

1. What role or work on your behalf do you want EALA (as an organization) to provide? Please list in order of importance.

	First choice - most important	Second choice	Third choice	Fourth choice - least important	Rating Average	Response Count
Marketing lodging	57.1% (24)	11.9% (5)	14.3% (6)	16.7% (7)	1.90	42
Town government involvement/advocacy	7.1% (3)	26.2% (11)	28.6% (12)	38.1% (16)	2.98	42
Provide industry education to our members (seminars, speaker meetings etc..)	14.3% (6)	21.4% (9)	35.7% (15)	28.6% (12)	2.79	42
Involvement in tourism related programs (such as Ride the Shuttle program).	21.4% (9)	40.5% (17)	21.4% (9)	16.7% (7)	2.33	42
Organization role comments						8
answered question						42
skipped question						1



2. The EALA Board is considering requiring each member participate in at least one committee/activity per year. Do you support this? If yes, please comment. If no, please comment.

		Response Percent	Response Count
Yes		57.1%	24
No		42.9%	18
Committee requirement comments			22
answered question			42
skipped question			1



3. Rate in order of preference a committee or activity you are interested participating in.



	First choice (most interested)	Second choice	Third choice	Fourth choice	Fifth choice	Last choice (only if I have to)	Rating Average	Response Count
Membership (recruit,educate and welcome new members)	5.1% (2)	10.3% (4)	20.5% (8)	25.6% (10)	23.1% (9)	15.4% (6)	3.97	39
Marketing (brainstorm new marketing opportunities)	40.5% (17)	16.7% (7)	14.3% (6)	14.3% (6)	2.4% (1)	11.9% (5)	2.57	42
Town government/Advocacy (involvement in town tourism topics)	14.3% (6)	23.8% (10)	0.0% (0)	21.4% (9)	21.4% (9)	19.0% (8)	3.69	42
Education (set up dinner meeting speakers and seminars)	12.2% (5)	24.4% (10)	19.5% (8)	14.6% (6)	19.5% (8)	9.8% (4)	3.34	41
Programs (such as Ride the Shuttle campaign)	2.6% (1)	15.4% (6)	38.5% (15)	23.1% (9)	12.8% (5)	7.7% (3)	3.51	39
Winter Festival	23.8% (10)	9.5% (4)	11.9% (5)	4.8% (2)	16.7% (7)	33.3% (14)	3.81	42
						Committee idea comments		7
						answered question		42
						skipped question		1



4. The Board is considering requiring each member bring one new non member to a dinner meeting per year. Guest's dinner is free. If guest joins EALA, member host receives one free dinner, as well.

		Response Percent	Response Count
Yes, I support this.		52.4%	22
No, I don't support this. (Explain why, if you don't)		47.6%	20
	Host a guest comments		25
	answered question		42
	skipped question		1



5. The 2011 membership dues will be \$200.00 per year for lodging, \$75.00 per year for associate. Do you feel that your membership dues are fair?

		Response Percent	Response Count
Yes		95.2%	40
No (if no, what would you think would be fair and why?)		4.8%	2
	Dues Comments		12
	answered question		42
	skipped question		1

6. Do you attend the monthly dinner meetings?			
		Response Percent	Response Count
Yes (if yes, please explain why)		67.6%	25
No (if no, please explain why you do not attend)		32.4%	12
Dinner meeting attendance comments			35
answered question			37
skipped question			6

7. Do you prefer all 8 dinner meetings include an educational speaker? As a reminder, each dinner meeting begins with one hour reception/social time.			
		Response Percent	Response Count
Yes		51.4%	19
No (see next question)		48.6%	18
All educational meetings comments			13
answered question			37
skipped question			6

8. If answered no to Question #2 above, how many of the 8 dinner meetings do you feel should be social and how many educational?

