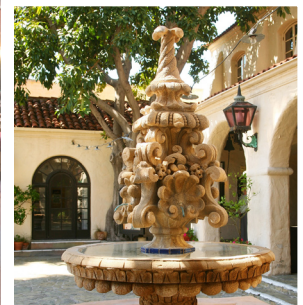


2012 **TECH** WACVB  
**SUMMIT**  
DESTINATION MARKETING  
March 28-30 • Pasadena, CA

HILTON PASADENA



REGISTRATION BROCHURE

Presented by the Western Association of Convention & Visitors Bureaus



## TECHNOLOGY STRATEGIES FOR DESTINATION MARKETERS

MARCH 28 - 30, 2012

### VENDOR SHOWCASE

**Meet Our Exhibitors**—Our Tech Summit refreshment breaks and selected group meal functions are strategically located so delegates may spend time with our vendors/exhibitors, learning about technology products and services specifically for destination marketing organizations.

### SUMMIT PLANNING COMMITTEE

**Tania Armenta**

Vice President, Marketing,  
Communications & Tourism,  
Albuquerque CVB

**Christine Carchia**

Director of Sales & Client Services,  
Pasadena CVB

**Allison Cooper**

Director of Marketing, Metropolitan  
Tucson CVB

**Nicole Gustas**

Director of Online Marketing, Monterey  
County CVB

**Bill Karz**

Director, Online Marketing, LA INC.

**Nina Simmons**

Online Marketing Manager, Greater  
Phoenix CVB

**Bobby Taylor**

Web and Emerging Media Manager,  
Anaheim/Orange County VCB

**Janet Zaldua**

Director of Tourism & Communications,  
Pasadena CVB

**Lorene Palmer**

President & CEO, Juneau CVB

**Wes Rhea**

Executive Director, Stockton CVB

An ongoing challenge is finding ways to effectively break through the noise to engage your audience and customers.

At the 7th annual Destination Marketing Tech Summit & Vendor Showcase you'll gather **new tactics, technologies and insights** to increase your ability to enhance your destination marketing programs. Our top-rated program includes content for destination marketing organizations of every size.

WACVB brings together marketing and technology experts to present strategies and solutions that have direct relevance to our industry. You will be able to **attend 12 of the 16 education sessions** offered to learn new marketing approaches, advertising solutions and metrics insights.

Learn from **popular returning speakers** such as Martin Stoll, Erin Francis Cummings, and Steven Paganelli. And, be introduced to a **new group of presenters** including Robert Rose, Steve Fisher, William Bakker, Jeanne Jennings, Elena Prostova and others.

Get up-to-date practical content about market segments and learn how to **leverage marketing technologies and dollars** to drive business to your destination.

Take advantage of two new offerings this year... **a Facebook Lab and a Google Analytics Lab** on the afternoon of March 28. Bring your laptop and your inquisitive nature to these two hands-on labs.

Meet with business and travel technology vendors face to face for **innovative product and service updates**.

Take advantage of significant opportunities for **peer-to-peer idea exchanges** as you build your network of industry colleagues.

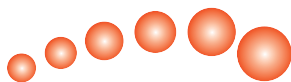
**Increase your own value** to your organization by your participation at the Tech Summit.

Creative and energizing, the Tech Summit offers a comfortable, casual and friendly environment—**you will be engaged** on all levels.

**Sign up** now for the Destination Marketing Tech Summit.



facebook



## SCHEDULE AT-A-GLANCE

### WEDNESDAY, MARCH 28

1:00pm – 5:30pm  
**Tech Summit Registration**

1:15pm – 3:15pm  
**Facebook Lab**

3:30pm – 5:30pm  
**Google Analytics Lab**

6:00pm – 7:00pm  
**Welcome Reception at Hotel**

### THURSDAY, MARCH 29

7:15am – 4:00pm  
**Tech Summit Registration**

7:30am – 8:30am  
**101 Session**

8:00am – 9:00am  
**Hot Buffet Breakfast and Vendor Showcase**

9:00am – 10:00am  
**General Session**

10:00am – 10:30am  
**Vendor Showcase**

10:30am – 12:00noon  
**Concurrent Workshops**

12:00noon – 1:45pm  
**Group Luncheon and Presentation**

2:00pm – 3:30pm  
**Concurrent Workshops**

3:30pm – 4:00pm  
**Vendor Showcase**

4:00pm – 5:00pm  
**General Session**

5:45pm – 7:00pm  
**Reception on the Plaza**

## 2012 WACVB DESTINATION MARKETING TECH SUMMIT

### PROGRAM

#### WEDNESDAY, MARCH 28

1:00pm – 5:30pm  
**Tech Summit Registration**

1:15pm – 3:15pm  
**Facebook Lab**

Presenters: Martin Stoll, President & CEO, Sparkloft Media, and Jamie Kerr, Product Manager, Sparkloft Media

