



TWO CENTRAL COAST LOCATIONS TO CHOOSE FROM!!

Wednesday, June 21, 2006—San Luis Obispo
Embassy Suites, 333 Madonna Road (800) 549-0800

**In conjunction with the
Central State Lodging Association**

- 8:30am Registration
- 9:00am **Developing Your Electronic Marketing Plan** Top 10 must do's and don't which can be used as powerful marketing tools to drive more local online revenue. *Milestone Internet Marketing.*
- 11:30am Networking Reception and Luncheon – Honoring Bob Griffin's Retirement, Sterling Hotels Corp.
- 1:30pm **"45 Marketing Ideas in 45 Minutes"** A fast paced and entertaining educational session with proven tips to successfully market your property. *John Manderfeld, Marin Mgmnt.*



Bob Griffin

Thursday, June 22, 2006—Santa Barbara
Best Western Pepper Tree Inn 3850 State Drive (805) 687-5511

- 8:30am Registration
- 9:00am **Developing Your Electronic Marketing Plan** Top 10 must do's and don't which can be used as powerful marketing tools to drive more local online revenue. *Presented by Milestone Internet Marketing.*
- 11:30am **Networking Reception and Luncheon**, including **"20 Marketing Ideas in 20 Minutes"** A fast paced and entertaining educational session with proven tips to successfully market your property. *Presented by John Manderfeld, Marin Management.*

**Sponsored by Amber Hotel Company, Kaba Lodging Systems, Clark Pest Control,
Chase Paymentech, UniResMan, Inc & State Fund**

CLIA Lodging Industry Forum Reservation Form—Space is Limited - **Register by June 16, 2006**
For additional attendees, please copy this form & complete for each. Name tags will be available at check-in.

Name _____ Title _____

Lodging Property/Company Name _____

Address _____ City/Zip _____

Phone _____ **Email _____

**Confirmations will be sent via email

Indicate the Forum and Seminars you will attend below:

<input type="checkbox"/> San Luis Obispo	CLIA/CSLA Member	Non Member
Full Day Forum and Luncheon	<input type="checkbox"/> \$45	<input type="checkbox"/> \$55
Morning Seminar and Luncheon	<input type="checkbox"/> \$35	<input type="checkbox"/> \$45
Afternoon Seminar and Luncheon	<input type="checkbox"/> \$35	<input type="checkbox"/> \$45
Luncheon Only	<input type="checkbox"/> \$25	<input type="checkbox"/> \$30

<input type="checkbox"/> Santa Barbara	CLIA Member	Non Member
Full Day Forum and Luncheon	<input type="checkbox"/> \$35	<input type="checkbox"/> \$45

**Cancellation Policy: 50% refund if requested by June 15, 2006;
no refunds thereafter.**

Attendance is not available to non-sponsoring companies who provide goods or services to the lodging industry

Check enclosed in the amount of \$ _____ or charge my credit card: ___ VISA/MC ___ AMEX

Credit Card # _____ Exp. Date _____

Signature _____ Date _____

Fax completed form with credit card payment to (916) 925-0785
or mail with check to CLIA, P.O. Box 15918, Sacramento, CA 95852-0918 Phone 916-925-2915