bridges have a delicate structure and they always charm visitors with the ever-changing aspects of their beauty. You also will visit the famous radon hot springs in the area and ancient Taishun Villages.

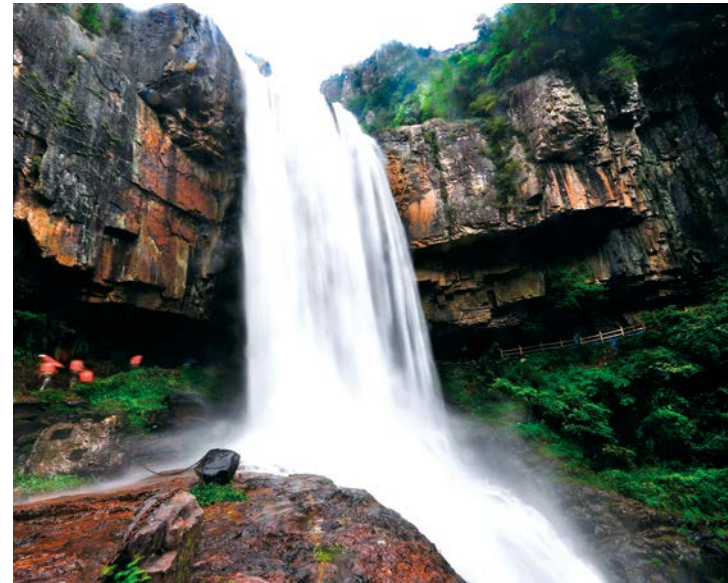






## Yandang Mountain National Geological Park & the Guanyin Temple

Yandang Mountain (“Wild Goose Pond Mountain”) is a World Geological Park designated by UNESCO. Ranked among the top 10 mountains in China, Yangdang was formed 12 million years ago and is one of the most complete Cretaceous rhyolitic ancient volcanic caldera. It is called “the natural museum of volcano.” Visit the beautiful Dalongqiu (“Big Dragon”) Waterfall and the Lingfeng scenic area, which is famous for its steep peaks and various shaped rocks. In the Lingyan scenic area watch the “Flying Man” glide and perform acrobatics from one mountain peak to another by the use of a harness. Climb up the steps to reach the Guanyin Temple, a Buddhist temple built inside a hillside cave. The temple follows the natural rock structure and has nine levels with the Guangyin shrine occupying the highest, most hidden section of the cave. The temple was first built in 265. This tour requires walking and hiking.



## Baizhangji Waterfall in Wencheng County

Baizhangji Waterfall is China’s highest waterfall at 1,158 feet high. There are three falls. To get to fall No. 1 it is more than 4,000 steps. The area is renowned for its magnificent waterfalls and beautiful lakes. Another scenic spot is Celestial Summit Lake (Tianding Lake). It is clear and deep like a bright mirror and is in the Nantian Mountain at the top of the Baizhangji Waterfall.

This tour is physically strenuous and requires lengthy hiking.







## Nanxi River bamboo rafting / Cangpo Village / Furong Village

Nanxi River is a branch of the Ou River, which is the largest river in the Wenzhou area. Nanxi is famous for its 36 bends and 72 beaches. More than 200 villages, which can be traced back to the Song, Ming and Qing dynasties, dot the Nanxi River area. Historically, the beautiful mountain and river scenery together with ancient architecture have provided many story ideas for travel writers and photographers. You will visit the ancient Cangpo Village and Furong Village, cruise on the Nanxi River by bamboo rafts and see how cormorants help fishermen catch fish.



## Dongtou Island

The Dongtou Island group consists of 103 individual islands. It features steep cliffs, secluded caves, beautiful reefs, soft sand beaches, unique topography and a large population of seabirds and fish. Taste fresh seafood for lunch.



Please be aware that many of the half-day and full-day tours — especially those that venture outside of the city will involve a good deal of walking. They may also involve uneven and/or slippery surfaces and many will involve stairs... lots of stairs. Wear appropriate footwear and focus on your comfort and safety.  
The deadline for the information about the conference in this manual is closed on October 15<sup>th</sup>, 2016, if there is any change in it, please refer to actual events.