In this hands-on lab (bring your laptop!) participants will work on real life examples to develop better performing advertising campaigns, Facebook contests and sweepstakes and how to leverage data from Facebook insights. Information will not only be provided by trainers, but the lab format also encourages participants to share best practices and learn from peers how to get the most out of Facebook. To participate in the workshop you should be an administrator of your organization's Facebook page, have a good understanding of the Facebook marketing platform and be able to spend \$10 on a credit card during the workshop for Facebook ads.

3:30pm – 5:30pm  
**Google Analytics Lab**

Presenter: Ryan Grimes, Director, Business Intelligence & Advertising Operations, KEO Marketing

Google Analytics continues to improve and meet the needs of all users from small business to enterprise level organizations. In the Google Analytics lab we will cover the latest version of the tool and all its great new features including but not limited to: how to use New Goal Types, Site Speed Reporting, Google Webmasters Integration, Social Tracking, Mobile Ad Tracking improvements, Flow Visualization and Multi-Channel Funnels. The new version has a completely new look and feel and we will navigate through all the functionality and review some of the already existing features as well. We will use real-life examples and data to learn how to leverage all of these new enhancements and breadth of functionality to improve your website performance and your business initiatives.

3:30pm – 5:30pm  
**Vendor Showcase Setup (exhibitors)**

6:00pm – 7:00pm  
**Welcome Reception at the Hilton**



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Use **#WACVBTechSummit** in your tweets



Follow us on Facebook.  
<http://www.facebook.com/pages/Western-Association-of-Convention-and-Visitors-Bureaus/328305623859122>

#### THURSDAY, MARCH 29

7:15am – 4:00pm  
**Tech Summit Registration**

7:30am – 8:30am

#### How the Internet Works

Presenter: Bobby Taylor, Web and Emerging Media Manager, Anaheim/Orange County VCB

Without a doubt, the Internet is the most valuable resource a CVB has in terms of communications, marketing, and anything else you can probably imagine. But do you really understand how the Internet works? If your answer is "No," then you're giving up a certain amount of power and authority about your online presence. This WACVB 101 session is fun, engaging and non-technical overview of how things happen online. From what happens behind the scenes when you visit a website to the basic building blocks of a web page, this session will cover all the essential things you need to know to have a better understanding about your most valuable asset. There will also be ample time for Q&A, so bring all your burning questions and find out "How the Internet Works."

8:00am – 9:00am  
**Hot Buffet Breakfast and Vendor Showcase**

9:00am – 10:00am

#### Content Marketing Strategy – Beyond the Buzz and Into Reality

Presenter: Robert Rose, Strategist In Residence, Content Marketing Institute

Using Social media and content to help drive real marketing success is more than just blogging occasionally, setting up a Twitter account and monitoring your Facebook fan page. And, how do you balance different content strategies for different types of brands? Much has been said about being open, transparent and constantly conversing with your customers, but how about measuring real results—like more inquiries, more satisfied constituents or decreased costs. In this session, Robert Rose, co-author of the book *Managing Content Marketing* and lead strategist with the Content Marketing Institute, discusses how to get beyond the buzz and into real results. We'll talk through the business case, the process, the tactics and real-life examples of how real organizations—and especially in the nonprofit and travel industry—are using content to drive real marketing results.



