



STATE OF THE COUNTY

News Release

For Immediate Release

MAMMOTH LAKES EVENT

2ND ANNUAL

STATE OF THE COUNTY

WHEN FRIDAY • JUNE 3, 2016 • 8:30 AM – 2:00 PM

WHERE MOUNTAINSIDE CONFERENCE CENTER
Mammoth Mountain Ski Area Main Lodge, 3rd floor
1 Minaret Road, Mammoth Lakes, CA 93546

FREE! **MUST RSVP:** LGrans@mono.ca.gov / 760-924-1738

PRESENTATIONS

Join us to hear California industry experts share insights on key tourism and economic development trends that impact our region; how to prepare for the rapidly growing Chinese travel market, followed by specialized breakout sessions. Refreshments and light lunch provided!



DREAM BIG: DOMESTIC AND INTERNATIONAL TRAVEL TO CALIFORNIA

Leona Reed – *Vice President, International Marketing for Visit California*



Leona leads the international marketing team and oversees brand advertising, cooperative marketing, digital content, travel trade and public relations initiatives for Visit California's 13 target international markets: China, United Kingdom, Canada, Mexico, Australia, Brazil, Japan, Germany, France, South Korea, Italy, Scandinavia and India.

CHINA IN THE SPOTLIGHT

Charlie Gu – *Director, China Luxury Advisors*



Xiaofeng "Charlie" Gu is a communications strategist, advising luxury brands, retailers and travel destinations on attracting, engaging and retaining Chinese consumers. He possesses a deep understanding of the Chinese culture and assisted Visit California in launching a series of "China Ready" seminars for tourism-related businesses.

ECONOMIC DEVELOPMENT TRENDS AND INSIGHTS

Gurbax Sahota – *President & CEO, California Association for Local Economic*



Development (CALED)

Gurbax and her team believe in the importance of developing meaningful partnerships in order to create and sustain healthy, wealthy communities. Gurbax will be joined by Michelle Stephens, CALED Program Manager.

BREAKOUT SESSIONS

BIG HELP FOR SMALL BUSINESS (SBC and GO-Biz Programs)

Jesse Torres – *Deputy Director/Small Business Advisor, Governor's Office of Business and Economic Development (GO-BIZ)*

Kelly Bearden – *Director, Small Business Development Center, CSU Bakersfield*

SOCIAL MEDIA: TRICKS OF THE TRADE

Jeff Simpson – *Economic Development Manager, Mono County*

THE BUSINESS VALUE OF BROADBAND: WHY CONNECTIVITY IS IMPORTANT FOR YOUR BOTTOM LINE

Nate Greenberg – *Director of Information Technology, Mono County*



CONTACT:

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www.monocounty.org

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