

Route 66 Economic Development SYMPOSIUM



presented by California Historic Route 66 Association

ART OF THE POSSIBLE

Tapping Into California Route 66's Boundless Economic and Tourism Potential



Wednesday, May 18, 2016 | 8:30 am – 3:30 pm

Ramada Barstow • 1511 East Main Street (Route 66) • Barstow CA 92311

Vital Symposium Topics Include:

- What works? Learning From Route 66 Success Stories
- How to Maximize Benefit From Tour Operator Expertise
- What California Route 66 Travelers Like/Want to See
- How to Develop Your Brand and Strategy

Sponsors include:

Bureau of Land Management, California Desert District
Barstow Area Chamber of Commerce
Ramada Barstow (venue sponsor)

(Sponsorship opportunities available)



Registration fee: \$33 per person, includes lunch and program materials

Questions? Contact Sharon Foster at 760.885.9369 / sharonfosterav@gmail.com
or Sheila Beekman-Compton at 831.247.0673 / beekcomp@yahoo.com

SYMPOSIUM REGISTRATION

YES! I will attend the Route 66 Economic Development Symposium.

Name: _____

Affiliation: _____

Phone: _____

Email address: _____

(Please print clearly.)

NOTE: We plan to provide a list of attendees with name, affiliation and email address to encourage collaboration.

Vegetarian meal requested

Registrations must be received no later than May 11

(No walk-ins, please!)

We cannot accept credit or debit card payments at this time. Please secure your registration by mailing a completed copy of this form with a check (\$33 per person) payable to CHR66A to:

**Symposium Registration
c/o Lynne Miller
4734 Pepperwood Avenue
Long Beach, CA 90808**

LODGING:

We have reserved a block of rooms at the Ramada at a discounted rate for May 17 and 18. If you plan to stay overnight for either or both of those days, please make your reservations directly with the Ramada (760) 256-5673. Mention "Route 66 Symposium" for discount rate. Reservations must be made no later than May 11 to secure the discounted room rate.