## Pre-Tours

### SHANGHAI October 19 - 23

Shanghai, an hour by flight north of Wenzhou, is China's major financial center and gateway to China through Pudong International Airport. Walk along the Bund and visit the Oriental Pearl TV Tower, the tallest TV tower in Asia. Tour the Yuyuan Garden, a classical Chinese garden built in 1559, and shop and eat at the Yuyuan Bazaar. Visit the world-renowned Shanghai Museum, Shanghai Jewish Refugee Museum and the former French Concession. Explore the different neighborhoods on your own by riding Spring Tour's 24-hour Hop On / Hop Off Bus. Take the evening cruise along the beautiful Huangpu River and see the world-famous performance by the Shanghai Acrobatic Troup. Top your visit with a lavish welcome dinner hosted by the Shanghai Tourism Office.



### GUIZHOU PROVINCE October 17 – 23

Guizhou, one of the most remote and less developed provinces in China, also is of the most beautiful with spectacular scenery beyond description. It is populated by multiple minority groups who wear colorful traditional costumes and reside in charming ancient villages. Fly into Guiyang, the capital of the province, and from there we will tour Zhijin Cave, the largest karst cave in China with numerous stone pillars, pagodas and forest; and the Huangguoshu Waterfall (Yellow Fruit Tree Waterfall), the largest waterfall in Asia. Visit Miao villages and see several magnificent bridges built across thousand-feet-high river canyons in Xingyi and the Maling River Canyon areas. The Guizhou Province Tourism Office will host a welcome dinner, which will feature local cuisines.

### SICHUAN PROVINCE October 18 - 23



Sichuan Province is known as the home to the Giant Pandas. Visit the charming city of Chengdu, Sichuan's second largest city, and the Giant Pandas Breeding Research Base located just outside the city. Tour the Huanglongxi Ancient Town and the Leshan Giant Buddha, a UNESCO site, which is 233 feet tall and is carved into the side of a hill overlooking the river. Climb Mount Emei, another UNESCO world natural and cultural heritage site, which is one of the four major Buddhist mountain sanctuaries in China. The view at the top of Mount Emei, where you will be above the clouds, is magical. ( Warning: the Mount Emei climb will be physically strenuous! )

### BEIJING October 19 - 23

China's capital city for more than 800 years, Beijing is filled with history. You will visit Tiananmen Square, one of the world's largest city squares, and tour by rickshaw the Hutongs, which are historical back alleys of the city. The tour also includes four UNESCO World Cultural Heritage sites—the Forbidden City, which was the imperial palace for the Ming and Qing Dynasties; the Temple of Heaven, China's largest temple and altar where emperors prayed for good harvests; the Summer Palace, which was built in 1750 as a retreat for the royal families; and the Badaling section of the Great Wall. You will also sample Beijing's most famous dish, Peking Roast Duck.



## Post-Tours

### GUILIN October 29 - November 2



The beauty of Guilin, which means “ Forest of Sweet Osmanthus ,” is legendary. It is located in the Guangxi Zhuang Autonomous Region in the southwestern part of China and borders Vietnam. The charming Li River flows through endless picturesque karsts and limestone landscape and topographies. See the Elephant Trunk Hill, Reed Flute Cave and the Seven Star Park. Visit the breathtaking Longji Terraced Rice Field and the Longji Minority Village. Spend a night at Yangshuo, the most beautiful part of Guilin. Top your visit with a lavish dinner hosted by the Guilin Tourism Office.

### SICHUAN Province October 29 – November 4

For this tour, you will visit Chengdu and the Giant Pandas Breeding Research Base. From there you will go to Jiuzhaigou, an area of spectacular scenic beauty especially during the autumn seasons with the fall foliage. Discovered by the outside world

only a couple decades ago, Jiuzhaigou is a collection of nine Tibetan villages located in a 80-km-long valley strewn with colorful lakes (similar to those in Yellowstone but more spectacular), waterfalls, forests and snowy mountains. It is a UNESCO site and a photographer’s paradise.



