

Travel & Tourism Marketing Association Newsletter



Welcome to TTMA



When I look at the impressive list of members, both past and present, I see the best that travel and tourism in Southern California has to offer. Every attraction, service and destination is represented, including CVB's, hotels, luxury yacht and airplane charters, media and technology consultants, museums, shopping destinations, transportation and unique tour companies, to mention just a few.

Our membership stretches from Santa Barbara to Palm Springs, and through Orange County to San Diego. TTMA has been uniting and educating tourism professionals in Southern California for over 25 years.

Last year our "Founding Mother" Joanie McClelland retired as Executive Director. This year we have an expanded and enthusiastic Board of Directors, and a new Executive Director, all of whom bring the knowledge, experience and professionalism that will lead TTMA to greater success, for both the organization and its members.

I look forward to seeing you at our monthly luncheon mixers [first Wednesday], I welcome your ideas and suggestions, I encourage you and your colleagues to join TTMA and get involved.

With Best Wishes,

David Singleman

Save the Date!

Please join us for our next meeting on March 7, 2012.

Guest Speaker - Don Skeoch, CMO of LA INC.

Location - OMNI Hotel downtown (251 S Olive St., Los Angeles)

To register, please visit <http://marchttmalainc.eventbrite.com>

Mark your calendar for May, 2 2012.

Guest Speaker - John Severini, CEO/President, California Travel

More information to come.



About Our Next Guest Speaker

Don Skeoch joined LA INC.-The Los Angeles Convention and Visitors Bureau as Chief Marketing Officer in October 2011. In this role, he oversees the organization's new branding strategy for Los Angeles as a destination for leisure travel, meetings and citywide conventions.

Prior to joining LA INC., Skeoch was Chief Marketing & Exhibit Development Officer as well as Chief Operating Officer for the California Academy of Sciences. Under his leadership, the "Academy" held the designation as the largest cultural institution in the state of California with annual attendance peaking at 2.6 million visitors. During his tenure, he also established a long-term strategic planning process for the organization and restructured the marketing and exhibits functions to ensure long term growth for the museum.

Prior to that, he served as the Senior Vice President of Marketing & Sales at Universal Studios Hollywood for seven years. Skeoch also led all aspects of brand marketing and retail concept development for over 3,000 Baskin-Robbins, Dunkin Donuts and Togos outlets in more than 60 countries as Senior Vice President of Marketing for their international division. He began his marketing career at Pepsi-Cola where he held various roles in both their headquarters and regional offices that culminated in directing all advertising and marketing plans in Pepsi's largest U.S. division.

Skeoch holds an MBA from Anderson School of Management at UCLA and graduated with honors from Brown University with a degree in Economics and Organizational Behavior & Management. He is a former chairperson of the Advertising Council for the state's tourism board as well as an Executive Board member of the San Francisco Travel Association. We look forward to hearing him speak at our next meeting on March 7th!

Meet the 2012 TTMA Board of Directors



Photo Left to Right: Susan McCloskey, Illysha Buss, Jerri Harris, Lisa Scalia, David Singleman, Sarah McCann, Janet Zaldúa, Jane Sandmeier, Jean-Pierre Gaspar

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Susan McCloskey, Travel and Tourism Marketing Association

Join TTMA

If you'd like to become a member of the Travel & Tourism Marketing Association please log onto www.ttma.org now to find out more or email or call Susan McCloskey at (626)298-1987 or susan@ttma.org. We look forward to hearing from you!

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