10:00am – 10:30am  
**Refreshment Break and Vendor Showcase**



## SCHEDULE AT-A-GLANCE

### FRIDAY, MARCH 30

7:30am – 3:15pm  
**Tech Summit Registration**

8:00am – 9:30am  
**Hot Buffet Breakfast and Vendor Showcase**

9:30am – 10:30am  
**General Session**

10:30am – 11:00am  
**Vendor Showcase**

11:00am – 12:15pm  
**Concurrent Workshops**

12:15pm – 1:45pm  
**Group Luncheon and Presentation**

2:00pm – 3:15pm  
**Concurrent Workshops**

3:15pm  
**Adjournment**



## AFTER THE TECH SUMMIT, YOUR ORGANIZATION WILL BENEFIT

- Focus specifically on what you will take back to your organization as return for the investment.
- Offer to prepare and deliver a short presentation to colleagues to share what you've learned, and encourage follow-up questions.
- Share the conference's speaker presentations with colleagues.

### 10:30am – 12:00noon **Concurrent Workshops**

#### Meetings and Social Media

Presenters: Jamie Kerr, Product Manager, Sparkloft Media, and Nina Simmons, Online Marketing Manager, Greater Phoenix CVB

The meetings and events industry is ripe with social media opportunities. Planners and DMOs have started to test the waters in this area but there are still very few strategic programs being executed. A defined social media support package can be used as not only a key selling and closing tool but can also benefit the destination itself by fostering increased attendance and attendee activity. In this session we will cover both DMO and program case study examples that have used Facebook, Twitter, LinkedIn and YouTube. We'll also discuss different ways an online marketing department can support convention sales and services teams with social media initiatives.

#### CVB Website Development: Learn From Our Mistakes!

Presenters: Nicole Gustas, Director of Online Marketing, Monterey County CVB, and Bobby Taylor, Web and Emerging Media Manager, Anaheim/Orange County VCB

Going through a website redesign is a major (and complex) project for any CVB. Working with an outside developer may make you long for more control—but keeping it internal has its own hurdles. As they say, "mistakes were made." Get the inside scoop on the biggest mistakes and most embarrassing stories, learn how to avoid these issues in your own project and save yourself time and stress. The Anaheim/Orange County VCB recently completed their new website using only in-house staff and open source technology. And while that may not be a feasible project for every bureau, the lessons learned from it can significantly help you in your upcoming website redesign—whether you do it yourself or decide to use a vendor. The Monterey County CVB worked with experienced external vendors and consultants from the RFP stage. This led to several surprising challenges; at one point it looked like the Bureau could potentially spend six months without any website at all! Bobby Taylor (Anaheim/Orange County) will be sharing some key insights from building a website from the ground up, while Nicole Gustas (Monterey County) will provide perspective on working with vendors that applies to a bureau of any size.

12:00noon – 1:45pm

#### The Way Travelers Use the Web

Presenter: Erin Francis Cummings, Managing Partner, Destination Analysts

Explore the realm of traveler decision-making and planning. What resources do travelers use to plan and execute their leisure trips and which have the greatest propensity to generate ROI for destinations? Sit back and enjoy your delicious lunch while Erin serves you the latest results of *The State of the American Traveler* survey and other recent research.



### 2:00pm – 3:30pm **Concurrent Workshops**

#### You May Not Win an Oscar, But Your Videos Won't Stink Either

Presenter: Brian Matson, Marketing Director, Fargo-Moorhead CVB

Are you ready to start, or up your game in online video to help promote your destination to the world? If so, you're in luck. You don't need thousands of dollars in a video budget or contracts with an entire film crew to get in the video game online. In this session you will learn what sort of basic equipment you'll need (a lot less than you think), how to handle lighting and audio, how to "think like a videographer" with storyboarding and visual storytelling tips, and finally how video can rock your SEO when you bring all the right pieces together! This session is filled with a lot of actionable information that you can put to work for your DMO immediately.

Key Points:

- Shoestring video equipment
- Planning your shots and getting the most out of them
- Time-saving video production techniques

#### The State of SEO in 2012 and Beyond

Presenter: Arnie Kuenn, President, Vertical Measures

The SEO's life isn't easy. In addition to major updates like Panda, Google says it's making as many as 500 changes to its algorithms each year. Apart from algorithmic changes, personalization means different results for everyone, sometimes in non-subtle ways. A well-organized organic search optimization (SEO) effort is a core component of any online marketing initiative. During this workshop you will learn what it takes to capture as much search engine real estate as possible including:

- Understanding and using your customer's key-word language
- Discovering content your visitors and search engines will love
- Onsite web page optimization
- Using social media to send the right signals to the search engines for higher rankings
- Why backlinks are so important in SEO and how to develop them
- How to protect yourself against changes in the future

3:30pm – 4:00pm  
**Refreshment Break and Vendor Showcase**



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Use #WACVBTechSummit in your tweets



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<http://www.facebook.com/pages/Western-Association-of-Convention-and-Visitors-Bureaus/328305623859122>



4:00pm – 5:00pm

### Create Once, Publish Everywhere!

Presenter: Steve Fisher,  
User Experience Director,  
Yellow Pencil, Inc.

