

ISLAND INSIGHTS

July/August 2009

Catalina Island's Annual Visitors Guide

MAKE YOUR PLANS TO BE IN CATALINA'S PRIME MARKETING PIECE

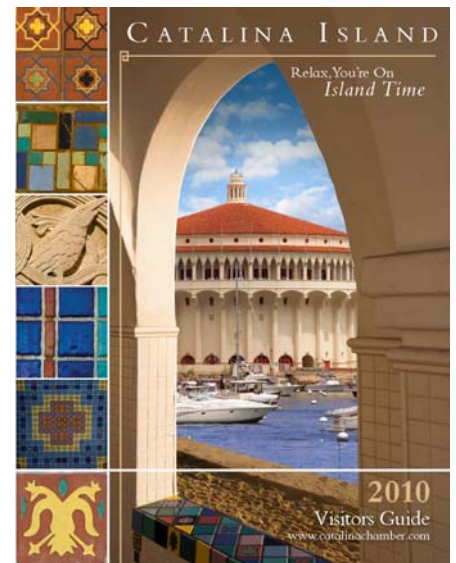
Each year the Catalina Chamber publishes the Catalina Island Visitors Guide to showcase Chamber members and promote the beauty and appeal of Catalina Island to a wide array of potential Catalina visitors. The magazine style publication, with compelling photos, interesting editorial and information about all Chamber member businesses, is designed to entice visitors to chose Catalina Island as a vacation destination.

This upcoming year the Chamber will produce 75,000 copies of the 2010 Visitors Guide for distribution at trade shows, distribution outlets and Welcome Centers in Southern California, and in response to our advertising or through

our website.

The annual Guide is the Chamber's primary fulfillment brochure in response to advertising leads and inquires from potential visitors requesting information about a visit to Catalina Island. Approximately 47% of the Guides are distributed to those potential visitors who have specifically requested a Guide; 20% are distributed to consumers or travel agents through trade shows; approximately 5% are sent directly to AAA and travel agency offices; approximately 24% are disseminated through brochure distribution outlets throughout Los Angeles and Orange County and S. CA Welcome Centers; and 4% are used for local Island distribution at our Visitor Center or local outlets or to the visiting media.

The Chamber will also continue to publish the 2010 Visitors Guide in its entirety on the Chamber's website. The web version of the Guide offers cutting edge "turn page" technology and instant web linking from your display ad or free listing directly to your website. You can't beat that for getting people to your site, directly from your ad. And it's all trackable. Be sure to include your website address in your free listing or in your display ad to get the extra benefit of direct service to your website.



2010 Visitors Guide Cover

The Guide is scheduled to be available this December. Editorial and photo selection is already in progress for the Guide. If you have photos you would like to submit for consideration, please submit them to Donna Harris.

The Early Bird deadline for this upcoming year's 2010 Visitors Guide is just around the corner on **August 14th**. If you miss the early bird deadline, you have until September 18th to submit your final payment and ads. Don't miss out on the **BEST** way to promote **YOUR** business.

Inside this issue:

IN WAYNE'S WORLD	2
MEMBER ANNIVERSARIES	3
WELCOME NEW MEMBERS	3
FIREWORKS DONORS	4
SEPTEMBER FESTIVALS	5
VISITOR STATISTICS	5
TRADE SHOW PROGRAM	6
SPECIAL EVENTS CALENDAR	7
CRUISE SHIP SCHEDULE	7
IMPORTANT DATES	8

2009-2010 CHAMBER BOARD OF DIRECTORS

Chairman of the Board

Brad Wilson, Two Harbors Enterprises

Chairman-Elect

Bryan Ballard, Catalina Island Medical Center

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Rock Gosselin, Catalina Laundry

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Elaine Vaughan, Catalina Express

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Rich Coffey, Catalina Freight Line

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Joe Caliva, Santa Catalina Island Company

Leslie Baer, Catalina Island Conservancy

Stacey Otte, Catalina Island Museum

Conrado Vega, The Sand Box

Juliet Walters, Catalina By Design

CHAMBER STAFF

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Martin Castillo

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Catalina Island Chamber of Commerce

Website: www.CatalinaChamber.com

Twitter: www.twitter.com/catalinachamber



IN WAYNE'S WORLD...

