

2014 Staff and Board of Directors

2014 FLTA Staff

President - Cynthia Kimble - CindyK@FingerLakes.com
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Director of Sales - Barb Kolonoski - BarbK@FingerLakes.com
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IT/eMarketing Administration - Jack Carlson

2014 FLTA Board of Directors

Joe Gober – Chair – Americana Vineyards Winery – Seneca County
Ken McConnell – Vice-Chair – Barrister’s Bed & Breakfast – At Large Representative
Sarah Wiles – Secretary – Mid-Lakes Navigation – At Large Representative
derren Fagan – Treasurer – Schuyler County
Susan Dove – Past Chair – At Large Representative
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Sheila Thomas – Holiday Inn Elmira – Chemung County
Jim Dempsey – Cortland County CVB – Cortland County
Mary Alice May – Beachcomber of Conesus Lake – Livingston County
Peter Arnold – Genesee Country Village & Museum – Monroe County
Cleoleen Fabrizi – Corning’s Gaffer District – Steuben County
Eva Mae Musgrave – The Edge of Thyme Inn – Tioga County
Laura Winter Falk – Experience! the Finger Lakes – Tompkins County
Bonnie Hays – Historic Palmyra – Wayne County
John Socha – Showboat Motel – Yates County
Dave Bunnell – Annie Walker’s, LLC – At Large Representative
Jay Dinga – Tioga Downs – At Large Representative
Laury Ellen Poland – Finger Lakes Wine Country – Ex Officio

FLTA Mission:
Lead economic growth and development through exemplary promotion of the Finger Lakes region as a world class tourism destination.

Vision:
Be the recognized leader for destination marketing strategies and resources in the Finger Lakes region.

FLTA History

Founded in 1919, the Finger Lakes Tourism Alliance (FLTA) is an association of private sector attractions, tourism related businesses and participating county tourism offices working together to enhance and promote visitor businesses for the 9,000 square mile, state designated tourism region.

FLTA represents partners in all 14 counties of the region which include Cayuga, Chemung, Cortland, Livingston, Monroe, Onondaga, Ontario, Schuyler, Seneca, Steuben, Tioga, Tompkins, Wayne and Yates.

At 95 years of age, the Finger Lakes Tourism Alliance is one of the oldest destination marketing organizations in the nation.
A Message from Our President and 2014 Chairman of the Board

In 2014, the Finger Lakes Tourism Alliance (FLTA) successfully executed its Marketing Plan and provided programming to our partners that allowed them to customize their own marketing efforts through FLTA. FLTA was successful in obtaining a second line item in the New York State budget! FLTA was also awarded three Certified Funding Application grants, one for $35K for front line customer service training, another for augmenting the efforts of our international cooperative with the Corning Museum of Glass, Visit Rochester and the Niagara Tourism and Convention Center, called Wine, Water and Wonders for $210K and a third award will add $357K to FLTA’s domestic marketing efforts. All funds will be used to augment FLTA’s already existing marketing efforts.

The FLTA’s website posted a record number of visitors for the year, up 6.95% from the prior record breaking year! As FLTA focused on its Alexa score and worked to improve this score it resulted in 742,826 visits to FingerLakes.org. In looking at other regional, tourism websites, FingerLakes.org was scoring better through Alexa rankings than any of the other regional websites and was close to the Alexa score for the I Love NY website. The FLTA website continues to be a strong choice among the visiting public for gathering travel planning information.

FLTA thoughtfully invested marketing dollars to avoid duplication of efforts with other entities promoting the region. Investment in public relations was an example of this deliberate decision. Although FLTA invested little by way of funds into public relations due to the investment by others, FLTA did have multiple inquiries by writers for assistance with FAMS, photos and facts. Within the content of this Year in Review publication you will find additional public relations results from FLTA.

The 2013 Tourism Economic reports from the State indicate that visitor spending grew by 1.5% making tourism a $2.8 billion dollar business for the Finger Lakes region.