It is an exciting time on the web right now. Responsive web design has really changed the game in how we understand delivering our message online. It is now possible to create one site that works across all devices using the same content but delivering unique user experiences. There is less and less of a need for device specific planning and more of an opportunity to plan in a future friendly way. In order for content providers to take full advantage of these new platforms, they will need to, first and foremost, embrace one simple philosophy: COPE (Create Once, Publish Everywhere). Well-planned, well-structured content that is understood and abstracted from a specific display will help create informed interaction and visual design systems. Basically, you get your website and its content working for everyone with only one site.



5:45pm – 7:00pm  
**Reception on the Plaza**  
*Reception hosted by Pasadena CVB*

## FRIDAY, MARCH 30

7:30am – 3:00pm  
**Tech Summit Registration**

8:00am – 9:30am  
**Hot Buffet Breakfast and Vendor Showcase**

9:30am – 10:30am

### It Is Facebook's World: You Are Only Sharing It

Presenter: Martin Stoll,  
President & CEO, Sparkloft  
Media



Almost half the world's on-line population is on Facebook and, whether you LIKE IT or not, as a marketer you have to be there as well. This general session explains what the latest Facebook changes like Timeline, Ticker, frictionless sharing or advanced insights mean for brands, what the Facebook product roadmap looks like and how the global discussion about data and privacy is changing social media marketing. In addition you will also get actionable insight by learning from an analysis of the best managed Facebook brand pages in and outside of tourism.

10:30am – 11:00am  
**Refreshment Break and Vendor Showcase**

11:00am – 12:15pm  
**Concurrent Workshops**

### More Effective Email Marketing

Presenter: Jeanne Jennings, Principal,  
JeanneJennings.com, Inc.

This case study-based workshop will give you the information you need to not only implement standards and best practices but make your email marketing program more effective and more profitable. You'll leave with actionable ideas for growing your opt-in email list, improving open rates, optimizing your email creative to better engage readers and garner higher click-through rates and doing more effective A/B split tests to improve bottom-line performance. This instructor has been working in the online realm since the late 1980s. She has advised a wide variety of organizations including Hasbro, The National Education Association, Scholastic, Verizon and Weight Watchers International. She writes a twice-monthly column on email marketing for ClickZ.com, wrote The Email Marketing Kit (published by SitePoint) and is a recognized and sought-after expert in the field.



Presenters: Brett Gordon, Vice President, Strategy & Innovation, Madden Media, and Steven Paganelli, CDME, Vice President-Northeast & Mid-Atlantic, Madden Media

12:15pm – 1:45pm

Presenter: William Bakker,  
Partner and Chief  
Strategist, Think! Social  
Media





## FOMO

## CLICKTIVISM

## LMS

## TECH SUMMIT REGISTRATION INFORMATION

Fees include daily group breaks and meal functions. Applicable registration fees apply for all delegate classifications.

Please carefully review the attendance policies outlined below for the WACVB Destination Marketing Tech Summit & Vendor Showcase. If you have questions about the policies, please contact WACVB staff at [info@wacvb.com](mailto:info@wacvb.com) or 916.443.9012.