Thoughts & Opinions from Wayne Griffin, President & CEO

The Chamber's Going Green! We hope you enjoy this electronic version of the Chamber's monthly newsletter. Partly to reduce expenses during these challenging times, and partly to be better environmental stewards, we are no longer publishing a printed version of the newsletter. See some figures and more reasons why on the last page of this newsletter.

Packages, packages, packages & more packages. That's what consumers are looking for these days. And *value*. That's why packages are so desirable in this economy – there is a perception that a package will have greater value than purchasing the parts of a vacation or getaway separately.

The Chamber's research confirms that potential Catalina Island visitors are looking for packages. Our Visitor Center staff report that the number one question asked by callers to the Chamber is "where can I find all of the packages to the island in one place?" The Chamber's August eNewsletter went to over 40,000 qualified consumers. Twenty-four percent of those consumers (9,600) opened the newsletter. Twenty-one percent of those (2,016) clicked through to the Chamber's website. Of those, almost half (1,000) clicked through directly to the Chamber's Island Time Packages page. Does your business have a package listed there? Did your business just miss an opportunity to market a package to 1,000 potential visitors? We know many of you sell packages. Why not let the Chamber help you sell them! It costs you nothing to have a package listed on the Chamber website, and it exposes your offers to thousands of potential customers.

Does your business have a special offer you would like to promote? The Chamber's monthly eNewsletter, sent to over 40,000 qualified consumers, may help you get the word out. Beginning in September, the Chamber will include up to three (3) "Special Features" and up to two (2) coupons in the eNewsletter. Special Features will allow a business to write its own copy and furnish photography to highlight a product or service, and the feature will be hyperlinked directly to the business website. Coupons provide a trackable way to make special offers to potential visitors. Special Features are \$200 each, and coupons are \$125 each per month. Contact **Donna Harris (310-510-7649)** if you are interested in purchasing either in upcoming issues of the Chamber's eNewsletter. Let us know about the month in which you want your Special Feature and/or coupon to run: Depending on interest, it may not be possible to run features or coupons for the same business in multiple issues of the eNewsletter. Here are the rules for Special Features:

- Must have the package information on the business website so the eNewsletter can link directly to it
- Package must be valid for at least one month after the eNewsletter goes out
- Front desk/reservation/counter staff must be aware of the details of the package
- Package information must be submitted by the 20th of the month before the month of publication

New Year's Eve. We know it's a long way off, but the Chamber is already selling reservations to this year's New Year's Eve Gala in the Casino Ballroom. If you are interested in creating a package to this event, contact **Nicole Richey (310-510-7645)** for the details on packaging with the Chamber.

May & June Member Anniversaries

60 Years

Catalina Beverage Company

31 Years

Joe's Place

26 Years

Armstrong's Fish Market

Island Express Helicopters

24 Years

Catalina Canyon Resort & Spa

Santa Catalina Island Company

23 Years

Catalina Island Seacrest Inn

Chet's Hardware

Para-Sailing Catalina

22 Years

Brown's Bikes

Catalina Island Jewelers

21 Years

Metropole Marketplace

20 Years

Catalina Island Museum

19 Years

Eric's on the Pier

Zim's of Catalina

18 Years

Wet Spot Rentals

17 Years

Casino Dock Café

Catalina Ocean Rafting

Catalina Adventure Tours

14 Years

Catalina Crafters

13 Years

CTC Destination & Meeting Mgmt.

10 Years

Catalina Racquet Club

Karmel Shuttle

9 Years

Arroyo Insurance Services

7 Years

Catalina Sea Spa

Dessert Island

The Music Isle

7 Years-cont'd.

Westwind Productions

6 Years

Catalina Marina del Rey Flyer

Chi Chi Club

Gecko Yacht Charters

4 Years

AMP

Catalina Bible Church

3 Years

Catalina Classic, Inc.

Catalina Jet Ski & Electric Bike

Rentals

Go-C-Su & Mary Lou's Travel &

Vacation Rentals

1 Year

Aladdin's Creations

Avalon Massage Therapy

Café Umami

Island Water Charters

Julie L. Glass Wedding Officiant

The Lobster Trap

Thank you to all members for your continued participation & support of the Chamber!