		Response Percent	Response Count
Social		95.0%	19
Educational		100.0%	20
		answered question	20
		skipped question	23



9. What educational topics/speakers would you like scheduled?

		Response Count	
		37	
		answered question	37
		skipped question	6



10. What social events would you like scheduled, and when?


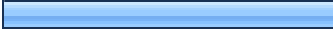
		Response Count	
		37	
		answered question	37
		skipped question	6




11. Would you prefer to have some non-dinner meetings? For example, pot luck, appetizers only, no dinner, other.

		Response Percent	Response Count
Yes, please comment		65.7%	23
No, please comment		34.3%	12
Alternate dinner meeting comments			24
answered question			35
skipped question			8

12. Would you be interested in EALA organizing educational seminars?

		Response Percent	Response Count
Yes (if yes, what topics		63.9%	23
No (if no, why)		36.1%	13
Educational seminar comments			24
answered question			36
skipped question			7

13. Would you be willing to pay for seminars?			
		Response Percent	Response Count
Yes (if yes, how much?)		50.0%	18
No		50.0%	18
		Seminar fee comments	20
		answered question	36
		skipped question	7


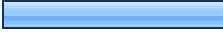
14. What is the best time to schedule seminars?			
		Response Percent	Response Count
What months are best?		100.0%	36
What days of the week are best?		100.0%	36
What time of day is best?		100.0%	36
		answered question	36
		skipped question	7

15. Would you like EALA to continue to attend one trade/travel show per year, promoting Estes Park? (EALA has represented Estes Park for the last several years at the Houston Texas Leisure and Travel Show).

		Response Percent	Response Count
Yes (what kind of show?)		86.1%	31
No (what would you recommend instead?)		13.9%	5
	Travel/Trade show comments		24
	answered question		36
	skipped question		7

16. Your EALA membership includes a free listing on www.estespark-colorado.com EALA spends approximately \$6,000 per year on optimizing this website to add additional value to your listing. Do you support this, or do you prefer EALA spend the money elsewhere?

		Response Percent	Response Count
Yes, I support it (Why?)		88.2%	30
No, I don't support it (Why?)		8.8%	3
If no, where would you prefer it to be spent?		2.9%	1
	Estes-colorado comments		23
	answered question		34
	skipped question		9

17. Would you like to see EALA do Philanthropic projects in 2011?			
		Response Percent	Response Count
Yes (if yes, what?)		66.7%	22
No (if no, why?)		33.3%	11
		Philanthropic comments	27
		answered question	33
		skipped question	10

18. How can EALA be more valuable to you as an organization?		Response Count
		33
		answered question
		33
		skipped question
		10

19. What is the most valuable service that EALA currently offers?		Response Count
		33
		answered question
		33
		skipped question
		10

20. What can EALA do for you that they are not already doing?	
	Response Count
	33
answered question	33
skipped question	10

21. What can EALA improve upon?	
	Response Count
	33
answered question	33
skipped question	10

22. What would you like to see from the EALA Board in 2010 - 2011?	
	Response Count
	33
answered question	33
skipped question	10

23. What would you like to see from the EALA member in 2010-2011?	
	Response Count
	33
answered question	33
skipped question	10

24. What are your thoughts on the members "I have availability" emails?

		Response Count
		33
answered question		33
skipped question		10

1. What role or work on your behalf do you want EALA (as an organization) to

Organization role comments

1	EALA was originally organized to provide lodge owners a method of networking.	Nov 8, 2010 8:33 PM
2	That was hard; they were all important although #1 was pretty clear. First and foremost we should be getting people into the Estes Park area. Everything else should be as a means toward that goal. We are in the hospitality business, We should keep in mind the goal of creating a welcolming atmosphere for our guests and the rest will fall into place.	Nov 8, 2010 8:50 PM
3	Leave marketing functions to the LMD...that is why we collect the 2%. The small amount of money in the EALA budget cannot have a quantifiable impact on our revenue as members when used for marketing programs. And forget about home and garden or travel shows, they are a waste of time. IT IS very crucial that EALA be the voice of the industry to the Town government. Apathy in our inidustry will imply to the TOWN Fathers that we do not care what they do!	Nov 8, 2010 9:27 PM
4	We should be primarily a marketing organization. We can have more power in combining forces with Town Board and LMD (and have made much progress in the last year - kudos to the Board for that). I see Partners for Commerce bringing in speakers and doing more educational stuff. Other than speakers at our deinner meetings, I think we can stay away from this.	Nov 9, 2010 7:15 PM
5	I feel it would be important for EALA to work closely with the LMD in helping promote the town, and create activities, and increase tourism during our "down" season.	Nov 30, 2010 8:57 PM
6	I am an associate member, so that is why the marketing is least important to me personally, however I feel that it is a major role for this organization as a whole (obviously) and I am constantly impressed with the level of cooperation among the lodges in this association.	Dec 1, 2010 3:39 AM
7	As an associate member, my interest in EALA is having special opportunities for advertising the products and services my company provides to the lodging industry. The annual expo is a great forum for the transfer of this type of information.	Dec 28, 2010 4:38 PM
	I believe EALA's role should focus on anything that promotes Estes Park tourism and enhances the utilization of member facilities and services.	

