



# STATE OF THE COUNTY

Please join Mono County for a morning of in-depth information from experts and specialists about the state of the global, national, and regional economy, tourism trends in California, and how we in the Eastern Sierra can take advantage of opportunities in market shifts.

**THURSDAY, JANUARY 15, 2015**

**8:30 - 11:00 AM**

**SIERRA EVENT CENTER, SIERRA CENTER MALL**

452 Old Mammoth Road, Second Floor, Mammoth Lakes, CA 93546

## REGISTRATION

No cost, but registration is required for admission

Please RSVP to [JSimpson@mono.ca.gov](mailto:JSimpson@mono.ca.gov) or call 800-845-7922 (*space is limited*)

## PRESENTATIONS



### **Jeff Lucas, *Principal, Community Development Services***

Jeff Lucas is the founding Principal of CDS. He has extensive experience in rural economic development, business diagnostics, business financing, grant acquisition and program management. His career includes serving as director for the Lake County Job Training Office, first executive director of the Lake County Economic Development Corporation, and director of the Small Business Development Center.



### **Laszlo Horvath, *Principal, ActiveMedia***

Laszlo Horvath founded ActiveMedia in 1996 and established relationships with leading interactive and consumer brands. Before founding ActiveMedia, he worked with America Online in 1995 as a Strategic Consultant. Mr. Horvath serves on the Industry Trade Advisory Committee of the United States Department of Commerce and member of the Virginia-Washington DC District Export Council. Mr. Horvath is a

sought after speaker at US and International conferences on online marketing, advertising, branding and Internet strategy.



### **Caroline Beteta, *CEO and President, Visit California***

As the first CEO hired to develop and lead Visit California more than a decade ago, Caroline has shepherded the growth of the organization eight-fold into a global marketing franchise bringing in an average of nearly \$4 billion annually to the state's economy, and increasing the state's share of domestic market by 3 percent, reversing a previous decade-long decline. This success is attributed in part to her longstanding and close working relationship with

the nation's most influential travel industry leaders and California's current and former Governors. Ms. Beteta also serves as Chairman of the Board for Brand USA.

