

April 2009 - **Olympic Peninsula Loop Culinary Tourism Association** (OPLCTA) awarded \$15,750.00 WA CTED (now DOC) seed grant



# Celebrating Authentic Growth

1 Day... 10 Years... 7-Generations



2009 Tourism Summit Wednesday, October 14, 2009

8:00 am to 5:00 pm

Jamestown S'Klallam Tribal Center ~ Blyn, Washington

## New Economy Low Budget ~ High Tech ~ Growing Trends

A one-day Tourism conference for the Olympic Peninsula ~

~ Introducing the Olympic Peninsula Loop Culinary Tourism Association

Join local business and industry leaders for this one-day tourism and networking event

Meet local vendors in the MarketPlace

Make new networking connections

High tech applications and the Olympic culinary experience equal NEW economic development opportunities in the tourism industry.

Learn how culinary tourism can benefit your business from international and regional experts

Get prepared for the 2010 Olympics

Bring your lap-top, cell phone, Blackberry or iPhone. Wi-fi is available for hands-on help with social media during the day.

Get a Social Media Check Up to refresh your social media strategy

#### Sponsored by:

Olympic Peninsula Tourism Commission

A partnership of the Chambers of Commerce and tourism
marketing entities from the Hood Canal to Kaleloch including
the communities of Quilcene and Brinnon, Port Ludlow, Port
Hadlock, Port Townsend, Sequim, Port Angeles, Forks,
Clallam Bay and Sekiu, Neah Bay, West Jefferson County
and the Olympic Peninsula Visitor Bureau representing the
unincorporated areas of Clallam County.

#### Introducing: Olympic Peninsula Loop Culinary Tourism

A newly established 501 (c) 6 organization that exists to define, promote and celebrate the Olympic Peninsula's unique culinary experience, educate consumers and ultimately establish the region as a niche tourism destination

#### Space is limited Send your registration TODAY!



PLEASE return completed form with your check to: OPTC, PO Box 670, Port Angeles WA 98362

> Questions? Call 360-452-8552 or ema Info@olympicpeninsula.org

Deadline is Contember 22, 2000

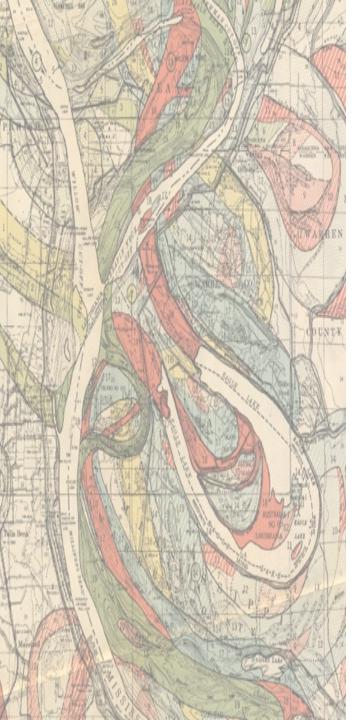
The Olympic Peninsula Culinary Tourism Association exists to define, promote and celebrate the Olympic Peninsula's unique culinary experience, educate consumers, and ultimately establish the region as a niche destination to enhance economic development and the region's tourism product.



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Olympic Peninsula Loop Culinary Tourism Association (OPLCTA)
Olympic Culinary Loop (OCL)



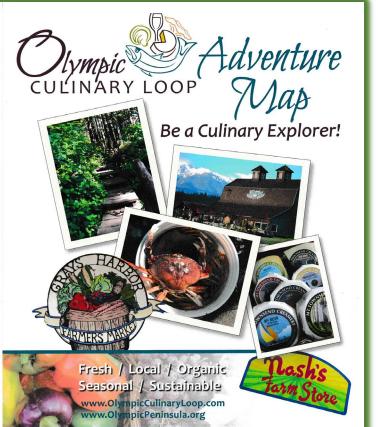




Share











Travel the Loop in three, four or more daily bites. Or take your time and discover more seasonal treasures and tastes around every turn. To whet your appetite for adventure, you can follow this sample itinerary, reverse the order, or make up your own... the delicious discoveries are endless!

