2024 SUMMER SUMMIT SCHEDULE OF EVENTS

All business meetings will take place at the Silverado Resort, 1600 Atlas Peak Road, Napa Valley, CA 94558. Attire for business sessions and meals is resort casual (no ties) unless otherwise noted. Evenings in Napa Valley may be cool, so bring a sweater or light jacket. For all outdoor activities, be sure to bring sunglasses and sunscreen.

Buses for the Auction and all off-property activities will depart from the Silverado Market. Please plan to arrive 15 minutes prior to the times listed below.

SATURDAY, JULY 20

ACTIVITIES ON YOUR OWN

VISIT NAPA VALLEY AND NEIGHBORING SONOMA COUNTY.

Visit Napa Valley and **Sonoma County Tourism** have selected activities for you and your guests to experience on your own. Check out the **exciting options here** and **exclusive activities and featured offers** from Sonoma County designed to enhance your visit.

SUNDAY, JULY 21

10:00 a.m.-7:30 p.m.	**REGISTRATION AND HOSPITALITY ROOM**	Royal Oak Room
12:30-1:00 p.m.	**DMO CEO ROUNDTABLE NETWORKING LUNCH**	Mansion Garden Pavilion
1:00-3:00 p.m.	**DMO CEO ROUNDTABLE** *(CHAIRMAN'S CIRCLE DMO/CVBs MEMBERS ONLY)* DMO leaders will gather for education and conversation around global competition in attracting international meetings to destinations. This session will include a panel of group travel experts to share best practices to help make your destination a top choice for international meeting planners and attendees and an open forum to exchange ideas with peers.	Mansion Garden Pavilion
4:00-5:30 p.m.	**BOARD OF DELEGATES BRIEFING** *(MEMBERS ONLY)*	Vintner's Court
6:00-7:30 p.m.	**WELCOME RECEPTION AT SILVERADO RESORT** **WINE TASTING** (6:00-6:30 p.m.) Join us during the welcome reception to enjoy hand-crafted cocktails and light hors d'oeuvres on the patio. For this year's Battle of the Best Wine Tasting we are coming together for a "Champagne Showdown" made possible by Travel Oregon, Visit California, Visit Seattle and State of Washington Tourism. **Tickets are required and space is limited**. All proceeds will help support U.S. Travel's advocacy efforts, so be sure to **purchase your tickets today**!	Mansion Garden Lawn
7:30 p.m.-onwards	**DINNER ON YOUR OWN** *(RESERVATIONS RECOMMENDED)*	

MONDAY, JULY 22

7:00 a.m-12:30 p.m	**REGISTRATION AND HOSPITALITY ROOM**	Royal Oak Room
7:30-9:30 a.m.	**BREAKFAST**	Mansion Garden Lawn
8:00 a.m.	**SUMMER SUMMIT DAY ONE** **WELCOME** GEOFF FREEMAN, PRESIDENT & CEO, U.S. TRAVEL ASSOCIATION	Silverado Ballroom

BIGGEST RISKS IN THE WORLD AND THE U.S. ELECTION

MAZIAR MINOVI, CEO, EURASIA GROUP

EXPLORING THE INTERSECTION OF POLITICS + TRAVEL BEHAVIOR: AN OVERVIEW OF NEW SURVEY RESULTS

MATTHEW HOWE, SENIOR MANAGER OF TRAVEL INTELLIGENCE, MORNING CONSULT

OPEN DISCUSSION

PANEL DISCUSSION - EXPLORING THE INTERSECTION OF POLITICS + TRAVEL: CHALLENGES AND OPPORTUNITIES

MEMBER PANEL MODERATED BY GEOFF FREEMAN, PRESIDENT AND CEO, U.S. TRAVEL ASSOCIATION

BREAK

STORYTELLING AND ESTABLISHING BOISSET'S PROMINENCE IN THE GLOBAL WINE SCENE

JEAN-CHARLES BOISSET, PRESIDENT, BOISSET FAMILY ESTATES; VINTNER AND PROPRIETOR, BOISSET COLLECTION

BUILDING A LASTING BRAND AMIDST SHIFTING MARKETS AND CONSUMER BEHAVIOR

CHIP BERGH, FORMER PRESIDENT & CEO, LEVI STRAUSS & CO

PERSPECTIVES FROM OUR CHAIRMAN: FIRESIDE CHAT WITH U.S. TRAVEL'S CHAIRMAN OF THE BOARD

CHRIS NASSETTA, PRESIDENT & CEO OF HILTON

12:00-1:00 p.m.	**LUNCH**	Mansion Garden Lawn
1:30-3:30 p.m.	**EXECUTIVE BOARD MEETING** *(MEMBERS ONLY)*	Vintner's Court

AFTERNOON ACTIVITY OPTIONS

1:00-3:30 p.m.

