



April 19, 2013

Dear SDTMD Member:

The term for three Directors of the San Diego Tourism Marketing District (SDTMD) Board is set to expire at the end of this fiscal year, June 30, 2013. Over the past three months, the SDTMD Board has developed a process in anticipation of the Board of Directors election.

At the March 8, 2013 SDTMD Board meeting, the Board discussed the election ballot and ballot instructions. The three current TMD Board members whose terms will expire on June 30, 2013 are Terry Brown, Bob Rauch, and Mohsen Khaleghi. Terry Brown is seeking an additional term. Several additional nominations were received through the self-nomination process. You may also add candidate(s) to the write-in section of the ballot.

Enclosed with this letter are copies of the ballot and ballot instructions. If you did not receive either of the documents, please notify me.

Mr. Lorin Stewart  
Executive Director  
San Diego Tourism Marketing District  
(619) 209-6108  
[lstewart@SDTMD.org](mailto:lstewart@SDTMD.org)

**Please return all ballots to the City of San Diego no later than 5:00 PM on Friday, May 31, 2013.**

**Please Mail Ballots to:  
City of San Diego - OSB  
SDTMD Board Elections  
1200 Third Avenue, Suite 1400  
San Diego, CA 92101**

Ballots will be counted from June 1 to June 13, and results will be announced at the June 14 Board meeting.

If you have any questions regarding this process, please feel free to call or email.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lorin Stewart', is written over a light blue horizontal line.

Lorin Stewart, Executive Director  
San Diego Tourism Marketing District

## BOARD OF DIRECTORS ELECTION BALLOT INSTRUCTIONS

The three current TMD Board members whose terms will expire on June 30, 2013 are Terry Brown, Bob Rauch, and Mohsen Khaleghi. Terry Brown is seeking an additional term. Several additional nominations were received through the self-nominations process. Enclosed with these ballot instructions is the Board of Directors Election Ballot. You may also write-in candidate(s) on the ballot.

### **Ballot Instructions:**

1. Only **members** may vote. A member is defined as a business owner or business owner's representative paying the tourism assessment.
2. The member must be in **good standing**. Good standing is defined as a member that is no more than 30 days past due in remittance of assessments.
3. Pursuant to the corporate bylaws, the votes shall be weighted based on the amount of assessment paid by that member in the preceding 12 months.
4. Print your name and the name of your business on the election ballot.
5. No more than three (3) nominees may be selected. If more than three (3) nominees are selected, the ballot will be disqualified and will not be counted.
6. Please clearly mark the box for the selections you choose.
7. Additional candidates may be added to the ballot as write-ins. If you write-in a candidate(s), please mark the write-in box, and print the name of the candidate or candidates. **Any candidates listed on the write-in portion will count toward the three (3) selection limit.**
8. Ballots must be signed by the member or the member's representative. If the ballot is not signed, the ballot will be disqualified and will not be counted.
9. If you did not receive a ballot with these instructions, please call Lorin Stewart.
10. **All ballots must be mailed or hand-delivered to the City of San Diego no later than Friday, May 31, 2013 at 5:00 PM.**

**Please Mail Ballots to:  
City of San Diego - OSB  
SDTMD Board Elections  
1200 Third Avenue, Suite 1400  
San Diego, CA 92101**

If you have questions regarding the instructions or ballot, please call Lorin Stewart at (619)209-6108.

Remember, all ballots must be returned to the City of San Diego no later than **5:00 PM on Friday, May 31, 2013**. Please mail or hand-deliver the ballots to the address listed above.

Thank you for your participation.

Best regards,



Lorin Stewart, Executive Director  
San Diego Tourism Marketing District



## 2013 BOARD OF DIRECTORS ELECTION BALLOT

Please see the enclosed instructions prior to completing this ballot. If you did not receive instructions, please contact Lorin Stewart at (619)209-6108. Complete this ballot by printing your name and the name of the hotel property. Then, indicate which member(s) you choose to be elected to the San Diego Tourism Marketing District (SDTMD) Board of Directors. Please choose no more than three (3) nominees or write-in candidates. If more than three (3) nominees or write-in candidates are selected, your ballot will be disqualified and will not be counted. Please note that the candidates listed on the write-in portion will count toward the three (3) selection limit. Once you've completed the ballot, please sign and return to the City of San Diego no later than **5:00 PM, May 31, 2013**. If the ballot is not signed, it will be disqualified and not counted.