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Organization role comments

8	<p>Would be happy to arrange for Carrie Konig and Andrea Kuskie from Weaver-Group to come up to give the latest developments in the States Multi-Million Dollar Program to attract visitors and what programs benefit Estes Park, Rocky Mountain National Park and the Front Range. Plus information on whats new for the Official State Vacation Guide and the best advertising opportunities on colorado.com. We are already holding space for the 2011 Estes Park Co-op, and can present whats new for 2011 at that time also.</p> <p>George T. Edwards Art Board II Advertising</p>	Jan 1, 2011 8:54 PM
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2. The EALA Board is considering requiring each member participate in at least

Committee requirement comments

1	<p>If members are not interest, they should not be forced. The last thing needed is for non-willing members attempting to aid EALA functions.</p>	Nov 8, 2010 8:33 PM
2	<p>There would have to be an option to simply pay a fee for those for whom time is more valuable than money.</p>	Nov 8, 2010 8:50 PM
3	<p>I think if everyone was committed to one committee or activity a year it would build a stronger organization.</p>	Nov 8, 2010 9:11 PM
4	<p>WHY? We each have the opportunity to make an impact when we feel that it is important. Telling us as members that we MUST participate in a committee/activity is treating us like we are children. We pay our dues and elect compentent leaders to the EALA Board to keep us informed and advised of the opportunities to stay involved.</p>	Nov 8, 2010 9:27 PM
5	<p>I have no idea. My heart is willing, my brain is in transition.</p>	Nov 8, 2010 9:32 PM
6	<p>The EPWA does this and I think it keeps members more involved in the organization while lending different viewpoints to the association's development.</p>	Nov 8, 2010 10:04 PM
7	<p>Great idea to get help for board members</p>	Nov 8, 2010 11:25 PM
8	<p>Participating on a committee /activity would be a great idea, but not sure it should be a requirement, especially since so many of us seasonal people are gone half the year and so busy the other half.</p>	Nov 9, 2010 12:24 AM
9	<p>I think the practicality of pulling this off might prove difficult, but I strongly advocate active participation by everyone in EALA to participate in something. Winterfest alone gives ample opportunity for many people to be involved in something at a slow time of the year for most of us. It should also take some of the strain off the Board for having to plug holes for everything we do.</p>	Nov 9, 2010 7:15 PM
10	<p>I am not aware that we have that many committees as of right now for all of us to be on. So to me that sounds like creating more work than we might need. I understand the principle behind it, but in a situation like ours - a mom & pop shop lodge, and we homeschool our kids and have that aspect of life, you would probably lose us as a member if that requirement were implemented. We want to be a part of EALA for the fellowship with people in a similar business situation as ours and we were not trained or a part of the lodging industry in the past, so the info we receive and opportunity to know other lodge owners has been priceless. If we choose not to participate in an activity, then we lose out on promoting our business - that is our choice of loss.</p>	Nov 10, 2010 3:23 AM
11	<p>Should not be any stipulations such as this.</p>	Nov 12, 2010 2:54 AM