WINE TASTING AT WHETSTONE VINE CELLARS

Whetstone Vine Cellers is a family-owned and operated winery, focusing on single vineyard, single varietal wins in the heart of Napa Valley. Their Tasting Salon is located in inside of a 19th century Chateau surrounded by ancient Cedar and Oak trees. You will be greeted with their Rose' and then Owner, Michelle Whetstone will speak to the group about the wines that they will taste and then the guests will go thru the rest of the tasting at their own pace while mingling with attendees.

Age limit: *Must be 21*

1:00-3:45 p.m.

DEL DOTTO WINE TOUR

The Del Dotto Historic Cave was hand-dug in 1885 and is one of the oldest caves in Napa Valley. Guests will be greeted with a pour of white wine upon arrival. Then their host will bring them into the cave to enjoy red wine varietals thieved directly from barrels that are sourced from the great forests of the world. Each experience concludes with a pour of featured wines accompanied by a house-made sourdough pizza. Please note that this is a communal standing tasting.

Age limit: *Must be 21+*

1:15-4:30 p.m.

SHOPPING AND SIGHTSEEING IN DOWNTOWN NAPA – *ON YOUR OWN*

Stroll the streets of downtown Napa and slip into the cute shops, galleries and sidewalk cafes. Shuttle departure and return service available. Shuttle departs resort at 1:15 p.m. and 2:15 p.m. Return shuttles depart Napa at 3:15 p.m. and 4:15 p.m.

1:30-2:30 p.m.

OR

3:00-4:00 p.m.

BOCCE BALL LESSON AND TOURNAMENT

Learn how to play Bocce Ball alongside an instructor with guidance to the rules, scoring and field setup for this fan-favorite backyard game.

Silverado Spa

Limited capacity
Age limit: *6+*
Clothing recommendations: *Athletic attire and sneakers.*

AFTERNOON ACTIVITY OPTIONS CONT'D

1:30-2:30 p.m. OR 3:00-4:00 p.m.	**PICKLEBALL CLINIC FOR ADULTS** Grab your paddle and learn how to play Pickleball! This is geared for all levels of players. Beginners will learn how to hit the ball and keep score. Paddles will be provided by the resort. ***Limited capacity*** ***Clothing recommendations:*** *Athletic attire and sneakers.*	Silverado Spa
1:30-2:30 p.m	**PICKLEBALL CLINIC FOR KIDS** We invite your kids to join us to learn to play pickleball and have fun! Paddles will be provided by the resort. ***Limited capacity*** ***Age limit:*** *6+* ***Clothing recommendations:*** *Athletic attire and sneakers.*	Silverado Spa
1:30-4:00 p.m.	**BLIND WINE TASTING EXPERIENCE AT SILVERADO RESORT** Taste, analyze and then vote to guess the wine behind masked bottles with help from a sommelier. Learn how to identify key personalities of specific grapes while using tips and tricks shared by an expert. ***Age limit:*** *Must be 21+*	Arbor Room
1:30-4:00 p.m.	**SENSORY WINE TASTING EXPERIENCE AT SILVERADO RESORT** Join us for a true Napa Valley classic. Alongside a sommelier, we'll dive into an in-depth custom sensory wine experience featuring various levels of aromatic and flavor discovery—teaching attendees about tannins and the relationships between wine and food. ***Age limit:*** *Must be 21+*	Martini/Trefethen Rooms
6:00-10:00 p.m.	**SUMMER AUCTION WITH RECEPTION AND DINNER** Buses will depart beginning at 5:30 p.m. and ending at 6:30 p.m. Restricted to ages 21 and over. Please make alternate arrangements for children under the age of 21. The reception and dinner will be located in a grassy area, so please wear flat shoes.	Silver Oak Winery

TUESDAY, JULY 23

7:00 a.m-12:30 p.m.	**REGISTRATION AND HOSPITALITY ROOM**	Royal Oak Room
8:00-9:30 a.m.	**BREAKFAST**	Mansion Garden Lawn
9:00 a.m.	**SUMMER SUMMIT DAY TWO**	Silverado Ballroom

WELCOME

GEOFF FREEMAN, PRESIDENT & CEO, U.S. TRAVEL ASSOCIATION

EXAMINING SHIFTS IN CORPORATE TRAVEL

MARC CASTO, PRESIDENT, MVC SOLUTIONS, INC.

MARGARET SMITH, SENIOR MANAGING DIRECTOR AND EXECUTIVE DIRECTOR OF CORPORATE SERVICES & SUSTAINABILITY AND BUSINESS OPERATIONS, ACCENTURE

CHRISTINE VALLS, DIRECTOR, LATIN AMERICA AND CARIBBEAN SALES, UNITED AIRLINES, INC.

