



Sacramento Hotel Association

SHA LUNCHEON MEETING

Friday, January 18, 2019
 Holiday Inn Sacramento
 Downtown-Arena
 300 J Street, Sacramento

11:30 a.m. - Reception
 12:00 noon - Luncheon
 12:45 p.m. - Presentations

Featured Presentation

It's a Bright Future

Get a preview of what's to come with the Sacramento Convention Center Expansion and Renovation project as well as the new branding initiatives from Visit Sacramento. Hear about the sales and marketing activities planned to ensure the expanded convention center is filled with new and returning business. Then, David Flanagan with Misfit agency will share efforts underway to tell the Sacramento brand story. He'll reveal what Sacramento's archetype is and how marketing and branding will revolve around it.

Joining us at the January luncheon meeting will be Visit Sacramento senior team members Sarah Atilano, Chief of Strategy & Market Growth, and Sonya Bradley, Chief Marketing Officer, as well as David Flanagan from Misfit agency.

Sarah Atilano serves as the strategic leader of the Convention Sales and Services team. She oversees the development, implementation and monitoring of all sales strategies to ensure Visit Sacramento's sales goals are achieved. Her career in the hospitality industry started in 1993 at an independently owned hotel in Folsom. In 1999 Atilano moved to the San Francisco Bay Area to work for Hilton Hotels Worldwide and spent the rest of her hotel career with Hilton prior to joining Visit Sacramento at the end of 2010.

Sonya Bradley started with Visit Sacramento in 2002 as Director of Marketing Services and was subsequently promoted to Vice President of Marketing and then Chief Marketing Officer. She is responsible for the development of Visit Sacramento's strategic business plan; managing



Images Courtesy of Populous

marketing strategies, tactics (media buying, direct marketing, website and trade shows) and budget; and overseeing the marketing team that includes marketing services, tourism marketing, market intelligence and graphic design. Before joining Visit Sacramento, Bradley worked at the San Jose CVB for eight years serving in various marketing communications capacities, and prior to that in retail advertising for a major drugstore chain.

David Flanagan is co-owner and creative director of Misfit, a Sacramento-based brand/marketing agency that offers brand development, strategic planning, media and creative services across a variety of marketing disciplines.

WHO SHOULD ATTEND?

General managers and sales and marketing team members, as well as suppliers to the hospitality community, are encouraged to attend this presentation. Sign up today!

SHA LUNCHEON RESERVATION FORM

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_____ @ \$15 SHA members paid in advance
 _____ @ \$25 industry guests & SHA members at the door

Three ways to register—online at www.sacramentohotelassociation.com, mail, or fax. Total amount enclosed \$ _____ (4510)

Reservations canceled fewer than 48 hours before the luncheon are subject to penalty of entire amount.

Please contact SHA staff at (916) 441-6110 if you require reasonable accommodation to fully participate.

Please print:

Hotel/Company _____

Name _____ Name _____

Name _____ Name _____

Payment Options

Check Payable to SHA/Check # _____ AMEX MasterCard Visa Please invoice (members only).

Card Number _____ Exp. Date _____ VCode _____

Card Address _____

Card City _____ State _____ Zip _____

Name on Card _____ Signature _____