2. The EALA Board is considering requiring each member participate in at least

Committee requirement comments		
12	It depends on the availability of committee and or activities available. It is important to not make membership take up too much extra time for members because we are all busy. I would participate in activities with benefit to our business, but think that requiring more time from members could affect membership numbers.	Nov 15, 2010 6:18 PM
13	We are an hour round trip from Estes....	Nov 29, 2010 5:39 PM
14	Although I support the concept, it often boils down to time constraints and outstanding commitments.	Nov 30, 2010 8:57 PM
15	I think the involvement would be good. It would encourage and cultivate new ideas. Only problem is timing. It may be hard to find the time during peak seasons.	Nov 30, 2010 9:23 PM
16	I believe it is important to support our EALA group and do more to foster growth for our Associate members. Referrals travel both directions more readily in a cooperative environment.	Nov 30, 2010 10:04 PM
17	I would support this as long as there are sufficient opportunities to choose events at different times of the year.	Dec 1, 2010 3:39 AM
18	Other groups I am in already have that requirement and it becomes more of a chore then the fun I used to have at being a member. In every organization you have those that love to attend meetings or serve on committees. I believe that there are those that love serving on committees do a much better job then those you are forced to pick a committee to serve on. I would be more inclined to agree that we all need to participate in at least one activity per year. Not all lodging members have the ability to get away from their business to attend a lot of meetings. Just food for thought.	Dec 2, 2010 5:23 PM
19	Based on what I think the primary goals of EALA should be, I believe this could be a good requirement for full members, less so for associate members. Associate members likely benefit from increased tourism activity in Estes Park, but they may not be the best people to provide input for marketing, education and other issues relevant to the lodging industry. I, for example, know next to nothing about running a hospitality business and am not privy to the unique problems motels face on a daily basis.	Dec 28, 2010 4:38 PM
20	I think most are involved in some way or another already	Dec 28, 2010 5:12 PM
21	I think this would be a great way to get people involved and also to get new members to meet and mix in with more seasoned members.	Dec 29, 2010 5:49 AM
22	Getting more members to come to the dinners would be nice. May be that cost is getting prohibitave for some, perhaps should consider some other ideas.	Jan 1, 2011 8:54 PM

3. Rate in order of preference a committee or activity you are interested

Committee idea comments		
1	I'm actually quite interested in the idea of setting up some speakers for our EALA meetings.	Nov 8, 2010 8:50 PM
2	In keeping with the first set of answers above.	Nov 9, 2010 7:15 PM
3	There should be an option of not interested which would have been the selections made on all of these questions.	Nov 12, 2010 2:54 AM
4	Survey wouldn't let me skip or mark all as last choice, see question #2.	Nov 29, 2010 5:39 PM

3. Rate in order of preference a committee or activity you are interested

Committee idea comments		
5	We would like to participate in the winter festival but have historically been gone the entire month of January. We have changed that for next year specifically to be here for the festival.	Nov 30, 2010 9:23 PM
6	No really.... I am not willing to be on any committees and will not join EALA if you implement this policy.	Dec 28, 2010 4:40 PM
7	We bumped the Space Donated in the Early Season Menu Guide for WinterFest to a Half Page but havent been able to get anyone to send us copy or an ad to run. What's up "Liz"? Need to get soon as we are almost ready to go to the printer.	Jan 1, 2011 8:54 PM
	<p>I would be happy to provide my expertise to the marketing committee. Our New "100 Things To Do In Estes Park & RMNP" is just the latest idea to offer new promotiion opportunities for businesses in Estes and provide ideas to visitors of things to do. The Free Lodging Grid in the Menu Guide lets properties feature their services available for special occasion visitors like weddings, anniversaries, reunions, groups and meeting facilities. We've been promoting Estes Park: "A Jewel in the Crown of the Colorado Rockies" for over 22 years now.</p> <p>George T. Edwards Art Board II Advertising</p>	