- WACVB-member Bureau Employees – Attendance is open to employees of WACVB-member bureaus. Membership in WACVB rests with the bureau, and all member-bureau employees attend at the member rate.
- Tech Summit Confirmed Speakers – Attendance is open to invited and confirmed guest speakers, moderators and panelists.
- Nonmember-DMO Employees – Attendance is also available, at the nonmember rate, to employees of local CVBs/official destination marketing organizations/tourist boards and employees of state/regional DMO associations. (Examples: Employees of such nonmember organizations as the Fargo/Moorhead CVB and the Alaska Travel Industry Association are eligible to attend the Tech Summit.)
- Spouse/Significant Other – Attendance is open to a delegate's spouse/significant other, if the spouse/significant other is not engaged in the destination marketing industry and is not affiliated with a vendor company that provides goods or services to CVBs/DMOs.
- Student/Faculty Members – Attendance is open to students and faculty members from accredited colleges/universities who have a legitimate interest in destination marketing; the fee for students and faculty members is the same as the spouse/significant other registration fee. Staff will confirm institution affiliation for each student and faculty member seeking registration.
- Exhibitors/Vendors and Sponsors – The only suppliers attending the Tech Summit are those designated as confirmed Vendor Showcase exhibitors and/or Tech Summit sponsors or speakers. Applicable Vendor Showcase exhibitor and/or sponsor fees apply.

Fees include Tech Summit program and daily group meal functions.

- \$370 includes March 28 afternoon labs **and** March 29-30 sessions
- \$295 includes March 29-30 sessions (**no** March 28 afternoon labs)
- \$740 includes March 28 afternoon labs **and** March 29-30 sessions
- \$590 includes March 29-30 sessions (**no** March 28 afternoon labs)

*\*subject to approval from WACVB staff*

- \$200 spouse/significant other/faculty/student (March 29-30 sessions only)

Please send your completed registration form and fee to the WACVB office by **March 19, 2012**. Refunds will be honored until 5:00pm (Pacific Time), March 19; after that date, no refunds will be granted. Registrant substitutions are welcome.

Online registration is available at [home page](#) and locate the Tech Summit.

. See the Calendar of Events on the



For more information about the Tech Summit, contact WACVB staff at 916.443.9012 or

168 South Los Robles Avenue  
Pasadena, CA 91101  
Group rate: \$139 plus 15% tax; single/double occupancy.  
To make online reservations:

Please make your reservations before March 5, 2012.  
You may also make reservations by calling the hotel direct at 626.577.1000 or  
1-800-HILTONS. Reference WACVB to receive the group rate

**Bob Hope/Burbank Airport (BUR)**  
(16 miles to Pasadena)  
2627 N. Hollywood Way, Burbank, CA

**Los Angeles International (LAX)**  
(32 miles to Pasadena)  
1 World Way, Los Angeles, CA



**Shuttle Service**  
Prime Time Shuttle  
800.733.8267 •

**Supershuttle**  
800.258.3826 •

**Xpress Shuttle**  
800.427.7483 •

**Taxi Service**  
People's Taxi • 800.505.2227  
Yellow Cab • 626.796.3111  
San Gabriel Checker Cab Co. • 800.750.4400

**Public Transportation**  
Flyaway Union Station  
323.466.3876 •  
Nonstop bus service to and from Los Angeles International Airport (LAX) via Union Station in downtown Los Angeles. From Union Station, passengers can ride the Gold Line light rail to Pasadena. Exit Del Mar Station for the Pasadena Convention Center (approximately five blocks).

**Metro Rail Service**  
Metro Gold Line  
323.466.3876 •  
Travels from Union Station in downtown Los Angeles to Pasadena and six points in between. Connects to other lines at Union Station.



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Bureaus/328305623859122](http://www.facebook.com/pages/Western-Association-of-Convention-and-Visitors-Bureaus/328305623859122)



## DESTINATION: PASADENA, CALIFORNIA

A dynamic city centered in beautiful Southern California, Pasadena is a city of discovery—from dining and shopping to theatre and art galleries. Pasadena is an enticing combination of accessibility and culture. It is home to more cultural attractions than any other city of its size in California.

There is a lot to explore in all three of Pasadena's inviting and novel districts that blend past, present and future. Within Pasadena's 1.5 mile downtown core, you will find most retail areas, cobblestone courtyards, sidewalk bistros, and nightlife.

**Old Pasadena:** A bustling urban center with top-rated restaurants, boutiques, exclusive national retailers and exciting nightlife that fill its Victoria-, Mission Revival- and Art Deco-era buildings. The 22-block area is listed on the National Register of Historic Places.

**Playhouse District:** An eclectic mix of antique sellers, museums, bookstores, restaurants and one-of-a-kind shops – all enhanced with culture and 1920s architecture, it is also on the National Register of Historic Places.