The State as a whole posted a growth rate of 3.5% for the same period and as we execute our 2015 plans we will work to gain more of the state’s market share. The results for 2014 should be made available by April of 2015 and can be found in the research section on FingerLakes.org.

In addition, the Board’s investment in the Book a Room Now (aka: JackRabbit) system again is posting results. With this accommodation booking widget, housed on the Finger Lakes Tourism Alliance’s website, a visitor can locate available partner accommodations from across the region. No fees are charged to partners or visitors and as of year-end, over 132,500 referrals were made to participating accommodation partners, resulting in an estimated 10,500 room nights that were booked in the Finger Lakes tourism region during 2014 as a direct result of this booking engine.

As we look forward to 2015, we are planning to deliver cooperative marketing programs that focus on electronic marketing media while still providing collateral materials, trade and travel show participation, the AAA program, manning the Thruway Information Centers, continued investment in the Book a Room Now reservation system and the addition of a Ticketing widget on the highly visited fingerlakes.org website. Utilizing the marketing grant funds will also provide FLTA with the ability to offer cooperative marketing platforms with TV, radio, paid search, print and internet advertising to our partners. It will be through the efforts of New York State, FLTA’s Board of Directors and private/public partners’ investment and cooperation that we will continue to promote the region as a desired destination.
Finger Lakes Tourism Alliance is Happy to Welcome the Following Organizations as New Partners in 2014

<table>
<thead>
<tr>
<th>Organization Name</th>
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<tbody>
<tr>
<td>1899 Lady of the Lake</td>
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<td>1st National Gifts</td>
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<td>Above the Glen Limo</td>
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<td>Ageless Spa at Radisson Hotel Corning</td>
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<td>Amber Waves Farm Bed &amp; Breakfast</td>
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<td>Apple Ridge Bed &amp; Breakfast</td>
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<td>Arts Center of Yates County</td>
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<td>Barnstormer Winery</td>
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<td>Best Western Plus - Cortland</td>
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<td>Birdland Brewing Company</td>
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<td>Black Button Distilling</td>
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<td>Blackberry Inn Bed &amp; Breakfast, The</td>
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<td>Bobby K Entertainment</td>
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<td>Bostwick House Bed &amp; Breakfast</td>
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<td>Brick Tavern Museum</td>
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<td>Bristol Valley Theater</td>
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<td>Cayuga Morning Star Bed &amp; Breakfast</td>
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<td>Charles Limousine Service</td>
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<td>Citizen, The</td>
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<td>Climbing Bines Craft Ale Co.</td>
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<td>Colonial Inn &amp; Motel</td>
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<td>Connors Mercantile</td>
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<td>Corning Community College</td>
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<td>Country Inn &amp; Suites/Big Flats</td>
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<td>Cracker Barrell</td>
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<td>Crystal City Olive Oil</td>
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<td>Dewitt Park Inn</td>
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<td>Eagle’s Rest at White Church</td>
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<td>Effin Texas Bar &amp; Grill</td>
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<td>EFP Rotenberg</td>
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<td>Elmira College Ctr for Mark Twain Studies</td>
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<td>Embassy Suites/Syracuse</td>
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<td>Eremita Winery</td>
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<td>Experience Schuyler Group</td>
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<td>Fairfield Inn &amp; Suites/Ithaca</td>
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<td>Finger Lakes Boating Museum</td>
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<td>Finger Lakes Photography</td>
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<td>Finger Lakes Tea Company</td>
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<td>Firelight Camps</td>
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<td>Geneva Events Factory</td>
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<td>Great Escape Ice Cream Parlor, The</td>
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<tr>
<td>Hampton Inn - Penn Yan</td>
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<td>Handwork-Ithaca’s Cooperative Craft Store</td>
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<td>Hayward House Bed &amp; Breakfast, The</td>
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<td>Heritage Park Vacation Rentals</td>
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<td>Hill Cumorah Visitors Center</td>
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<td>Historic Naples Hotel, The</td>
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<td>Historic Near Westside</td>
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<td>Hobbit Hollow Bed &amp; Breakfast</td>
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<td>Holiday Inn Express - Geneva</td>
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<td>Horseheads, Village of</td>
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<td>Idol Ridge Winery</td>
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<td>Jana Channel, The</td>
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<td>Jerlando’s Ristorante</td>
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<tr>
<td>Joyful Adornments Glass Studio</td>
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<tr>
<td>Knights Inn Liverpool - Syracuse</td>
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<tr>
<td>Lacey Magruder Winery &amp; Brew Barn</td>
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Lake House, The
Lake Street Station Winery
Life’s So Sweet Chocolates - Ithaca
Life’s So Sweet Chocolates - Trumansburg
Lime Berry Winery
Live Well Upstate
Lively Run Goat Dairy LLC
Lodgings at the Henry Fish Homestead
Luna Mezza Grille
Marich Music
Mark Twain Golf Course
Meadow Court Inn
MuraBella’s Italian Steakhouse
Myer Farm Distillers
Naples Open Studio Trail
National Soaring Museum
Nedloh Brewing
Old Havana Courthouse Theatre
Painted Bar Stables
Pip’s Boutique
Ports of New York
Proforma Infinity
Quad Graphics
Rochester Broadway Theatre League
Rolling Hills Produce
Rosamond Gifford Zoo
Sell My Timeshare Now
Seneca Wine Boat Tours
Shtayburne Farms
Silver Strand at Sheldrake
Site Cyber Bar & Grill, The
Skaneateles Inn on 20
Soulshine Studio Bead Shop
Source, The