Interested in membership? Contact Member Service Manager Pat Jamieson (310) 510-7609 or pjamieson@catalinachamber.com

WELCOME NEW CHAMBER MEMBERS

Bike Catalina

Personal guided bike tours through the interior of Catalina Island. Meet us at the Island Tour Plaza and board the Airport-in-the-Sky Shuttle to begin your adventure!

Randy Lewis (310) 913-2249

www.bikecatalina.com

Catalina Shirt & Shade

Under new ownership. As of March 1, 2009, *Alejandro and Leticia Romero* are the new owners of Catalina Shirt & Shade, located in the Metropole Marketplace.

Stop by and say hello!

PAYCHEX

More than 17,000 local businesses trust Paychex as their payroll and employee benefits provider. Contact Mira Su for a free consult to find out what Paychex can do for your business today!

Mira Su (714) 380-9740

CATALINA ISLAND CHAMBER OF COMMERCE MISSION STATEMENT

The mission of the Catalina Island Chamber of Commerce & Visitors Bureau is to contribute to the economic development of Avalon and all of Catalina Island by selling, marketing and promoting Avalon and Catalina Island as a year-round destination, and to advocate the interests of business members on Catalina Island. The Five Core Functions of a chamber of commerce are to promote the community, build a strong local economy, represent the interests of business at various levels of government, provide networking opportunities, and engage in political action in the interests of business.



THANK YOU FIREWORKS DONORS!

The Catalina Island Chamber of Commerce wishes to extend a huge THANK YOU to the following member businesses and mooring owners who contributed to the 2009 4th of July Fireworks Display Fund.

Members:

Adventure Tours \$100
 Armstrong's \$100
 Avalon Boat Stand \$100
 Avalon Shore Boats \$100
 Avalon Walkabout \$100
 Big Olaf's \$100
 Carlota's Mexican Shop \$100
 Casino Dick Café \$75
 Catalina Beverage Co. \$100
 Catalina Island Real Estate \$100
 Catalina Ocean Rafting \$100
 Catalina Transportation \$100
 Catalina Express \$500
 Catalina Coffee & Cookie Co \$100
 Catalina Confetti \$75
 Catalina Divers Supply \$100
 Catalina Freight Line \$250
 Catalina Island Inn \$100
 Catalina Island Rugby Festival \$100
 Catalina-Marina del Rey Flyer \$100
 Descanso Beach Ocean Sports \$100
 Elena Maria Flamenco Dancer \$100
 Eric's on the Pier \$100
 Glenmore Plaza Hotel \$100
 Hotel Metropole \$100
 Hotel Villa Portofino \$100
 Hugh T. Smith/Marie E. Smith \$25
 Island Express Helicopters \$100

Island Rentals \$100
 Island Water Charters \$250
 Jordahl Construction \$100
 Landing Bar & Grill \$100
 Leo's Catalina Drugstore \$100
 Lion's Club \$100
 Luau Larry's \$100
 Mr. Ning's \$100
 Pancake Cottage \$100
 PETCO Carpet Cleaning \$100
 Ristorante Villa Portofino \$100
 Rose, Rose & Rose \$100
 Sally De Inc. \$200
 Steve's Steakhouse \$100
 The Steamer Trunk \$100
 Wet Spot Rentals \$100
 Wilcox Nursery & Gardens \$100
 Zane Grey \$100
 Zim's of Catalina \$100

Mooring Owners:

Charles E. Lake \$100
 Charles & JoAnn Bozza \$50
 David Demler \$100
 David Sidney Morse \$100
 Day Construction Company \$100
 Donald & Janice Snedden \$100
 Donald D. Christy Jr. \$250
 E.R. Chilcott Jr. \$100
 Gary Silvers \$100

Hampton & Nancy Lee \$100
 James A. Clarke \$100
 James F. Herbold \$100
 Jerry & Pamela Secor \$100
 John Franks \$50
 Julie & Robert Webster \$200
 Ken Putnam \$100
 Kevin & Madeline Finn \$100
 M G Pieroni \$100
 Martha A. Neil \$100
 Michael & Julie Matthews \$200
 Mrs. John J. Barry \$50
 Patricia & Anthony Richards \$100
 R. Anthony Salcido \$100
 Richard & Diana Jacobson \$100
 Robert & Kimberly Harker \$100
 Robert & Mary Ann Huisken \$100
 Robert A. Pando \$100
 Robert S. Hutchison \$100
 Roger & Elizabeth Sippl \$100
 Terry M. Lee \$100
 William L. Tooley \$50



Total donations
 received as of
 August 7, 2009:
\$8,625.00

Donations are still being accepted. The cost of this year's Fireworks Display was \$19,000. This is the only program of the year for which the Chamber asks for donations. Your support is very much appreciated.

