

BOARD OF DIRECTORS ELECTION BALLOT INSTRUCTIONS

The two (2) current SDTMD Board members whose terms will expire on June 30, 2018 are Colleen Anderson and Vikram Sood. There is also a vacant seat that will be filled during this election. 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 SDTMD assessment.
2. The member must be in **good standing**. Good standing is defined as a member that is no more than thirty (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 twelve (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 Brian Hughes.
10. **All ballots must be mailed or hand-delivered to the City of San Diego no later than Friday, April 27, 2018 at 5:00 PM.**

Please Mail Ballots to:
City of San Diego – Economic Development
Department
SDTMD Board Elections
1200 Third Avenue, Suite 1400
San Diego, CA 92101

If you have questions regarding the instructions or ballot, please call Brian Hughes at (619)557-2854.

Remember, all ballots must be returned to the City of San Diego no later than **5:00 PM on Friday, April 27, 2018**. Please mail or hand-deliver the ballots to the address listed above.

Thank you for your participation.

Best regards,



Brian Hughes, Executive Director

2018 BOARD OF DIRECTORS ELECTION BALLOT

Please see the enclosed instructions prior to completing this ballot. If you did not receive instructions, please contact Brian Hughes at (619)557-2854. Complete this ballot by printing your name and the name of the lodging business you own or represent. 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, Friday, April 27, 2018**. If the ballot is not signed, it will be disqualified and not counted.

Please Mail Ballots to:
City of San Diego – Economic Development Department
SDTMD Board Elections
1200 Third Avenue, Suite 1400
San Diego, CA 92101

YOUR NAME: _____
LODGING BUSINESS NAME: _____
TOT CERTIFICATE NUMBER: _____

VOTE FOR NO MORE THAN THREE (3) CANDIDATES

Nominees recommended by the SDTMD Nominations Committee:

- Colleen Anderson, Omni San Diego Hotel
- Vikram Sood, RAR Hospitality
- Ilsa Butler, Evans Hotels

Self-Nominations:

- Mairead Hennessy, Estancia La Jolla Hotel
- Tim Herrmann, Marriott Marquis San Diego Marina
- Tim Lusher, San Diego Marriott La Jolla

Write-Ins:

- 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.

SDTMD Nominations Committee Recommended Candidates:

Colleen Cronin Anderson, CMP (seeking re-election) General Manager, Omni San Diego Hotel.

Mrs. Anderson has served on the Board of Directors of the San Diego Tourism Marketing District since 2015. She has taken on additional responsibility with the TMD as both Treasurer and Secretary.

She began her hospitality career as an independent event planner in 1998 and holds her Certified Meeting Planner designation from the Convention Industry Council. Mrs. Anderson earned a Bachelor's degree in Secondary Education from the State University of New York, Oswego. Mrs. Anderson relocated to San Diego in 1999 and has held positions at L'Auberge Del Mar Resort & Spa, W Hotel San Diego and opened the Omni San Diego in 2004. Mrs. Anderson also spent 3 years as General Manager of the Omni San Francisco where she was an active participant and Board Member of the Hotel Council of San Francisco. Since returning to the Omni San Diego in 2013, in addition to her service on the TMD Board, Mrs. Anderson has served as a Board Member of the San Diego Tourism Authority and Board Member of the San Diego Hotel Motel Association.

Vikram Sood (seeking re-election) Senior Vice-President Operations, RAR Hospitality.

After graduating from the University of British Columbia and the University of Massachusetts (Master of Science, Hotel Restaurant and Travel Administration), Vikram commenced a long and productive association with Four Seasons Hotels and Resorts. Over a 28-year span of history he has been an integral part of the pre-opening management teams for some of the most renowned luxury hotels and resorts in North America and Hawaii. These include the Four Seasons Resort Hualalai, Four Seasons Resort Aviara, The Sanctuary at Kiawah Island, and most recently as the opening General Manager of San Diego's first luxury destination resort, The Grand Del Mar.