Spa at LaBella
Splitrock Brew Pub
Steamboat Castle Bed & Breakfast
Stella’s Barn Country Comfort Restaurant
Sunset View Creamery
Sweet Mother Nature
Tag’s
Trinity Therapeutics
Trip Hotel
Turtlestone Ridge Bed & Breakfast
Unique Country Boutique
Upstairs Inn at O’Susannah’s, The
Victory Highway Galleria of Shops
Villa Bellangelo Winery
Vineyard View Winery
Water to Wine
Weaver-View Farms
Wegmans
Wilmot Casino & Resort
Wine & Design
Wine Symposium of the Finger Lakes
Wineglass Marathon
Woodruff Manor Bed & Breakfast
YMCA of Ithaca & Tompkins County
YWCA of Elmira & the Twin Tiers
2014 Consumer Shows

FLTA continued to attend consumer shows in 2014. FLTA attends these shows in key markets throughout the Northeast to showcase the many attractions, accommodations, venues and more the Finger Lakes has to offer. FLTA attended the following consumer shows in 2014:

**January** – AAA Great Vacation Expo in Ohio – 7,248 estimated attendance and 775 Travel Guides were distributed.

**February** – AAA Travel Odyssey and Vacation Show in Wyomissing, PA – 1,200 estimated attendance and 300 Travel Guides were distributed.

**March** – AAA Southern New England Marketplace in Foxboro, MA – 17,320 estimated attendance and 875 Travel Guides were distributed.

**April** – Travel & Vacation Show in Ottawa, Ontario – 17,500 estimated attendance and 875 Travel Guides were distributed.

**May** – Daytrips and Destinations in Southington, CT – 5,000 estimated attendance and 375 Travel Guides were distributed.

**September** – Connecticut Women’s Show – 22,000 estimated attendance and 750 Travel Guides were distributed.

**November** – Toronto Women’s Show – 31,800 estimated attendance and 750 Travel Guides were distributed.

Overall, FLTA established a presence in front of over 100,000 potential visitors and handed out 4,700 travel guides. Interest from potential visitors was measured through email marketing efforts; statistics from these efforts were tracked for each show and used to make decisions on which consumer shows to attend in the future.

By the Numbers

In 2014...