Contributions can be mailed to P.O. Box 217 or dropped at the Visitor Center on the Green Pier.

September Festivals: Art, Blues & Wine



Catalina Island Women's Forum
14th Annual Wine Festival

Saturday, September 26
 2:00 PM to 5:00 PM
 Pavilion Lodge Courtyard

Prestigious Wineries - Silent Auction
 Delectable Hors d'oeuvres
 Live Music by James Moody

Tickets are just \$75 each
 Available from the Chamber of Commerce:
 Green Pier Office 310.510.1520 - www.CatalinaChamber.com

Proceeds support CIWF's charitable programs
 "Women Making a Difference"

The Art Festival is free to all who wish to attend. Blue Festival tickets are available online www.VisitCatalinaIsland.com and at the Chamber of Commerce. Wine Festival Tickets are also available at the Chamber and online at www.CatalinaChamber.com.

JUNE 2009 Visitor Statistics

	2009	Last Year	% Change	3-Yr Avg	% Change	5-Yr Avg	% Change	10-Yr Avg	% Change
JUNE Cross-Channel	48,245	60,921	-20.8%	62,587	-22.9%	64,943	-25.7%	72,064	-33.1%
JUNE Cruise Ships	35,062	19,635	78.6%	20,133	74.2%	21,976	59.5%	18,717	87.3%
JUNE TOTAL	83,307	80,556	3.4%	82,720	0.7%	86,919	-4.2%	90,781	-8.2%
Year To Date Cross-Channel	201,053	229,364	-12.3%	235,171	-14.5%	248,288	-19.0%	266,243	-24.5%
Year To Date Cruise Ships	147,848	123,274	19.9%	130,789	13.0%	133,171	11.0%	103,914	42.3%
YTD TOTAL Visitors	348,901	352,638	-1.1%	365,960	-4.7%	381,458	-8.5%	370,156	-5.7%

JULY 2009 Visitor Statistics

	2009	Last Year	% Change	3-Yr Avg	% Change	5-Yr Avg	% Change	10-Yr Avg	% Change
JULY Cross-Channel	72,367	81,645	-11.4%	87,438	-17.2%	92,780	-22.0%	99,557	-27.3%
JULY Cruise Ships	16,286	26,148	-37.7%	23,468	-30.6%	22,437	-27.4%	19,970	-18.4%
JULY TOTAL	88,653	107,793	-17.8%	110,906	-20.1%	115,217	-23.1%	119,527	-25.8%
Year To Date Cross-Channel	273,420	311,009	-12.1%	322,609	-15.2%	341,068	-19.8%	365,799	-25.3%
Year To Date Cruise Ships	164,134	149,422	9.8%	154,257	6.4%	155,608	5.5%	123,884	32.5%
YTD TOTAL Visitors	437,554	460,431	-5.0%	476,866	-8.2%	496,676	-11.9%	489,683	-10.6%

Join the Chamber's Travel Trade Show Program

The Chamber's Travel Trade Show Committee is gearing up for another successful year of promoting Catalina Island at travel trade shows and would like to extend the opportunity for *your business* to participate!

WHAT IS THE TRADE SHOW PROGRAM?

The Trade Show Program allows the Chamber and its member businesses to exhibit at travel trade shows. The program provides a "face-to-face" selling opportunity at a variety of travel trade shows in our targeted geographical markets. The Travel Trade Show Program is a co-operative venture with member businesses.

HOW DOES IT WORK?

This year we will have two categories of Travel Trade Show Programs. One is the **Consumer Travel Trade** category that member businesses "buy in" as a group of targeted travel shows. The 2009-2010 Consumer Travel Trade Show schedule is below.