4. The Board is considering requiring each member bring one new non member

Host a guest comments		
1	Cost too much and most lodging establishments are already members. To get member to participate, each lodging member should receive 2 free dinner ticket and associate 1 free diner ticket.. to get them to come to meetings.Take the money out of the advertising budget.	Nov 8, 2010 8:33 PM
2	I'm not sure about "requiring". I would like it if you accepted, or had more benefits for, associate members. For example, the restaurants benefit hugely from our lodging. I ALWAYS send out the Dining guide by email to all of my guests prior to their arrival. As we have more guests that are internet savvy and become "friends" on Facebook, having Associate members such as restuarnats and shops be able to be featured on our Facebook pages etc would be a nice benefit for them. Just the other day I had a whitewater rafting company want to link to my activity page out of Ft. Collins and I said I only would if he was an EALA associate member. (he was).	Nov 8, 2010 8:50 PM
3	OK..so you are telling me that I have to attend the dinner meetings (or at least one per year)? I have done the dinner meeting thing for many years in the past and am not interested in the dinner meeting portion of the membership at this stage of my lodging life in Estes Park. I am glad that you do the dinner meetings for members that choose to participate in that benefit of membership but do not force me to do something I do not want to do.	Nov 8, 2010 9:27 PM
4	Everyone I know is already part of EALA.	Nov 8, 2010 11:48 PM
5	Again, seasonal businesses don't even get to be at most of the dinner meetings,	Nov 9, 2010 12:24 AM
6	Goal is not to get too large, stay focused.	Nov 9, 2010 5:39 PM
7	Bringing one person to only one meeting a year is not much to ask. The incentive if they become a member is an adequate and appropriate incentive. Great idea!	Nov 9, 2010 7:15 PM

4. The Board is considering requiring each member bring one new non member

Host a guest comments

8	I guess I don't support it as a requirement - because then people have to become pushy in getting someone to come and hounding them, otherwise they can't keep their membership. I think having the incentive is good encouragement for the members, but we shouldn't be restricted to not be a part of EALA, just because we can't find someone to come. My time is so limited in the off season with homeschooling our kids - I don't have a ton of time for making lots of other connections. I know that sounds bad probably, but it is the reality of the season of life we are in. We did this business also to teach our kids business skills. I can't imagine it would be proper to ban us from the organization, when we are trying to raise young people to become entrepreneurs - we are approaching our business from a different stand point I guess.	Nov 10, 2010 3:23 AM
9	REQUESTING, is one thing. FORCING, is another!!! The word requiring is like forcing the issue. We should be able to bring a non-member guest, if WE SO CHOOSE, not because we are told we have to.	Nov 10, 2010 4:53 AM
10	Unnecessary requirement	Nov 12, 2010 2:54 AM
11	We have already brought every one from our area that we could talk into coming.	Nov 29, 2010 5:39 PM
12	Good idea.	Nov 30, 2010 9:23 PM
13	This is a good way to increase membership and spread good will through the organization and support community.	Nov 30, 2010 10:04 PM
14	Membership is voluntary and directed toward lodging. Requiring a member to bring one new non-member would be difficult in my opinion. Are we opening membership up to any business?	Nov 30, 2010 11:39 PM
15	I don't support this as a requirement because I think some people are uncomfortable with this kind of requirement. However, I think encouraging the members to bring someone new and maybe having some special kind of recognition (maybe if you bring someone you get the free dinner next time - even if they don't join) would be preferable to me.	Dec 1, 2010 3:39 AM
16	I feel that membership should remain truly voluntary. Trying to "bribe" potential new members does not seem the best way to get active and participating members.	Dec 1, 2010 2:10 PM
17	My feeling is that members should be able to bring a (1) guest anytime (with payment), and should the guest become a member, then the fee for the dinner is waived. I'm turned off by the requirement part of the statement.	Dec 1, 2010 5:07 PM
18	Don't know anyone outside of the industry in Estes.	Dec 2, 2010 5:38 PM
19	If there wouldn't be any negative consequences, other than peer pressure, if a member didn't fulfill this requirement.	Dec 28, 2010 4:38 PM
20	I don't have a problem with the idea to rewarding someone who brings a new member, but I don't like the idea of it being mandatory.	Dec 28, 2010 4:40 PM
21	I like the idea of the guest free--BUT do we have to reward the member for doing what we ought to be doing on a regular basis?	Dec 28, 2010 5:12 PM
22	Requiring is kind of a negative way to put it - maybe doing a contest or having something more fun to encourage bringing a guest. My Rotary Club honors people who bring in new members and it is a big deal when you are a 'sponsor' of someone new - might be something to consider playing off the fact that people like to get recognized....	Dec 29, 2010 5:49 AM
23	Required? So what happens if you don't invite someone or you can't attend? It just doesn't seem reasonable to make it a REQUIREMENT.	Dec 29, 2010 3:43 PM
24	There are more of us than new members per year. Those who are established and not members are unlikely to participate. That is, they've already made their decision.	Dec 30, 2010 4:32 PM