#### day Mason

Go: Experience the Hood Canal, Lake Cushman, Dosewallips, Brinnon to Shelton

See: Oysters freshly shucked, then slurped at Hama Hama Oyster Farm, Lilliwaup www.hamahamaoysters.com 888-877-5844

Do: Drink in the Hood! Walter Dacon Wines, Shelton www.walterdaconwines.com 360-426-5913

OR the Hardware Distillery Co., Hoodsport http://thehardwaredistillery.com 206-300-0877

Dine: Beer - Tea - & Revelry at Grove Street Brewery, Shelton, www.grovestreetbrew.com, 360-462-2739

Stay: Indulge at Alderbrook Resort & Spa, Union www.alderbrookresort.com 360-898-2200

Ask: A local expert at Mason-Shelton Chamber, www.explorehoodcanal.com 360-426-2021

### day Grays Harbon

Go: Lake Quinault, Moclips, Westport, through Hoquiam – Aberdeen along Washington's wild coast

See: Seastacks and stacks of sweet potato pancakes at the coast and Lake Quinault Lodge, Quinault www.olympicnationalparks.com 360-288-2900

Do: Razor clamming and sculpture gardens at Westport Winery, Aberdeen www.westportwines.com 360-648-2224

Dine: Drink your grains, malt and juniper at Wishka River

Distillery, Aberdeen www.wishkahriver.com 360-612-4756

OR get great fresh fare, razor clam sausage and more at the

OR get great fresh fare, razor clam sausage and more at th Grays Harbor Farmers Market, Hoquiam www.ghpublicmarket.com 360-538-9747

Stay: Overlooking Sunset Beach, Ocean Crest Resort, Moclips



Go: Olympic National Park - Hurricane Ridge, Sol Duc, Lake Crescent, Port Angeles, Sequim's farmland

Crescent, Port Angeles, Sequim's farmland
See: Your food grow at Nash's Organic Farm and Produce

Store, Sequim www.nashsorganicproduce.com 360-681
Do: Gourmet lunch fixins at The Red Rooster Grocery, Sequimow.theredroostergrocery.com 360-681-2004

OR dine on bread alone - Pane d' Amore, Sequim www.panedamore.com 360-681-3280

Dine: Taste Twilight at Bella Italia, Port Angeles www.bellaitaliapa.com 360-457-5442

Stay: Sol Duc Hot Spring Resort, Port Angeles www.olympicnationalparks.com 360-327-3583

Ask: A local expert at Olympic Peninsula Visitor Bureau, Po Angeles www.olympicpeninsula.org 1-800-942-4042



Go: Quilcene, Port Ludiow, Chimacum, Port Townsend – W Victorian Seaport destination!

See: Trendy neon signs and organic goodies in a timber too Quilcene Village Store and Gas, Quilcene, 360-765-0090 www.quilcenevillagestore.com

OR the hippest place to strut your Carhartts at Chimacum C Farmstand, Chimacum http://chimacumcorner.com 360-732-0107

Do: Finnriver Farm apples and Dented Buoy Pizza, Chimacur www.finnriver.com 360-732-4337 / 360-732-4084

OR we dare you not to say "Cheese!" at Mt. Townsend Crez Port Townsend, www.mttownsendoreamery.com 36o-379 Dine: With the strangest hats on your head and the best ta in your mouth at the Ajax Café, Port Hadlock www.ajaxcafi

OR succumb to the freshest Ice Cream & Chocolates at Elev Ice Cream Co., Port Townsend www.elevatedicecream.co