**Please Mail Ballots to:**

**City of San Diego – OSB, SDTMD Board Elections, 1200 Third Avenue, Suite 1400, San Diego, CA 92101**

**NAME:** \_\_\_\_\_

**LODGING BUSINESS:** \_\_\_\_\_

**VOTE FOR NO MORE THAN THREE (3) CANDIDATES**

*Current Directors whose terms will expire on June 30, 2013 and are seeking an additional term.*

- C. Terry Brown, Town & Country

*Self-Nominations*

- |  |   |
|--|---|
| <input type="checkbox"/> Linda York, vacation rental       | <input type="checkbox"/> Juergen Oswald, Courtyard by Marriott SD Central   |
| <input type="checkbox"/> Matt Green, Evolution Hospitality | <input type="checkbox"/> Jim Durbin, SD Marriott Gaslamp Quarter            |
| <input type="checkbox"/> Gernot Trolf, Seashore B&B        | <input type="checkbox"/> Jody Blackinton, Courtyard by Marriott SD Downtown |
| <input type="checkbox"/> Mike Bythewood, vacation rental   | <input type="checkbox"/> Tom Voss, The Grand Del Mar                        |
| <input type="checkbox"/> John Pani, Hotel Vyvant           | <input type="checkbox"/> Isabelle Piccini, vacation rental                  |
| <input type="checkbox"/> Joshua Murphy, Vagabond Inn       | <input type="checkbox"/> Vincent Adamo, Mission Beach House                 |
| <input type="checkbox"/> Sophie S. Aalaei, vacation rental |   |

Write In: \_\_\_\_\_

Write In: \_\_\_\_\_

Write In: \_\_\_\_\_

*By signing below, I certify that I am a member in good standing of the San Diego Tourism Marketing District.*

Sign: \_\_\_\_\_

Date: \_\_\_\_\_

## CANDIDATE BIOGRAPHIES

*Biographies as submitted by candidates; only those candidates who submitted a biography are included below.*

### **SEEKING RE-ELECTION:**

- **C. Terry Brown**, a sixty year hotel veteran, is President and Chief Executive Officer of Atlas Hotels that includes the 1000 room Town and Country Hotel & Convention Center, which is home to San Diego's first convention facility. He was instrumental in the development of the San Diego Tourism Marketing District and has served as founding Chairman of the TMD Board of Directors since 2008. He is also founding Chairman of the San Diego Lodging Industry Association. He has been recognized with numerous industry awards including San Diego Convention & Visitors Bureau *Convisionary Award* in 2008. He supports numerous academic, civic and community organizations.

### **SELF-NOMINATIONS:**

- **Gernot Trolf**: Owns Seashore B&B in Mission Beach. Gernot grew up in the hotel business in Salzburg. His experience included hotels in Stockholm, Sweden, Oslo Norway, Hamburg, Germany and Sydney Australia. When immigrating to the U.S., he added hotel experience in Scottsdale, Los Angeles, San Francisco, and New York. He was Director of F & B and GM in four and five star hotels. Mr Trolf also worked in the airline industry as an international Purser (B-707) and Flight Service Manager (B-747). All these positions afforded him the opportunity to learn and interact in marketing and sales. He is a member of the International Hoteliers 3 Continent Club and received the Austrians Abroad annual award in 1995.
- **Isabelle Piccini**: Owner, Vacation Rental Property within TMD
- **Jim Durbin**: GM, SD Marriott Gaslamp Quarter, 306 rooms. Background Comments: Jim has been in San Diego since 1971 and was initially the General Manager at the Mission Bay Hilton. He later became President/C.E.O. and partner in Great Pacific hotels, a local hotel company with multiple properties. Jim has been committed to serving the visitor industry throughout his career. He has been the President of the SD Hotel Motel Association on four different occasions, the founding director of the SD Convention Center, part of the development team for the Center and appointed to the Governors' task force on tourism.
- **Jody Blackinton**: General Manager of the Courtyard By Marriott San Diego Downtown, 245 guest rooms (1999-Current). Over 18 years with Sage Hospitality Management. University of Nevada Las Vegas, BS in Hotel Administration. The current President of San Diego County Hotel Motel Association and Executive Board member of San Diego Tourism Authority. A dynamic, innovative General Manager with a proven track record of driving for results and delivering on goals. Strong communicator, effective negotiator and motivational team leader.
- **John Pani**: Hotel Vyvant-23 rooms. Born and raised in Point Loma. From 2002-2010 John was an executive with JMI Realty serving as development and investment manager of several area hotels including the Marriott Del Mar, Omni San Diego and Hotel Solamar. Since 2010, he has been active in the acquisition and management of smaller area hotels, and currently owns / manages Hotel Vyvant in Little Italy. He has been involved in the sales & marketing efforts of his hotels increasing annual revenues by 2x-3x by being fully engaged in the rapidly changing technology environment and its impact on hotel sales & marketing, and guest services. He is committed to participating in the hospitality community to solidify the City's position as a top International visitor destination.