- Attendants at the Thruway Information Centers at Warners and Pembroke greeted 60,062 visitors to the Finger Lakes and distributed 149,948 pieces of partner literature.
- A combined 17,297 Finger Lakes Travel Guides and 5,653 Finger Lakes Map and Mini Guides were handed out at the Thruway Information Centers.
- A total of 125,000 Finger Lakes Travel Guides were distributed.
- Through issuu.com, the 2014 Travel Guide was viewed 13,773 times, the Finger Lakes Group Tour Planner was viewed 1,370 times and the New York’s Finger Lakes Fishing & Hunting Guide was viewed 1,685 times.
- FingerLakes.org received 742,826 visits, a 6.95% increase over last year. These visits led to 3,367,692 total page views on FingerLakes.org, a 10.61% increase over 2013.
- In 2014, FLTA trained 202 AAA/CAA offices in 10 states and provinces. 721 AAA/CAA agents were trained on the assets of the Finger Lakes, a 5.8% increase over 2013. FLTA also offered webinars to train AAA/CAA agents on the Finger Lakes region.
- A total of 118 organizations joined FLTA as partners. This is a 274% increase over 2013.
- FLTA reffered 132,507 FingerLakes.org visitors to FLTA accommodation partner websites through Book a Room Now.
Line-Item in the NYS Budget Awarded to FLTA

In 2014, the Finger Lakes Tourism Alliance was able to utilize the $75,000 line item in the New York State Budget that was awarded in 2013. FLTA used this money to increase exposure of the Finger Lakes to travelers on the I-15 PA Corridor. Working with Tipping Point Media, FLTA launched a Finger Lakes marketing campaign, distributing creative ads across a number of media channels.

Partners had the opportunity to participate in “donut ads” that would run on television and radio in Pennsylvania. These donut ads featured partner organizations within an FLTA advertisement.

Tipping Point Media’s campaign resulted in 2.3 million impressions, 7,392 clicks with a .19% click through rate (industry average of .05%) on FingerLakes.org. 914 Travel Guides were distributed as a direct result of this campaign.

FLTA Teams up with U.S. Outdoorsman Central

The Finger Lakes Tourism Alliance offered partners the opportunity to advertise with U.S. Outdoorsman Central (USOC). In addition to their website, USOC has a television show called “USOC Adventures TV” on the Pursuit Channel featured on Dish Network and DIRECTV; these networks have a combined viewing audience of 40 million.

Participating partners are featured on the USOC website, www.myusoc.com, and are given the opportunity to have special deals presented on myusoc.com. During Adventures TV, viewers are referred to myusoc.com where they will see FLTA partners and learn what the Finger Lakes has to offer. A number of Adventures TV episodes feature fishing trips to New York.

FLTA works with Olive Bone Studios

The Finger Lakes Tourism Alliance worked with Olive Bone Studios to film & produce high quality video footage and video strategy development for participating partners. Olive Bone Studios visited the Finger Lakes in the spring of 2014, offering affordable rates for FLTA partners to secure video footage and B-roll.

Olive Bone Studios provided partners with produced video footage as well as B-roll and still shots; Olive Bone also helped participating partners develop a marketing strategy built around the video they would receive. Olive Bone founder Erik Hastings and Executive Producer Shadley Grei gave an overview presentation and provided one-on-one consultations for interested partners.
Winemaker for a Week

The Finger Lakes Tourism Alliance, Cayuga Lake Wine Trail and Greek Peak Mountain Resort came together for the fifth straight year for the Winemaker for a Week contest. 597 people entered for the chance to win a week-long stay at Greek Peak Mountain Resort. During their week at the resort, from September 29th through October 3rd, the winner would work with premier winemakers from Long Point Winery, King Ferry Winery, Knapp Winery and Six Mile Creek Vineyard. Winemakers from each perspective location took the winner through the wine making process, from working with the grapevines all the way to making the sale.

To qualify, entrants had to submit a form with their contact information at WinemakerforaWeek.com. Once all of the entry forms were collected, five semi-finalists were chosen; these five semi-finalists had to submit a 150-word essay explaining why they were an ideal candidate to become the winemaker for a week. The Winemaker for a Week Committee deliberated and discussed each submission and Bob Collom from Philadelphia was selected as the winner.

