

PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE
RETREAT AGENDA
WEDNESDAY, SEPTEMBER 23, 2009

1. Presentation by Julia Patrick, Patrick Media Group.
 - a. Status of Arizona Tourism Industry.
 - b. Opportunities/Challenges for Pinetop-Lakeside Tourism.
2. Discussion re: Ongoing Efforts.
 - a. Group Sales.
 - b. Hospitality Committee.
 - c. Others.
3. Discussion re: Brainstorming Future Options.
 - a. Cable One Channel Outreach and Options.

Dated this 16th day of September 2009.

PINETOP-LAKESIDE ADVERTISING & PROMOTION
COMMITTEE

/s/ Donna Stanley, Secretary