



TTMA April Newsletter



A Word From our President

2012 got off to a great start with excellent speakers and attendance in February and March. Our March speaker was Don Skeoch, the new Chief Marketing Officer for the Los Angeles Tourism & Convention Board. Don laid out their marketing plan for the coming year. Over 95 members and guests attended. A special thanks to the Omni Hotel for hosting our March meeting. We look forward to seeing you all in April! (Photo: David Singleman)

Door Prize

TTMA would like to thank Jeff Gibson, General Manager of Trader Vic's at LA Live for providing a \$50 gift certificate at our March meeting. Members and guests are welcome to bring a door prize, it's a great way to showcase your product, and fun to win!

April Spotlight

Now that our Newsletter is up and running, we will feature news from members, and spotlight a member or guest's company. At our monthly mixer and luncheon, we will pick a business card, and ask for a company profile. The March winner was Jennifer Talt-Lundin from Ventura.

Ventura Harbor Village

Ventura Harbor Village -a sun-kissed, seaside playground features 30shops, galleries and restaurants, outdoor adventure, fresh seafood, boutiquesshopping, Harbor boat tours, kid's activities, surfing, kayak rentals, sailing, waterfront hotels and dining, and the Channel Islands National Park VisitorCenter - all just minutes off the 101.Daytrips to the pristine Channel

Islands leave daily from Ventura Harbor onIsland Packers, for world class diving, sea-cave kayaking and hiking. (Photo Credit: Schaff) www.venturaharborvillage.com



Planning Committee

Our talented and diverse Planning Committee met twice in recent weeks to put together an informative, stimulating and educational roster of meetings for the coming year. After Board approval, we will list these events on the TTMA web-site.

April Meeting



Our April 4 meeting at LACMA [Los Angeles County Museum of Art] will feature guest speakers Miranda Carroll and Alex Capriotti. They will discuss the amazing social and traditional media phenomenon that surrounded “The Rock.” The 340 ton granite boulder and sculpture-to-be, entitled “Levitated Mass” by artist Michael Heizer, was transported by night 106 miles from the quarry in Riverside to LACMA. The incredible hype and press that this journey generated will become social-media legend. Find out how it unfolded on April 4 at LACMA.

May Meeting



Universal Studios Hollywood, L.A.’s number one tourism destination, invites us to hear about and experience their new attraction “Transformers the Ride 3-D.” Transformers: The Ride 3D is an immersive, next generation thrill ride that blurs the line between fiction and reality. Fusing HD 3D media and flight simulation technology, this epic ride creates an experience unlike anything this planet has ever seen. We will also get an update on travel and tourism in So Cal, and a forecast for the summer. Mark your calendar for May 2.

Mark Your Calendar

Stephen Roth, Principal for OutThink Partners will be our keynote speaker at the June 6th meeting. OutThink Partners is an independent communications and marketing agency based in Los Angeles. OutThink Partners offers a broad range of communications and marketing services, with specialization in both travel and tourism and the gay and lesbian market. TTMA will hold its June meeting at the Museum of Latin American Art in Long Beach.

National Travel & Tourism Week



The first full week of May is annually recognized as National Travel and Tourism Week, a tradition first celebrated in 1984. Localized events are presented in cities, states and travel businesses nationwide to champion the power of travel. It was established as National Tourism Week when the U.S. Congress passed a joint resolution in 1983 designating the week to be celebrated in May. Since its establishment, the U.S. travel community has collectively marked the event in a number of creative ways, from staging local rallies and conducting media outreach to securing proclamations and resolutions from local legislative bodies. [Click here to download your National Travel & Tourism Week Toolkit.](#)

Membership

TTMA would like to thank all of the returning members to TTMA for 2012 and would also like to recognize our individual members to TTMA.

- Hard Rock Café Hollywood
- Cirque Du Soleil
- Allied Live
- Pacific Park
- Uniq Print
- Sterling Writer
- The Natural History Museum
- Westin LAX
- The Los Angeles Athletic Club

INDIVIDUAL MEMBERS

LACMA

-The Wide World of Susan Wong
-Gregg Gant, Miles Weaver
TTMA welcomes you all!

If you would like information regarding membership, please contact:

Sarah McCann – TTMA Membership Co-Chair - smccann@pacpark.com

Lisa Scalia – TTMA Membership Co-Chair - lisa@meltingpottours.com

Susan McCloskey - TTMA Executive Director - susan@ttma.org

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