360-385-1156

Stay: In the lap of luxury at The Resort at Port Ludlow

Port Ludlow www.portludlowresort.com, 360-437-7412

Ask: A local expert at Port Townsend Visitor Information C

360-385-2722 www.EnjoyPT.com



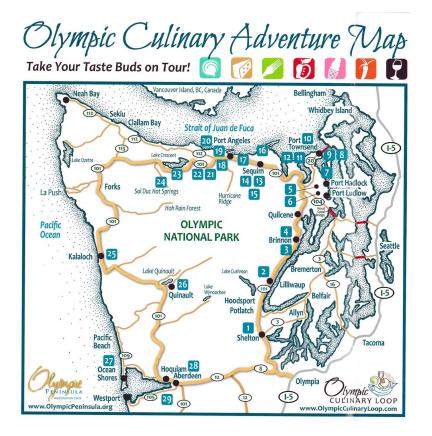
360-385-3450



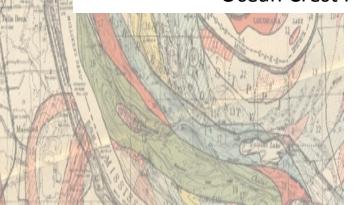


**NOVEMBER 18, 2019 • FORT WORDEN, PORT TOWNSEND WA** 

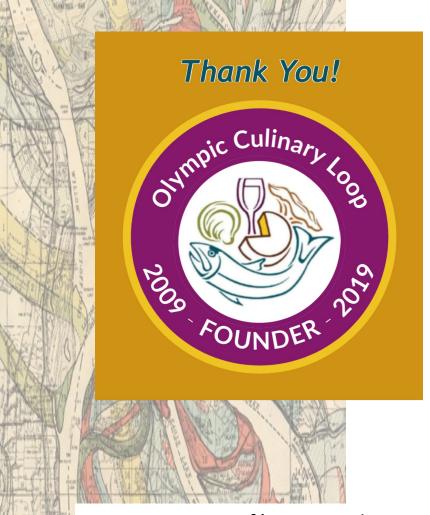




Ajax Café, Camaraderie Cellars, Finnriver, Elevated Ice Cream, Fireside Restaurant – Port Ludlow, Ocean Crest Resort, Olympic Cellars Winery, Lake Crescent Lodge, Lake Quinault Lodge



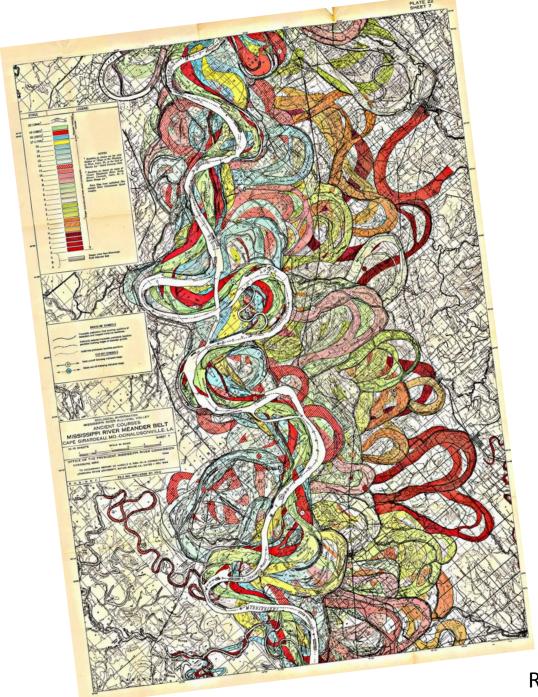
**Partners** 





Ajax Café, Camaraderie Cellars, Finnriver, Elevated Ice Cream, Fireside Restaurant – Port Ludlow,
Ocean Crest Resort, Olympic Cellars Winery, Lake Crescent Lodge, Lake Quinault Lodge
Alpenfire, Alder Wood Bistro, Bella Italia, Nash's, Michael's NW Seafood & Steakhouse, Kalaloch Lodge,
Pan d'Amore, Westport Winery

## **Partners**



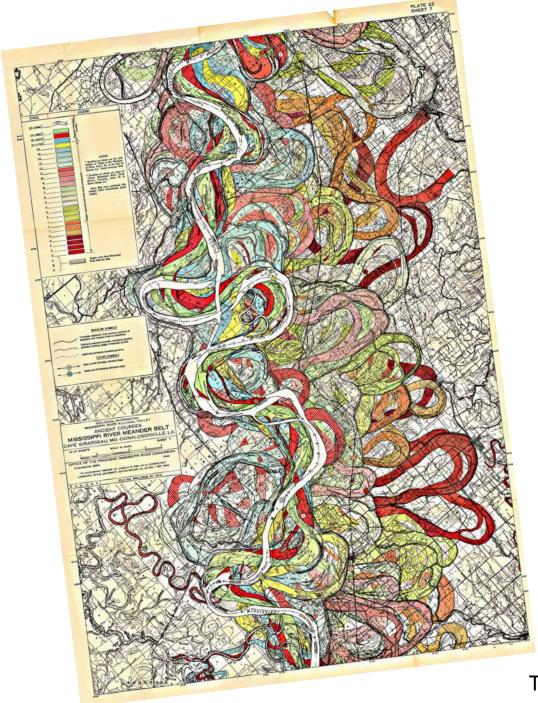
Step 1 – Begin with Why

Step back for a moment and ask yourself some questions:

- Why did I start this company? What was my original inspiration?
- Has that initial reason changed? If so, why and what is the reason now?
- Why does it matter that my company provides this product or service?
- What impact do I want my business to have on the world, or on my community?

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Review



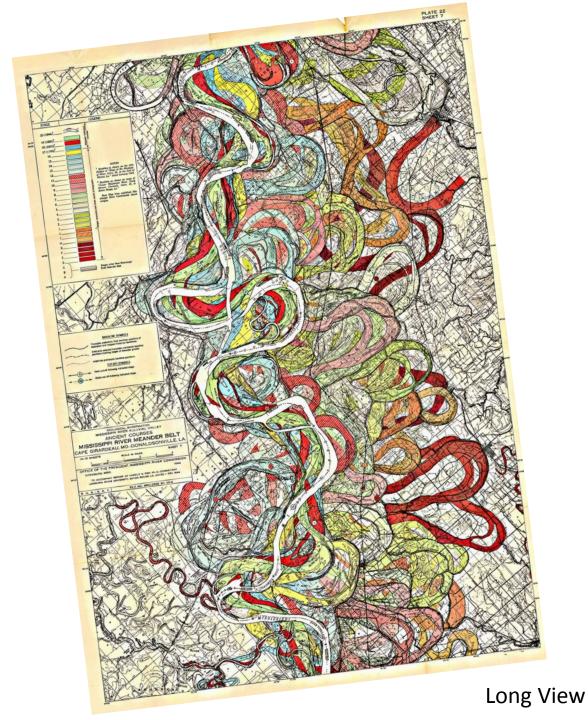
Step 2 – Take a Look Around

The next step is to look outside at how you're going about fulfill your "why" as a business.

- How will our team interact with customers? What will they do or not do that's unique?
- What should our logo and other graphical elements communicate about our business?
- How do you adjust your internal processes to reflect who you are and your reason for existing as a business?

"We could make the menu longer, instead we are making one dish that that people will drive across the Peninsula to taste."

Timing



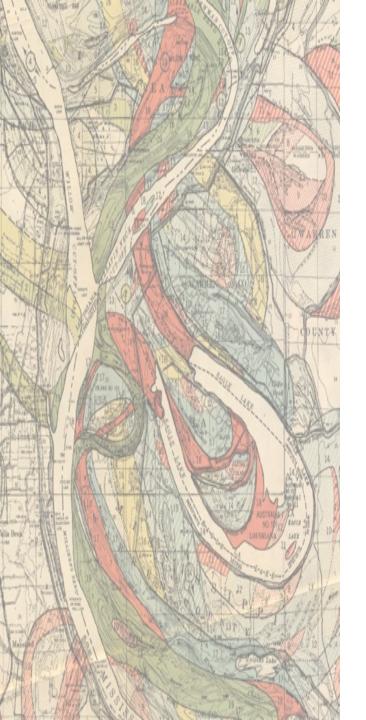
Step 3 - Take action

### **Authenticity works because...**

- It elevates your business above the competition
- It builds your identity and image into something influential
- It gives substance to your business, services and products
- It enables people to relate to your business
- It helps people understand how what you offer is of benefit to them
- It encourages engagement and can turn audiences into advocates

Be Real - Share your passions and your mission and get back to basics. Who are you? What drives you? The best way to be perceived as authentic is to BE authentic, so build a purpose for your business beyond making a buck.

Don't think that business is simply "get in, get out, get rich." Don't build a startup, build a real business.





- Research
- Partners
- Relationships
- Timing
- Expectations
- Long View



# Celebrating Authentic Growth

**During All Seasons of Change** 

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