4. The Board is considering requiring each member bring one new non member

Host a guest comments

25 Think this would be very hard to inforce. Jan 1, 2011 8:54 PM

5. The 2011 membership dues will be \$200.00 per year for lodging, \$75.00 per

Dues Comments

1	I feel like I get a lot of benefit for my dues. I also think that I am paying the same amount for my very small property that a large property is. I'm not sure how you reconcile that. You risk losing members if you raise dues too much. It can be hard to decide how to break it how if you count numbers of rooms, numbers of cabins, numbers of employees, gross volumne. There are some large properties that aren't members at all.	Nov 8, 2010 8:50 PM
2	Yes. This is just about the right amount. By the way...thank you to the EALA Board for your leadership and comittment to our organization!	Nov 8, 2010 9:27 PM
3	I wish we had a e mail contact system.	Nov 8, 2010 9:32 PM
4	This is the most active and forward-thinking association in this town (in my opinion). This is a bargain and should be viewed by everyone in that way.	Nov 9, 2010 7:15 PM
5	Just try to keep them in this range.	Nov 10, 2010 4:53 AM
6	We use EALA more for marketing than networking, and Ronda's site makes it worthwhile to us.	Nov 29, 2010 5:39 PM
7	I feel that the associate dues should be higher. Another professional group I belong to; the member dues are 120 and the associate dues are 150. The group and education is for the benefit of the lodging members; but what a captive market for the associates to market their business. I don't feel many take full advantage of this.	Nov 30, 2010 8:05 PM
8	I think the overall concept of working together and supporting one another is a good one, although I have prior commitments that most often make it impossible for me to attend, I think its important the organization as a whole has a voice within the community.	Nov 30, 2010 8:57 PM
9	I do believe we should get an accounting for the dues however. Especially if they are going to be raised and the organization is taking a step up toward being a more involved, professionally organized group.	Nov 30, 2010 9:23 PM
10	I think this group provides an invaluable leads and referral service and that alone is worth way more than the membership fee. The additional benefits of education and networking are important as well.	Dec 1, 2010 3:39 AM
11	Our business was removed from the website even though we had paid our dues this year. We are not renewing our membership as a result. We received no benefit from being a member.	Dec 29, 2010 3:43 PM
12	Already sent my dues.	Jan 1, 2011 8:54 PM