2009-2010 Consumer Travel Trade Show Schedule

THE Trade Show, Las Vegas

September 13-15, 2009

Bay Area Travel Show

January 9-10, 2009

LA Times Travel Show

February 13-14, 2010

Arizona Travel Expo

February 20-21, 2010

Fred Hall's Fishing Tackle, Boat & Travel Show, Long Beach

March 3-7, 2010

Sunset Celebration, Menlo Park

June 2010 (exact date TBA)

Additional consumer travel trade shows may be added to the schedule,

depending on the budget and number of participants, including: Fred Hall's Outdoor Show in San Diego, Gay & Lesbian Travel Expos, San Diego Travel Expo, and the Seattle Travel Show.

The second, NEW, category is the **Niche Market** category which will be evaluated on a case by case basis and participation will depend on the number of businesses interested in splitting the cost. Niche Market Categories will include: **AAA/Travel Agent, Bridal/Weddings, Corporate/Meeting Planners, Dive Shows and Senior Group Leaders,** .

There is no up-front "buy-in" for members in order to participate in any of the niche categories. The cost to attend a niche market show will depend on the booth registration fees and number of participating member businesses.

WHAT DOES IT COST?

Consumer Travel Trade Show Category - \$1000 Buy in includes representation at 6 shows (minimum).

Niche Market Categories – No "up-front" buy in: fees determined on a show-by-show basis, depending on show cost and number of participating business.

Not included in the cost: travel expenses, & giveaways from your business for in-booth drawings.

THE BOTTOM LINE BENEFIT

Participating in the Consumer Travel Trade Show Program gives your business the opportunity to receive up to \$20,000 worth of promotional benefit for as little as a \$1000 investment in the consumer travel show category. It is also a wonderful way to keep Catalina in "front of mind" awareness for those potential visitors.

Contact Michelle Warner, (310) 510-7653 if you would like to participate in the 2009-2010 Consumer Travel Trade Show Program and/or to be on the contact list for Niche Market Shows.

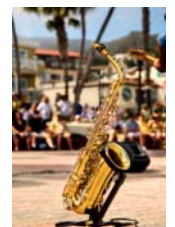
The sign up deadline is FRIDAY, August 14, 2009.

Jazz Trax Festival in October

The 23rd Annual Catalina Island JazzTrax Festival, one of the west coast's foremost fall music events and premier smooth jazz festival returns to Catalina Island this October! JazzTrax is a three-day, three-weekend showcase of contemporary jazz entertainment, featuring the newest and best in smooth jazz. Thirty of the smooth jazz genre's top performers will be on hand for this year's event.

The Festival which starts October 2nd and continues until October 18th is held in the legendary Casino Ballroom on Catalina Island, with special Thursday performances held in the interior of the island.

Let your guests and patrons know about the festival this year. For more information about the 23rd Annual Catalina Island JazzTrax Festival, go to www.jazztrax.com or call 1-866-TRAXTIX.



Upcoming 2009 Special Events

6/15-8/21 Summer Day Camp 2009
City of Avalon Rec Dept 310.510.1987

6/30-8/27 Summer Beach Bingo
(Tuesday & Thursday evenings)
City of Avalon Rec Dept 310.510.1987

7/1-8/26 Kid's Fishing Derby
(Wednesday mornings)
City of Avalon Rec Dept 310.510.1987

7/2-9/3 Thursday Night Jazz
at the Catalina Country Club
www.VisitCatalinaIsland.com

7/4-1/3/10 Filming Catalina Exhibit
(The Hollywood Connection)
Catalina Island Museum 310.510.2414
www.CatalinaMuseum.org

7/5-8/30 Live Music at Descanso
Beach Club, Sunday afternoons
www.VisitCatalinaIsland.com

8/12-8/13 "The Music Man"
5:30pm, Descanso Beach Club

8/24-8/25 Church Mouse Invitational
310.467.2371 www.ChurchMouse.org

9/1-9/30 Catalina Pottery & Tile Exhibit
Catalina Island Museum 310.510.2414
www.CatalinaMuseum.org

9/6-9/9 Avalon Billfish Classic
Offshore Tournaments 714.258.0445
www.CatalinaClassic.com

9/13-9/15 Zane Grey Invitational
Offshore Tournaments 714.258.0445
www.CatalinaClassic.com

9/17 Tin Cup Fishing Tournament
Performing Arts Foundation 310.510.7469

9/18-9/20 51st Annual Festival of Art
Catalina Art Assn. 310.510.0808
www.CasinoArtAssociation.org