**South Lake Avenue:** A European-style tree-lined avenue, the South Lake district is flanked by a mixture of Pasadena institutions like Pie 'n Burger as well as brand-name stores and restaurants.

**Plus, Paseo Colorado:** A luxurious open-air promenade featuring more than 60 street-front shops, an upscale grocery store, and a movie theatre, it is located directly across the street from the Pasadena Convention Center.

This cosmopolitan city is easily accessed from Burbank-Glendale-Pasadena, Los Angeles International, Long Beach and Ontario airports; shuttles, buses, and light rail take you anywhere in the city and the greater Los Angeles area.

For more information about Pasadena, see





## REGISTRATION FORM

WESTERN ASSOCIATION OF CONVENTION & VISITORS BUREAUS  
Hilton Pasadena | Pasadena, California

Please photocopy registration form for each individual. Online registration at \_\_\_\_\_.

Full Name \_\_\_\_\_ Nickname for Badge \_\_\_\_\_

Title \_\_\_\_\_

Bureau/Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State or Province/ZIP+4 \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

How many years have you been employed in the CVB/DMO industry? \_\_\_\_\_

### REGISTRATION ATTENDANCE POLICIES

Please carefully review the attendance policies outlined in the brochure (page 7). If you have questions about the policies, contact staff at or 916.443.9012 before you register.

### REGISTRATION DEADLINE AND CANCELLATION POLICY

Please send your completed registration form and fee to the WACVB office by **March 19, 2012**. Refunds will be honored until 5:00pm (Pacific Time), March 19; after that date, no refunds will be granted. Registrant substitutions are welcome.

### MORE INFORMATION

For more information about the Tech Summit, contact WACVB staff at \_\_\_\_\_ or 916.443.9012.

### REGISTRANT FROM A WACVB-MEMBER BUREAU

☐ \$370 includes March 28 afternoon labs **and** March 29-30 sessions/group meals [4330-512]

☐ \$295 includes March 29-30 sessions/group meals (**no** March 28 afternoon labs) [4340-512]

### REGISTRANT FROM A NONMEMBER CVB/DMO

☐ \$740 includes March 28 afternoon labs **and** March 29-30 sessions/group meals [4331-512]

☐ \$590 includes March 29-30 sessions/group meals (**no** March 28 afternoon labs) [4341-512]

### GUEST REGISTRANT (SPOUSE/SIGNIFICANT OTHER/FACULTY/STUDENT)\*

\*subject to approval from WACVB staff

☐ \$200 spouse/significant other/faculty/student (March 29-30 sessions only) [4335-512]

### HOSTED EVENING EVENTS (PREREGISTRATION REQUIRED)

☐ I will attend the welcome reception, Wednesday, March 28 - Hosted by WACVB

☐ I will attend the offsite reception, Thursday, March 29 - Hosted by Pasadena CVB

### PAYMENT OPTIONS

Amount \$ \_\_\_\_\_ (USD)

☐ check # \_\_\_\_\_

☐ credit card • circle one: American Express • MasterCard • Visa

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ VCode \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

### REGISTRATION FORM POLICIES

1. Use a separate form for each registrant. If more forms are needed, please make photocopies.
2. Register online at \_\_\_\_\_  
One registrant per online form.
3. Enclose a check, made payable to WACVB, or provide credit card information, for the registration fee(s).
4. If, after registering, you find you will be unable to attend, please notify WACVB staff as soon as possible, since any refund must take into consideration meal commitments.
5. We invite our vendors/sponsors to send marketing messages to Summit delegates as a preview of services, products and opportunities available at the Tech Summit & Vendor Showcase.  
☐ I accept receipt of these marketing messages. I know how important the vendors and sponsors are to the success of our events.  
☐ I decline receipt of these marketing messages.
6. Return your registration form and registration fee to the WACVB office or register online by **March 19, 2012**. See cancellation policy. Substitutions welcome.

### Complete form and send with payment to:

Western Association of Convention  
& Visitors Bureaus (WACVB)  
950 Glenn Drive, Suite 150  
Folsom, CA 95630 | 916.443.9012  
916.932.2209 fax



Western Association of Convention & Visitors Bureaus  
950 Glenn Drive, Suite 150 | Folsom, CA 95630 | 916.932.2209 fax