### THE SILK ROAD October 29 - November 6



The Silk Road is a historically important international trade route between China and the Middle East/Mediterranean region. Because China silk comprised a large proportion of the trade along this ancient road, it was named in 1877 the “Silk Road” by Ferdinand Von Richthofen, an eminent German

### YUNNAN PROVINCE October 29 – November 4



Yunnan Province is located at the southwestern region of China, bordering Myanmar, Vietnam and Laos. Its land is clustered with snow-crowned mountains and glaciers, lakes and hot springs, highlands, and tropical rain forests. It is home to 26 minority ethnic groups, the most diverse in any province in China. Visit the city of Kunming—the capital - and the Stone Forest, a topographic region with a jungle of hundreds of monoliths in shapes ranging from overhanging cliffs to grotesque boulders. Then visiting the beautiful town of Lijiang and stroll along 800-year-old streets. Tour the snow-capped Jade Dragon Mountain and the Tiger Leap Gorge, which is one of the most famous hiking destinations in China. End your trip in the charming town of Shangri-La, and visit the Pudacuo National Park.

geographer. It is a UNESCO World Heritage Site. During your trip, you will visit the Xi’an-Terra Cotta Warriors Museum; Jiayuguan Pass of the Great Wall, which was used to defend against the Monguls and other invaders; Dunhuang-Mogao Caves with beautiful cave paintings; and the Zhangye-Danxia National Geological Park.

### YANGTZE RIVER/THREE GORGES CRUISE October 29 – November 2

The Three Gorges is a scenic area along the middle reaches of the Yangtze River, which spans from the western-upriver cities of Fengjie, Chongqing, and Yichang eastward downstream to Hubei Province. The Three Gorges region has attracted global attention due to the construction of Three Gorges Dam. You will take a three-night Yangtze River Cruise from Chongqing to Yichang, visit the Three Gorges Dam, Shi Bao Zhai and the Small Gorges.





## Post Post Tour

### Shangdong Province - Experience China's High-Speed Train November 4-8, 2016

Shandong Province, located in the northeastern part of China, is the hometown of Confucius and one of the birthplaces of ancient Chinese civilization. Visit its capital Jinan, known as the “ City of Springs,” and tour Baotu Spring, Daming Lake Park, Furong Street and Old Town. Climb Tai Shan, the holiest of the five holy mountains in China. Visit the City of Qufu, the birthplace of Confucius, and pay respects at the Confucius Temple & Cemetery. Enjoy a lavish dinner organized by the Shandong Province Tourism Administration, our host for this trip.



### Tipping for Tours

For Pre & Post Tours, suggested tipping for both your tour guide and driver is US\$10/day.

For the half- and full-day tours in Wenzhou, no tips are required.

## Thank You to our Sponsors, Partners and Volunteers

Thank you to all of our sponsors, partners and volunteers for their extraordinary support for this year's SATW Convention.

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Awards Luncheon

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American Revolution Museum at Yorktown in Virginia’s Jamestown-Williamsburg-Yorktown “Historic Triangle, ” will be completed in late 2016. This transformation of existing Yorktown Victory Center will feature vibrant, engaging exhibition galleries in a distinctive new building, and an expanded and enhanced outdoor re-created Continental Army encampment and Revolution-period farm. The new museum will join Jamestown Settlement as one of the nation’s premier living-history museums telling the story of America’s beginnings. The Jamestown-Yorktown Foundation is proud to be a sponsor for the 2016 convention. For more information on the new museum, contact Susan Bak, susan.bak@jyf.virginia.gov or visit www.historyisfun.org.