In addition to his operations, finance, pre-opening planning, sales and marketing and staff training experience, Vikram has a passion for impeccable service. He has assumed the role of General Manager for the opening of two independent luxury resorts, which have garnered great accolades. The Sanctuary at Kiawah Island was awarded the AAA Five Diamond Award in its second year of operation along with a top 10 ranking in both Conde Nast Traveler and Andrew Harpers' Hideaway. The Grand Del Mar was awarded the AAA Five Diamond award in November 2008. Vikram formed his own destination development and management company in 2009 where he has focused on assisting owners and developers of both independent and branded properties with new builds, strategic planning, and operations consulting. In December 2017, Vikram began his current role as Senior Vice President of Operations for RAR Hospitality where he has oversight for nine hotels (four are TMD Hotels) along with the Sales and Marketing /Revenue initiatives and capital planning for the company.

Ilsa Butler Senior Vice-President Sales & Marketing, Evans Hotels

A 30-year veteran of the San Diego hospitality industry, Butler oversees all aspects of sales, marketing, public relations, community relations and brand strategy for AAA Five Diamond The Lodge at Torrey Pines, Catamaran Resort Hotel and Spa, and Bahia Resort Hotel. Her sales and marketing leadership skills and ability to promote tourism and the San Diego community led to her receiving HSMAI's Gold Key Award for "Sales Person of the Year". Currently, she sits on the Brand/Content Marketing Committee for Visit California and has served on various task forces and industry committees for both Visit California and San Diego Tourism Authority.

Self-Nominated Candidates:

Mairead Hennessy General Manager, Estancia La Jolla Hotel

In her role at Estancia La Jolla, Mairead Hennessy is responsible for managing the hotel's day-to-day operations. She oversees all aspects of the 10-acre hacienda-style resort from sales and marketing to food and beverage while also maximizing revenue and maintaining focus on strategic goals.

A graduate of Johnson and Wales University with a bachelor's degree in Hospitality and Food Service Management, Hennessy brings strong leadership value to Estancia having led several upper-upscale operations, and a keen understanding of the competitive market in San Diego.

Hennessy is a veteran hospitality executive with more than 20 years of experience. Prior to Estancia, she worked for Aramark Parks and Destinations, where she oversaw the Northern California Leisure Division as district manager leading UCSF Mission Bay and Hearst Castle, as well as the general manager of the historic Asilomar Conference Center. Hennessy also spent more than 20 years with the Hyatt organization holding several executive leadership positions, including general manager. In addition to her operational roles, Mairead is passionate about the community she serves and has held many major board positions supporting the industry.

Tim Herrmann General Manager, Marriott Marquis San Diego Marina

A hospitality veteran of 36-years Tim Herrmann began his hospitality career with Marriott International in F&B Operations. Over his 36-years in the hospitality industry Tim has held senior leadership positions in F&B Operations, Room Operations, Property Sales & Marketing, Area Sales and Marketing and as General Manager at three Marriott International properties. In addition to his Marriott career, Tim served 2-years as the Vice President of Sales and Marketing for the Philadelphia Convention & Visitors Bureau. Tim is currently General Manager of the Marriott Marquis San Diego Marina and a SDTA Board Member.

Timothy Lusher General Manager, San Diego Marriott La Jolla

I have been in the hotel business for over 30 years. I moved to San Diego in 1995 to re-flag the Pan Pacific to the Wyndham Emerald Plaza, now the Westin San Diego. In 1997, I joined Starwood as the Director of Operations at the Westin Horton Plaza, now the Westin Gaslamp Quarter. In the next 14 years, I had multiple GM positions with Starwood in San Diego, San Francisco, Sacramento, and Vancouver BC, only to return to the Westin Gaslamp Quarter as GM in 2008. I joined HEI Hotels in 2011 and spent 4 years at the Westin Pasadena, returning to San Diego in 2015 as GM of the San Diego Marriott La Jolla. In each of my positions since 1998, I have been on or held positions on CVBs and Tourism boards. I was also the Chair on the SMCCVB (San Mateo County) and the PCOC (Pasadena). I would like to be considered for a Board position of the SDTMD.