9/20-9/22 Catalina Classic
Offshore Tournaments 714.258.0445
www.CatalinaClassic.com

9/25-9/27 Catalina Island Blues Festival
www.VisitCatalinaIsland.com

9/26 Women's Forum Wine Festival
Catalina Island Chamber 310.510.1520
www.CatalinaChamber.com

10/2-10/4, 10/9-10/11, 10/16/10/18
Catalina Island Jazz Trax Festival
866.872.9849 www.JazzTrax.com

10/24 Catalina Island Festival
of World Music
www.CatalinaMusicFestival.com

All events subject to change. For up to the minute information, please visit www.CatalinaChamber.com

CRUISE SHIP SCHEDULE



Aug 2009

Every Tuesday: Carnival Paradise
Wed, 8/19: Carnival Elation

Sept 2009

Every Tuesday: Carnival Paradise
Wed, 9/9: Carnival Elation
Wed, 9/16: Carnival Elation
Fri, 9/25: Golden Princess

Oct 2009

Every Tuesday: Carnival Paradise
Wed, 10/7: Carnival Elation
Fri, 10/9: Celebrity Millennium
Wed, 10/14: Carnival Elation
Thurs, 10/22: Celebrity Mercury
Sat, 10/24: Carnival Elation

2009 New Year's Eve Discount Package Pricing

Reservations for this year's New Year's Eve Gala in the Casino Ballroom are now available through the Chamber.

Reservations are currently \$165 per person if purchased before November 1st and \$175 thereafter.

Full details are available on the Chamber's website www.CatalinaChamber.com. The Annual New Year's Eve Gala is the Chamber's largest fundraising event of the year, and proceeds are used to support a

number of Chamber programs.

A discount is available to Chamber member lodging properties who wish to sell a package including rooms and reservations to the Gala. Lodging members may purchase reservations for packages at \$150 per person before November 1; \$160 thereafter. Lodging properties may pass on the discount pricing to their guests or keep the discount as a sales commission.

Contact Nicole Richey at the Chamber 310.510.7645 for more information.



www.CatalinaChamber.com

**Catalina Island
Chamber of Commerce**

#1 Green Pier
PO Box 217
Avalon, CA 90704

Phone: 310-510-1520
Fax: 310-510-7606
E-mail: info@catalinachamber.com
Web: www.CatalinaChamber.com



Saving of the Green

The Catalina Island Chamber is going Green and saving Green at the same time. This is the first Chamber *Island Insights* newsletter that will be sent to all of our chamber members electronically instead of printed and mailed to each of you. In investigating, we found out that the large majority of our members have and use email. The printing and mailing of each newsletter was costing us approximately \$875 each time it was mailed out – let alone the use of paper for each newsletter and mailing. So over the year, we should save about \$5250, preserve some trees and not add to the various landfills. We hope you like it.

The current newsletter will be also be available on the Chamber's website, www.CatalinaChamber.com where it can be viewed and printed.



FOLLOW US ON TWITTER
www.twitter.com/catalinachamber

Romantic Getaway for Two

BENEFITING
CATALINA ISLAND MEDICAL CENTER FOUNDATION

OPPORTUNITY DRAWING

On September 15, 2009

PACKAGE INCLUDES:

2 Night Stay at Hamilton Cove Sept. 25-27, 2009
Donated by Hamilton Cove Real Estate
Dinner for 2 at Steve's Steakhouse
Couples Massage at A Touch of Heaven
2 Rounds of Golf (w/cart) at Catalina Island Golf Course
Beautiful Island Necklace donated by Island Style
2 Tickets to Catalina Island Women's Forum Wine Festival
Lunch for 2 at the Catalina Country Club
Breakfast for 2 at the Pancake Cottage

*\$25 a ticket
or
5 for \$100*

*Tickets sold in the Arcade
or contact Debbie Slank to
purchase tickets at the
hospital (714) 654-6651*

Important Dates & Reminders:

Trade Show Committee
Thursday, August 20
11:30 am, US Bank

Marketing Committee
Thursday, August 20
1:30 pm, US Bank

Board of Directors
Thursday, August 20
3:30 pm, US Bank

NO August Mixer

Visitors Guide Ads
Early Bird deadline: August 14
All ads/listings: September 18

Membership Dues
Final deadline: August 28

Trade Show Program
Sign up deadline: August 14