This program led to great exposure for the Cayuga Lake Wine trail and led to 597 interested participants/leads for the Winemaker for a Week Committee.

Email Marketing

FLTA releases six public newsletters every year, reaching over 38,000 recipients interested in the Finger Lakes with each issue. FLTA uses these newsletters to keep recipients up-to-date on what is happening within the Finger Lakes region, FLTA partners, share upcoming deals and potential travel ideas. FLTA also releases a monthly partner newsletter. FLTA keeps partners informed of regional happenings and lets them know what is new at FLTA. The open rate for the public newsletter was 21.55% and the open rate for the partner newsletter was 30.15%, both exceeded the industry standard of 20%. Click rates also exceeded the industry standard; the public newsletter had a click rate of 15.4 and the partner newsletter had a click rate of 17.32%. The industry standard for click rate is 2.7%

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<thead>
<tr>
<th>Time Frame</th>
<th>Bounce Rate</th>
<th>Open Rate</th>
<th>Click Rate</th>
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<tbody>
<tr>
<td>Q1</td>
<td>3.78%</td>
<td>19.58%</td>
<td>17.55%</td>
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<tr>
<td>Q2</td>
<td>5.77%</td>
<td>21.52%</td>
<td>17.5%</td>
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<tr>
<td>Q3</td>
<td>1.4%</td>
<td>21.1%</td>
<td>17.7%</td>
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<tr>
<td>Q4</td>
<td>2.06%</td>
<td>23.0%</td>
<td>9.0%</td>
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<tr>
<td>2014 Average</td>
<td>3.25%</td>
<td>21.55%</td>
<td>15.4%</td>
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Public Newsletter

<table>
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<tr>
<th>Time Frame</th>
<th>Bounce Rate</th>
<th>Open Rate</th>
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<td>27.1%</td>
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<td>2.4%</td>
<td>30.0%</td>
<td>21.0%</td>
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<tr>
<td>Q3</td>
<td>1.83%</td>
<td>31.5%</td>
<td>26.0%</td>
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<tr>
<td>Q4</td>
<td>1.8%</td>
<td>32.0%</td>
<td>9.0%</td>
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<tr>
<td>2014 Average</td>
<td>1.71%</td>
<td>30.15%</td>
<td>17.32%</td>
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Partner Newsletter
FingerLakes.org is a comprehensive collection of organizations located in the Finger Lakes region and is the premier source of Finger Lakes travel information on the internet. In 2014, there were 742,826 visits to FingerLakes.org, compared to 694,566 last year, representing an almost 7% increase. There were also 3,367,692 page views, a 10.61% increase over 2013.

In 2014, FingerLakes.org continued to lead other area travel websites in website effectiveness and web traffic. According to Alexa rankings, a website ranking system that grades the performance of all websites, FingerLakes.org is beaten only by ILoveNY.com when compared to other tourism websites in this region in website effectiveness. The Alexa ranking system is counter intuitive by appearance, but the lower the number for ranking, the better a website’s overall score.

Social Media

The Finger Lakes Tourism Alliance continued to utilize a number of social media channels in 2014. Social media allows FLTA to interact with partners and the public to increase awareness of FLTA and its partners as well as disseminate news to those who follow or like our pages. All of FLTA’s followers are all engaged, organic followers; FLTA does not purchase followers.

Facebook
The FLTA Facebook page saw a tremendous increase in followership in 2014. At the start of 2014, FLTA had 5,422 followers on Facebook that number increased to 8,547 by the end of 2014, a 57% increase. Facebook was used to distribute FLTA and partner news to the masses, appearing on our fans’ newsfeed.

Twitter
The FLTA Twitter account, @TourFingerLakes, also showed a significant increase in followers, going from 4,416 to 5,969 followers in 2014. This 35% increase came from the use of hashtags to attach to larger movements. Key hashtags for FLTA and other Finger Lakes organizations in 2014 were #Flx and #Flxwine; these hashtags will continue to be important and will be expanded upon in future years.

