

**Leadership Santa Rosa, Class XXVII
Hospitality & Tourism Day - AGENDA
June 9, 2011**

- Theme: A Day in the Life of a Sonoma County Tourist
- Objective: Understand how and why Sonoma County is an awesome destination for visitors and what's being done to bring them here.
- 7:45-8:00 AM Welcome and Breakfast (Relish Culinary Adventures, 14 Matheson Street, Healdsburg)
Breakfast Sponsor: Relish, Costeaux Bakery, & Carle Mackie Power & Ross, LLP
- 8:00-8:15 AM Pre-tour Discussion
*Moderators: Jeremy Little, Carle Mackie Power & Ross, LLP
& Adam Peacocke, City Life Fellowship*
- 8:15-9:15 AM **Overview:** A macro to micro view of tourism - at a global, national, state and local level
Moderator: Adam Peacocke (City Life Fellowship)
Karl Bruno, General Manager, Kenwood Inn
Brad Calkins, Executive Director, Santa Rosa Convention & Visitor's Bureau
Tim Zahner, Director of Public Relations & Marketing, Sonoma County Tourism Bureau
- 9:15-10:15 AM **Why open a business in Sonoma County? Success stories.**
Moderator: Jeremy Little, Carle Mackie Power & Ross, LLP
Percy Brandon, General Manager, Vintners Inn and John Ash & Co.
Douglas Keane, Executive Chef/Owner, Cyrus, Shimo, Healdsburg Bar & Grill
Will Seppi, General Manager, Costeaux Bakery
- 10:15-10:30 AM **Break**
- 10:30-11:30 AM **Farm to Table: distinguishing our local cuisine**
Each presenter to speak on who they are, why they do what they do, their passions, what distinguishes our local cuisine and how they integrate it into their work
Moderator: Jeremy Little, Carle Mackie Power & Ross, LLP
Sheana Davis, Chef/Cheese Maker/Owner, Epicurean Connection Shop
Duskie Estes, Chef/Owner, Bovolo, Zazu
John Franchetti, Chef/Owner, Rosso's Pizzeria & Wine Bar
Tom Schmidt, Executive Chef, John Ash & Co.
Josh Silvers, Chef/Owner, Petite Syrah, Jackson's
- 11:30-12:30 PM **Lunch**
Mini Farmer's Market – create your own lunch: cheese, bread, charcuterie, salads
Lunch Sponsors: Bovolo, Costeaux Bakery, Epicurean Connection Shop, John Ash & Co., Jackson's, Medlock-Ames, Petite Syrah, Rosso's Pizzeria, Zazu
- 12:30-1:45 PM **Walking Tour of Downtown Healdsburg: Through the eyes of a tourist**
- 1:45-2:10 PM **Wrap-up walking tour & travel to Vintners Inn (6350 Barnes Road, Santa Rosa)**
- 2:10-2:30 PM **Walking Tour Debrief**
Moderator: Adam Peacocke, City Life Fellowship

2:30-3:30 PM

Vine to Market: Wine & the Business Side

Moderator: Kerry Rego, Kerry Rego Consulting

Beth Costa, Executive Director, Wine Road

Gerry Forth, Board Member, Sonoma County Vintners & Forth Winery

Hardy Wallace, Natural Process Alliance

3:30-4:30 PM

Sonoma County Happenings: Successes and Obstacles

Moderator: Andy Ramos, Redwood Credit Union

Greg Fisher, Editor, Press & Sponsorships, Gran Fondo, Bike Monkey, Cycle City

Ty Jones, Regatta Arts/Handcar Regatta

Steve Page, President & General Manager, Infineon Raceway

Jennifer Sloan, ARTrails

4:30 PM

Wine tasting with Vintners Inn Sommelier

Sponsor: Vintners Inn and John Ash & Co.

Day Coordinators: Co-chair: Jeremy Little (Carle, Mackie, Power & Ross LLP), Co-Chair: Adam Peacocke (City Life Fellowship), Nicole Arnone (Cipolla Financial & Insurance Services), Andy Ramos (Redwood Credit Union), Kerry Rego (Kerry Rego Consulting), Joe Smith (Sonoma Bank)

LSR Steering Committee Liaisons: Robin Ameral (John Ash & Co.), Ryan Beach (Sonoma Bank), Chris Smith (Press Democrat)

Santa Rosa Chamber Liaison: Kelly Bass