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TravMedia has the travel industry’s global media network and the world’s largest online news portal for travel media and travel industry professionals. With offices in 10 countries, TravMedia provides a social network for business, that unites more than 25,000 registered journalists and 15,000 travel professionals globally. TravMedia has powered the Online Pressroom for the SATW Convention for the past four years and introduced its cutting-edge appointment scheduling system for Media Marketplace at the 2014 convention in Iceland. TravMedia is also proud media and technology partners for Brand USA, the United States Destination Marketing Organization, and U.S.

Travel Associations premier annual trade show, IPW.

Thank you also to all of our Partners who helped us to organize and create the Wenzhou, China Convention .

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John Huang

Shangri-La Wenzhou

Sopo Event Marketing Agency

Zhejiang Province

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# *American Revolution Museum at Yorktown*



Celebrate the Grand Opening of the American Revolution Museum at Yorktown March 23-April 4, 2017, with a salute to America's 13 original colonies. Engaging gallery exhibits and stimulating living history spanning the entire American Revolution capture its epic scale and meaning for the nation and the world.



[www.historyisfun.org](http://www.historyisfun.org)





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## Terms and 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.

## Deposit and Payment Terms

Deposits and payments are due as per deadlines. Failure to pay promptly may result in losing one’s place on a “first-come, first-served” list. Denial of participation may result if final payment is not received by the deadline. Late payment penalties may be imposed by SATW. SATW members are responsible for all payments for themselves and their spouse/spouse equivalent. The member’s membership privileges to attend chapter and council meetings and the annual Society convention will be suspended until full payment is received by SATW.

## Gratuities and Personal Expenses

For Pre- and Post-Tours, please prepare to tip your guide and driver collectively at US\$10.00/day. For the half- and full-day tours in Wenzhou, no tips are required.

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

## Alcoholic Beverages

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

## Program Participation

It is both extremely rude and unprofessional not to participate in any event that hosts/members/guests are expected to attend. Serious and/or persistent no-shows may be liable for ethics violations. No refunds will be considered for any no-show.

Members should not make special requests of the hosts. Questions, including story-gathering requests that require changes in or the addition of arrangements not on the program, should be directed to SATW and not to the hosts.

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

## Liability

As a courtesy to its members, speakers and guests, SATW acts in the capacity of liaison with the air carriers, hotels, transportation, ground carriers, restaurants, tour operators/organizers and other Event service providers (“Third Party Providers”) in connection with SATW Events. SATW does not own, manage, control, or operate any Third Party Providers, transportation vehicle, hotel, restaurant, or other supplier of services. SATW is not responsible for delays, losses, injuries, damages, cancellations, inconveniences, cessation of operations, bankruptcies, caused in whole or in part by the acts



or omissions of Third Party Providers. other uncontrollable events.

. All arrangements with Third Party Providers are made solely for the convenience of SATW members, guests, and employees and are undertaken at the risk of the SATW participant

All Participants release SATW, its Board members, its officers, its directors and its management company and all of their partners and affiliates from any claims for loss or damage to baggage or property, or for personal injuries or death, or for any loss from delay arising out of the acts, omissions, or negligence of any Third Party Providers. Each SATW participant agrees to indemnify SATW and all of their partners and affiliates for all penalties, charges, losses, or expenses incurred by virtue of any act, omission, or violation of law by the participant. Participant will also indemnify SATW for any reasonable attorneys' fees and expenses that SATW may incur by reason thereof. SATW its Board members, its Directors and its management company do not assume and expressly disclaim responsibility for any claim, action, cause of action, injuries, losses, or damages arising from the actions and omissions of Third Party Providers.

Members should not make special requests of the hosts. Questions, including story-gathering requests that require changes in or the addition of arrangements not on the program, should be directed to SATW and not to the hosts.

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

## Personal Property

SATW its Board members, its officers, directors and its management company and all of their partners and affiliates are not responsible for any theft, loss, pilferage, and/or damage to any participant's personal property. Additional suppliers such as hotels print and/or post the limit of their respective liability to passengers/guests.