Pinterest
Using Pinterest, FLTA hosts digital corkboards organized by topic. Linking to a full article or more information on the image, the pictures give viewers information about the Finger Lakes region or a partner organization. Pinterest followership went from roughly 750 at the end of 2013 to 915 at the end of 2014, a 22% increase.
January
FLTA’s Jessica Robideau met with 50 operators, and group tour planners, up 10 from 2013, at the ABA Marketplace in Nashville, Tennessee to discuss group travel opportunities in the Finger Lakes.

Travel blog “Adventures of Muma Dean” linked to FingerLakes.org to highlight recent travels to several regions including the Finger Lakes.

February
Canadian media writer Rania Walker informed FLTA her previous article about the Finger Lakes that had been released in the fall of 2013, would be rerun in the Huffington post for huge exposure and continued readership. The rerun of Walker’s article resulted in a big spike in website visits for FingerLakes.org.

FLTA and representatives from partner organizations attended the Receptive Services of America Summit to meet one on one with receptive operators. FLTA received 10 scheduled appointments, a number lower than expected due to a snow storm the day of the show.

March
FLTA met with 9 legislators to discuss the economic importance of tourism and discuss several key tourism issues, including regional funding.

Jessica Robideau met one on one with 33 operators at the Heartland Travel Showcase. The average number of one-on-one appointment was 15-20 during this showcase; this shows strong interest in the Finger Lakes region.

April
FLTA hosted Brazilian operator, Caius Marcelo Costa and his family on a familiarization tour as part of the Wine, Water and Wonders program.

FLTA’s Cindy Kimble and several members from the Board of Directors attended the Empire State Tourism Conference in Syracuse.

FLTA received a $100,000 line item in the NYS budget to use for regional marketing and advertising efforts for the Finger Lakes.

May
Jessica Robideau attended the North American Journey’s Summit thanks to an invitation from Greg Marshall of Visit Rochester. Jessica was able to have one-on-one appointments with receptive operators at this show.

FLTA hosted the annual Literature Exchange at Waterloo Premium Outlets. Roughly 125 partners attended and exchanged brochures and took part in networking opportunities.
June
FLTA supported the Finger Lakes Wine Symposium as they celebrated the success of the Finger Lakes wineries and educated consumers on how far Finger Lakes wines have come in recent history.

July
FLTA hosted Jim Winnerman, a travel writer and radio personality from St. Louis, Missouri. Winnerman highlighted several partner business in an on air interview that aired in August.

FLTA hosted Alexandre Quilghini and Holly Leibowits, who were visiting the Finger Lakes to promote their international focused website, VoyagerLoin.com. VoyagerLoin.com has a large presence in the French market and has a high social media following.

FLTA connected satellite radio personality Phil Silverstone with a number of FLTA partners for interviews. The interviews aired in August on his radio show “Time Out with Phil Silversonte & Cliff’s Notes” and accompanying write ups were posted on TickettoEntertainment.com.

August
Jessica Robideau was put in touch with Roberto Lucenti from Switzerland. Jessica worked with Lucenti to connect individuals from the region for a Swiss television show that connects a Swiss and US town with the same name. The show visited the Finger Lakes to film in August that will ultimately air in the Switzerland marketplace.

Cindy Kimble attended the Governor’s Cup Finger Lakes Wine and Craft Beverage Tour. Cindy met with key members of the Governor’s team, including Lieutenant Governor, Bob Duffy.

September
FLTA held an informational meeting for partners at La Tourelle.

October
Jessica Robideau met with regional county and private sector representatives to discuss major Finger Lakes happenings to speak to at in the January, ABA Marketplace, promoting group travel.

November
FLTA was awarded the Love New York award at the New York Wine and Culinary Center’s New York State of Mind Awards.

December
FLTA received award notice for three CFA grants.

FLTA held their annual holiday party with roughly 125 partner businesses in attendance alongside key assemblymen & legislators.