- **Joshua Murphy:** GM Vagabond Inn – SD Airport Pt Loma, 40 rooms: Joshua’s 20 years of hospitality experience and 15 years in general management has qualified him for many operational, revenue, project, marketing, and sales management duties. His accomplishments include management of the boutique El Cordova Hotel in Coronado, the pre-opening of a La Quinta Inn in Idaho, and re-branding of a Holiday Inn Express in Las Vegas. He has been involved with the Coronado Chamber and the Las Vegas CVA and feels confident that he could serve the SDTMD successfully.
- **Juergen Oswald:** GM Courtyard by Marriott-SD Central, 245 rooms: Juergen’s 21 years of hotel management has taken him to 3 countries on 2 continents. He is European educated and trained, with the majority of his work experience in the So Cal market. He is now on his 3<sup>rd</sup> tour of duty in San Diego with previous stints at the Westgate Hotel and the Embassy Suites San Diego Bay. His previous sales and marketing involvement includes: GM - Embassy Suites Buena Park with involvement with the Buena Park CVB. GM - Holliday Inn Laguna Hills and sat on the Laguna Hills / Woods Chamber board. GM-Embassy Suites Anaheim-North and sat on the Anaheim Chamber board and built support for Anaheim’s TMD.
- **Linda York:** Owner, Beach Hut Bed & Breakfast within TMD
- **Matt Greene:** Evolution Hospitality - Hilton Mission Valley, 349 rooms and Hard Rock Hotel San Diego, 420 rooms: Matt joined Hard Rock Hotel San Diego as GM in 2008, bringing more than two decades of management experience at several of the country’s most cutting-edge lifestyle hotels including the Hard Rock Hotel & Casino Las Vegas. Greene has served as the senior director of new builds / conversions for W Hotels Worldwide, and was GM/Regional Director for the Four Diamond boutique hotel, ZaZa, in Dallas. He also managed award winning Starwood properties in Florida and Arizona. Currently, he sits on the board of San Diego Lodging Industry Association as well as the Comic Con Advisory Board.
- **Mike Bythewood:** Is a vacation rental property owner within the TMD zone. He is also a licensed Realtor broker and general building contractor.
- **Sophie S. Aalaei:** Owns two beach town houses on Mission Beach and another in La Jolla with her husband. The Aalaei’s (both physicians) have a professional corporation (13 years) and have been in the rental business for about 1 year. She has extensive experience in marketing their medical services. To increase their rental bookings, the Aalaeis’ advertise their properties via fliers, banners, mail, on the Internet, and also subscribe to various marketing websites such as VRBO, Flip Key, and Rental Avenue. Sophie understands the need for intense marketing, has a strong interest in public service, has a first-hand idea of what tourists enjoy, and believes that *'a good vacation is the best medicine, sometimes'...*
- **Tom Voss:** President, The Grand Del Mar, 249 rooms: A native of Hamburg, Tom grew up in the industry. His father owned and operated an oceanfront golf resort. He studied hotel administration both at U. of Kiel and post grad at Cornell. In his 25+ year career, he has been an executive with Starwood and worked at upscale properties in Muscat, Sultanate of Oman and Abu Dhabi. Coming to San Diego in 1992, Voss opened the 1,625 room Hyatt Regency in San Diego. He was promoted to GM of the Hyatt Regency in Greenville, and later GM of the Grand Hyatt Atlanta. He returned to San Diego in 2004 as GM of the Manchester Grand Hyatt . In 2005, Voss became managing director of The Grand Del Mar. His latest accolade for the resort: Five Stars from Forbes Travel Guide, formerly known as the Mobil Travel Guide.
- **Vincent Adamo:** Owner, “Mission Beach House”, Vacation Rental Property within TMD