UNDERSTANDING THE IMPACT OF LIVE EVENTS + TRAVEL

JOSH FRIEDLANDER, VICE PRESIDENT, RESEARCH, U.S. TRAVEL ASSOCIATION

	THE RISE OF LIVE EVENTS AND ENTERTAINMENT POST-PANDEMIC JORDAN ZACHARY, PRESIDENT, REGIONS, U.S. CONCERTS, LIVE NATION JUSTIN DRAGOO, PARTNER AND CHIEF OPERATING OFFICER, BOTTLEROCK NAPA VALLEY MODERATED BY JOSH FRIEDLANDER, VICE PRESIDENT, RESEARCH, U.S. TRAVEL ASSOCIATION	
	BREAK	
	INNOVATION, DIGITAL TRANSFORMATION AND THE SHIFTING CONSUMER EXPERIENCE VIVEK SANKARAN, CEO, ALBERTSONS	
	WRAP UP GEOFF FREEMAN, PRESIDENT & CEO, U.S. TRAVEL ASSOCIATION	
12:00-1:00 p.m.	**LUNCH**	Mansion Garden Lawn
	AFTERNOON ACTIVITY OPTIONS	
12:40-4:45 p.m	**NAPA WINE TRAIN** Embark on a unique Napa Valley Experience, embracing tradition and indulgence for the afternoon. After boarding the vintage 1915 Pullman Rail Car, your private train will take you on a 30-minute journey from Napa to Yountville while enjoying sparkling wine & a cheese course. Once you arrive in Yountville, your motorcoach will take you on a short drive to Chandon Winery for a tour of their newly renovated grounds and a tasting experience. After your final splash, you will board the train for dessert service on your way to the Napa Valley Wine Train Platform before returning to your hotel. ***Age limit:*** *Must be 21+*	
1:00-4:00 p.m	**BIKE RIDE THROUGH NAPA VALLEY** Begin your ride in Yountville—an area surrounded by scenic vineyards. Your tour guides will make a few stops along the way to point out their favorite points-of-interest and discuss Napa's history and the vineyard growth cycle—dictated by the groups' interest. Enjoy a recreational pace with an active time total of 60 minutes. **Recommended attire:** warm layers for cool mornings, shorts or capris, longer pants with tapered/slim fitted legs and closed-toe shoes. Bring sunscreen and sunglasses. ***Must sign a waiver***	
1:00-4:30 p.m	**BUS INTO HISTORIC SONOMA** Explore the historic Sonoma Plaza on your own. Sonoma Plaza lies at the heart of Sonoma County and has worn many hats: From Mexican military outpost, to fleeting frontier republic and a Spanish Mission village. Now, the plaza serves as a gorgeous historic landmark and the "slow" culture capital. The Sonoma Plaza radiates romance around every corner, cafe and cobblestone.	
1:00-4:30 p.m.	**FOUNDERS TOUR AT STERLING VINEYARDS** Take a gondola ride up to the beautiful Sterling Winery. The winery's newly redesigned Founder's Room sits at the hill's peak, where guests will join us for our most premier tasting experience at Sterling Vineyards. You'll be treated to a world class food and wine pairing with our most coveted and exclusive wines. ***Age limit:*** *Must be 21+*	

AFTERNOON ACTIVITY OPTIONS CONT'D

1:00-4:45 p.m.

KAYAKING ON THE NAPA RIVER

Explore the most biologically diverse river in the San Francisco Bay Area! Begin your kayaking tour at Kennedy Park centrally located in Downtown Napa and ride along the Napa River shoreline—which offers surprises around every turn. Kayakers will enjoy the full transition from wetlands to the forest. The route includes sweeping views of the South Napa Wetlands and glimpses of Mt. Veerdeer, Atlas Peak and Coombsville.

Recommended attire: a swimsuit, shorts, shirt and waterproof shoes. Layer your clothing so that you can shed a jacket or long sleeve shirt during the paddle. Bring a hat, towel, sunscrreen and water bottle.

Must sign a waiver

1:00-5:00 p.m

WINE BLENDING AT RAYMOND VINEYARDS

When the group arrived, will get a quick history of the winery, tour the Crystal Cellar, and participate in the Winemaker for a Day Experience. You will break down into teams of 10 people where each team will be able to make three blended wines, pick their favorite, and we will blind taste to pick a winner. Each person will get a bottle of the wine with a custom. After the blending, we will take the group to either the beautiful "Red Room" or the iconic outdoor grove to taste some of Raymonds wines.

Age limit: *Must be 21+*

2:30 p.m.
(shotgun start)

GOLF AT SILVERADO RESORT

Join fellow players on one of Napa's most beautifully maintained courses—the South Course. Expect challenging holes with height variation to bring excitement to the course. The snack shack is famous for its "burgerdog sandwich"—the perfect break as you approach the number 10 tee box.

Please meet at the main golf cart staging area near the practice putting green and plan to be there 40 minutes prior to collect your golf clubs and cart.

Limited capacity

6:00-9:30 p.m.

RECEPTION AND DINNER

The Grove is located behind the Mansion and is approximately a 10 minute walk from the Mansion. Bellman are available to drive you in a golf cart to the Grove. Please ask at the bellstand for assistance.

The Grove
at the
Silverado Resort

WEDNESDAY, JULY 24

DEPARTURES (TRANSPORTATION ON OWN)