## Denied Travel Privileges

Under extraordinary circumstances, such as illegal activities or gross violations of the SATW Code of Ethics, SATW may decide to terminate the convention privileges of a participant 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 for 2016

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

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

## Convention Cancellation Policy

Cancellations up until August 1 will be assessed \$50 fee; cancellations after August 1 will be assessed \$150 fee; no refunds for cancellations after September 1, 2016. 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 \$50 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

Pre and post tour arrangements will be handled by Spring Tours. Cancellation or change fees may apply as per Spring Tours's policies.

Half day and full day tour changes must be made by August 5 and will incur a \$25 fee per requested change. However, you can swap at the convention with no fee as long as you find a replacement to fill your spot. Tour changes are not guaranteed.

## SATW's Code of Conduct

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

## Pledge

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

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

### 01 Program Participation

Members, their spouses or spouse-equivalents as well as invited guests, sponsors and speakers—hereafter collectively called “delegates”—attending SATW meetings and associated programs, tours, trips and events are expected to participate in all activities for which they registered. If a delegate must cancel, he/she shall be expected to notify the host as soon as possible.

Any delegate missing two or more scheduled activities for which they are registered without giving prior notification to the host may be liable for Code of Conduct violations. No refunds will be considered for any “no-show.”

Any delegate having a concern that would require changes to the schedule of events should direct this matter, as early as possible, to SATW officials and not to the hosts. This would include any changes desired in order to gather information or images for stories.

Delegates, including convention sponsors, are prohibited from offering hospitality and/or scheduling any additional activities during periods when official convention program events/activities are planned.



### 03 Respecting Local Customs

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

### 04 Online conduct

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

Promptly upon receiving notice of a post that violates these standards, the Communications Manager shall take down that post. The Communications Manager shall document each such violation. In the event of three violations by a member, the Ethics Committee will be notified and provided with the reports. The Committee can decide an appropriate sanction, if any, including but not limited to a ban from SATW forums and social media channels or dismissal from the Society.

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

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

#### SATW Community Guidelines

##### Comments should always be:

- Thoughtful
- Considerate
- Concise

##### Comments should not contain:

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

##### Guidelines for avatars/photos Avatars/photos should not:

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

### 05 Alcoholic Beverages

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

### 07 Penalties for Violations to the SATW Code of Conduct

If a delegate's failure to follow these guidelines occurs at any SATW function and is reported to one of the following:

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

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

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

If a suspected Code of Conduct violation is reported to an SATW officer after the function has concluded, the matter shall be reported to the Code of Conduct Committee. That panel shall investigate the complaint, seeking witnesses and, if warranted, seeking a response from the accused member. The committee shall evaluate the evidence and decide any penalty. The committee can seek guidance from the Society's Executive Committee.

If three Code violations by one member are reported to the Executive Director, the Ethics Committee will be notified. Its members are then to consider the written reports. The Committee can decide to prohibit the member from taking part in further Society events, for a period to be determined by the Committee.

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

Non-member delegates to SATW meetings or other functions

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







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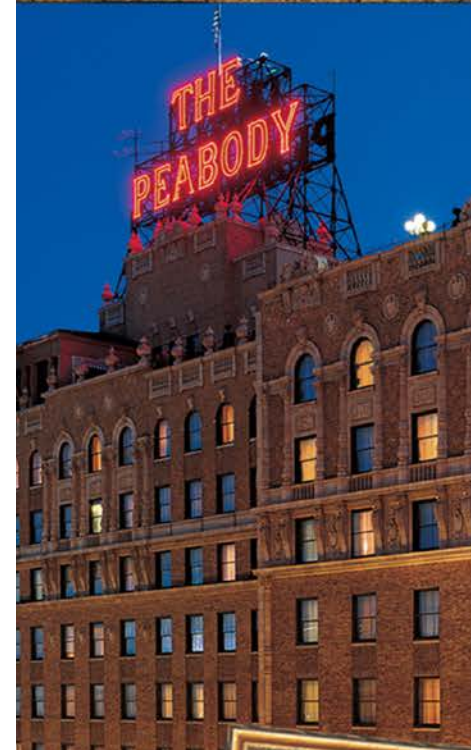
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SUSISANG  
Live For Me



#### Who is SUSISANG?

We are an innovation brand which mainly engaged in Internet and home life products. SUSISANG was founded in 2015, The investors are from the fashionable luxury Korea Kisaku Group. The products include fashion items such as knitwear, underwear, pantyhose, home clothes, and personal care. The products are designed with elegant and intellectual inspiration to create the best fit for women and family.

