



November 1, 2007

Dear Meeting Professionals—

Today, we are pleased to be sending our final update on the situation here in San Diego. From a convention and meetings perspective, we are fully operational and open for business. All of our regions attractions opened as of last Friday including the San Diego Zoo's Wild Animal Park, which was in the center of last week's crisis. Almost all residents who were evacuated are back in their homes, and our hospitality community is busy serving the incredible number of visitors and meeting attendees who continued on with their travel plans.

However, our thoughts and prayers go out to our neighbors who were devastated by the fires. As an industry, we are truly appreciative of the incredible outpouring of support that industry colleagues have shown our community. For all of you who have asked how you can help, we encourage you to contact our local Red Cross Chapter at www.sdarc.org/site/pp.asp?c=erKQL4NQE&b=127361. The Red Cross is doing a phenomenal job here in San Diego.

Perhaps the best way that we can express the true situation here in San Diego is to share some recent comments by meeting planners whose meetings were held over the past week:

Samantha Bowerman of the Strategic Meetings Group, who arrived on October 25th, reported:

"The American Society of Appraisers Business Valuation Conference officially started on Monday. We actively communicated the status to all of our attendees, which they appreciated, and we only had 5 cancellations. If you didn't watch the news, you would have no idea of the terrible fires that affected other areas of San Diego county. The hotels and businesses in the area are fully operational and the sun has been shining, as one would expect in San Diego."

JoAnn Hoffman, President of the Meeting Industry Ladies Invitational (MILI), which arrived on October 28th, stated:

"The weather has been spectacular... sunny days, clear skies and perfect golf weather. The resort has done a superb job of hosting our event and the spirit of community and cooperation has been truly special. The handful of participants who decided not to attend certainly missed out on a great golf experience."

Finally, Dr. Joann Boughman, Executive Vice President of the American Society of Human Genetics, said:

"ASHG had the second largest registration in history (4,993), and nearly all arrived. There were some tense moments when some of our attendees found that evacuees might be displaced from hotels. We sent emails and updated our Web site every 12 hours, and some of our attendees doubled-up to open rooms for evacuees. Some of our California based physicians were ready to volunteer, and we have collected about \$3,500 in a Relief Fund set up at the ASHG meeting to assist the fire victims. We could not have had a successful meeting without the wonderful assistance of the folks in San Diego, even in their own time of trouble."

If you have existing meeting and convention plans for San Diego, or are considering San Diego for the future, we encourage you to do so. This is one of the best ways that you can support our community, our residents and the more than 160,000 San Diegans employed by our industry. We look forward to seeing you soon in San Diego!

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