



Council of State Restaurant Associations | National Restaurant Association
2019 Summer Membership and Marketing Conference
Fairmont Sonoma, Sonoma, California
Schedule as of April 5. Schedule subject to adjustments.

TUESDAY, JULY 9

- 11 a.m. – 1 p.m. **CSRA Board of Directors Meeting.** SRA CEOs invited.
- 1 – 4 p.m. **CSRA Board of Directors and National Restaurant Association Senior Staff Joint Meeting.** SRA CEOs invited.
- 3:30 – 4 p.m. **First Time Attendee Welcome**
- 4 – 5:30 p.m. **Welcome and Opening Session**
- 5:30 – 6:30 p.m. **Welcome Reception**

WEDNESDAY, JULY 10

- 8:30 a.m. – noon **General Session**
- Associations/SRAs of the future: fueled by membership and non-dues revenue.** *Anthony Anton, President and CEO of the Washington Hospitality Association, Jot Condie, President/CEO of the California Restaurant Association, and Sonia Riggs, CEO of the Colorado Restaurant Association. Moderated by Jason Brandt, President/CEO of the Oregon Restaurant & Lodging Association.*
- Expanding our talent and workforce beyond traditional recruitment methods.** *Chad Houser, Founder, CEO & Executive Chef, Café Momentum.*
- Industry Reputation & the Role of SRAs: telling our stories and highlighting our assets.** *Michael Saltsman, Vice President, Berman and Company will lead a panel discussion of SRA leaders including Carrie Leishman, President/CEO of the Delaware Restaurant Association and Carol Wight, CEO of the New Mexico Restaurant Association.*
- 12 – 1 p.m. **Lunch**
- 1 – 4 p.m. **General Session**
- Looking toward 2020 and beyond for sponsorships: a view into prospecting concepts and asset development opportunities.** *Deb Sas, Vice President, Sponsorship and Engagement, National Restaurant Association and SRA representatives.*
- Member engagement with SRAs: current maneuvers and what's on the horizon.** *SRA Panel including Anthony Anton, President and CEO of the Washington Hospitality Association and John Longstreet, President/CEO of the Pennsylvania Restaurant & Lodging Association and moderated by Sabrina Washington.*

Wednesday, July 10 *Continued*

All About Productivity Tools: a share fest where we will discover the latest and greatest in tools that SRAs are using to communicate and manage projects while making the most of their resources. *Discussions led by Lex Nepomuceno, Senior Director of Communications & Technology Washington Hospitality Association and Tia Mattson, Senior Vice President, Marketing, National Restaurant Association.*

2 – 4 p.m.

Guest Excursion: Private Sonoma Walking Wine and Cheese Tour

THURSDAY, JULY 11

8:30 a.m. – noon

General Session & Breakouts

Round-tables featuring a topic moderator, along with key questions and answers to hot topics. [SRA submissions welcome via our input survey](#) as these session topics are developed.

Success stories in selling SRA resources as added value in the membership proposition. *A panel discussion with representatives from the Arizona Restaurant Association, the North Carolina Restaurant & Lodging Association and the Ohio Restaurant Association.*

UnitedHealthcare: what are SRAs selling? Sharing our learnings on sales and marketing. *Kimberlee Vandervoorn, Vice President of Distribution Services at UnitedHealth Group and SRA panel.*

Lightning Talks: NEW this year: 5-minute succinct presentations on new or innovative projects your SRA is undertaking. [SRA submissions are welcome via this Survey.](#)

12 – 1 p.m.

Lunch Speaker: *Chris Thompson, President and Chief Executive Officer, Brand USA* on **Brand USA and their Partnership with Local DMOs in Promoting Travel and Tourism**

1 – 2 p.m.

General Session: **Expanding on the efforts of the National Restaurant Association & SRAs for ServSafe sales and marketing.** *Guy Weaver, Channel Vice President of Sales Regional/SRA and SRA Panel*

2 – 3 p.m.

Breakout Sessions

CEO Roundtable: Breakout: CEO Track.

Hands on Lab: CHD Expert, *Alex Hernandez, Account Manager, CHD Expert.*
Breakout: Marketing and Membership Track.

Hands on Labs: MemberClicks, *Laura Alin, Customer Success Manager, MemberClicks,* Breakout: Marketing and Membership Track.

5 p.m.

Depart for Dinner

5:30 p.m.

Reception & Dinner, [Viansa, Sonoma](#)

9 p.m.

Return to Fairmont