Only one year broke billion output value, more than 10 million SUSISANG products into millions of families. This outstanding achievement made SUSISANG become NO.1 in the field of mobile electronics business, fashion underwear and knitwear category in the country's reputation and sales, and was named leader of the year's network of innovation and industry.

Success is not accidental, SUSISANG insisted on six best: the best global origin; the best product design; the best fabrics; the best brand design; the best sales service; the best agent model.

Brand: SUSISANG Su Shanger / PH / TIGERLILI

SLOGAN: Live for me

SUSISANG is a design company?

We are innovative design studios and community entrepreneurship center.

Design is SUSISANG's core competitiveness. SUSISANG's design center integrates all kinds of fashion designers' idea, establish a cooperation base with the United Kingdom, Germany, Korea, Hong Kong, Taiwan and other places of overseas designers to build a global fashion designer and global brand cooperation platform.

SUSISANG's designer is a typical "trapeze", they often participant some fashion conference, or a variety of fashionable places. SUSISANG's clothing is basically synchronized with some of the world's top brands of fashion and household items. We will call it "the Soviet-style trinity" - the "three" are "designers", "market experts" and "purchase experts." Three of them will together to determine the design style.

SUSISANG create their own communities on the internet: SUSISANG group. Platform is committed to helping more women to start their own business, to build China's first elite female mobile community club.

SUSISANG group has created a unique O2O model: VIP consumer (from the offline to online, from the online guide to offline, achieve online distribution, get loyal sales), there will be 100 marketing service experience center opened in major cities of China.

SUSISANG is the entrepreneurial institution?

We are a public platform, now has more than 100,000 family entrepreneurs.

SUSISANG just comes from a pure and simple dream "I want to start a business to achieve myself". So three founders: ZhuGe Donghe, APPLE, Wang Muyun work together, and created SUSISANG brand;

They adhere to the initial ideas and attitudes to the best product quality, best design, best service, the best model, through bit by bit efforts achieved SUSISANG's simple but not easy dream; Nowadays more and more women gather together, from little group to a large family; Now SUSISANG has more than 100,000 women starting their own business.

The starting of this simple dream has become the backbone of innovation and entrepreneurship in China.

online guide to offline, achieve online distribution, get loyal sales), there will be 100 marketing service experience center opened in major cities of China.



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■ 上世纪70年代，创始人克里斯蒂亚诺·卡西尼家族在意大利博洛尼亚地区开设了纯手工定制店铺，产品因其细腻的质感、精致的做工而声名远扬。

In the 1970's, the Cassini's opened a handmade custom shop in Bologna, Italy. Because of the fine texture and delicate quality, their product gained the reputation.

■ 1994年，卡西尼沿承家族荣誉，正式创立SOLOSALI品牌。

In 1994, Cristiano Cassini succeed the family honor, officially founded SOLOSALI.

■ 2011年，报喜鸟携手SOLOSALI进驻中国，专注男装高级定制，依托工业4.0智能定制工厂，开启中国绅士的定制之旅。

in 2011, SOLOSALI stationed in China join hands with BAOXINIAO, focus on the man's customization, with the Industry 4.0 intellectual factory to open the gentleman custom trip in China.

报喜鸟集团荣誉出品  
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是以“休闲装”和“童装”为主导产品的服装企业。

公司拥有“森马”和“巴拉巴拉”两大服装品牌，目前两大品牌在全国拥有7700家门店，

2011年3月森马在深交所A股上市，当前市值330亿。

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