1. Do you attend the monthly dinner meetings?

Dinner meeting attendance comments

1 most of them.
informative Nov 8, 2010 7:58 PM

1. Do you attend the monthly dinner meetings?

Dinner meeting attendance comments		
2	Nice place to meet friends and make new business contacts.	Nov 8, 2010 8:36 PM
3	I only make a few each year but I find them very valuable as a way to connect with other owners and as a way to have a face that goes with a name. Sometimes you need to know who is a plumber/electrician/supplier etc. It helps with filling in last minute vacancies and helping out your guests find a place to stay. The speakers are educational and I like to be a part of community.	Nov 8, 2010 9:12 PM
4	Great opportunity to compare ideas with fellow owner/managers. Education to better my business.	Nov 8, 2010 9:22 PM
5	As stated in a previous question.... I have done the dinner meeting thing for many years in the past and am not interested in the dinner meeting portion of the membership at this stage of my lodging life in Estes Park.	Nov 8, 2010 9:29 PM
6	When I want to spend the money. I like them.	Nov 8, 2010 9:39 PM
7	Uaually someone from Black Canyon Inn will attend each meeting to represent our business. It is good to meet the other members, socialize with friends, dicuss business and even learn something once in a while.	Nov 8, 2010 10:08 PM
8	Prior to this year, we had other commitments on Wed and Thursday. That is no longer an issue.	Nov 8, 2010 11:25 PM
9	Generally have other business related activities going on.	Nov 8, 2010 11:51 PM
10	Not aware that there were monthly meetings.	Nov 9, 2010 12:27 AM
11	Great networking! Like the dinners and the topics of lectures.	Nov 9, 2010 5:44 PM
12	Great chance to get together and network with others in our industry. Good topics (usually) and the right mix of business and fun.	Nov 9, 2010 7:24 PM
13	It is really our only time of fellowshiping with others in this community. We also have learned so much in being new to this industry from the relationships we have made and the education we have received. We also love being a part of a network that encourages other businesses within the community, rather than trying to compete and cut others down.	Nov 10, 2010 3:31 AM
14	We have very little staffing and children still in school in many activities, and we just don't have the time. Plus, we spend our money on family dinners and the dinner meetings are out of our budget. If I'm going to spend \$50 plus dollars on dinner, it will be spent on a nice family dinner, not at a meeting.	Nov 10, 2010 5:15 AM
15	To Socialize	Nov 12, 2010 2:56 AM
16	Love the networking and info we receive	Nov 12, 2010 3:57 PM
17	Hour round trip, only make it to 1 or 2 a year.	Nov 29, 2010 5:43 PM
18	Try to make it I don't have other conflicts or send someone from the office. Meetings are very educational.	Nov 30, 2010 8:09 PM
19	Have prior commitments during the time they are held. Ever consider an OCCASIONAL "lunch" gathering?	Nov 30, 2010 9:00 PM
20	Most of the time. We enjoy the socialization with peers. We personally think some of the meetings go on too long and are only pertinent to a few and not the majority. We would like to have short (15 minute) presentation on things like you just presented on bed bugs. The beetle kill one was good too. Maybe ask folks ahead of time for questions on a certain topic and then have an expert come answer those questions for the entire group? ie. performing arts center....where are they with that?, downtown plan.....what's going on with that?, What would you like to know about RMNP and have a ranger come talk about that?? Just a few suggestions.	Nov 30, 2010 9:47 PM
21	I attend most of the meetings because it's an organization I'm proud to be a part of.	Nov 30, 2010 10:11 PM

1. Do you attend the monthly dinner meetings?

Dinner meeting attendance comments		
22	I attend a lot of meetings and feel that my evenings should be my time with my family. I realize that it is only one meeting per month, and I am going to try to attend more in the coming year.	Nov 30, 2010 11:44 PM
23	Primarily networking with other business owners and catching up with everyone.	Dec 1, 2010 3:41 AM
24	I attend to interact with other members and to hopefully learn from presentations.	Dec 1, 2010 2:13 PM
25	We attend about half. Thursday is a bad night for us. Monday and Tuesday are the best with Wednesday being the third alternative.	Dec 1, 2010 2:33 PM
26	I attend mostly for the presentations being discussed, oh, and the great food and company too.	Dec 1, 2010 5:17 PM
27	I do not get to all of them but try to. I dont usually come to hear the speaker as much as just be able to socialize with other owners.	Dec 2, 2010 5:28 PM
28	Sometimes if possible. Not always possible for both of us to attend.	Dec 2, 2010 5:39 PM
29	Mostly laziness on my part. However, I often find I'm working late or have school/scout responsibilities. I'm a one-man shop and need to attend to business and family matters first.	Dec 28, 2010 4:45 PM
30	The camaraderie	Dec 28, 2010 4:50 PM
31	They are a great way to get to know people, the presenations are infomative and I enjoy being involved in the organization.	Dec 29, 2010 5:53 AM
32	I had a schedule conflict on Wednesday nights this fall that could not be rescheduled.	Dec 29, 2010 3:47 PM
33	Have not had the time with owning 4 restaurants, but we are going to make a commitment this year to attend	Dec 29, 2010 8:33 PM
34	Not all of them. Just a chance to hear what's going on and say hello to those there.	Dec 30, 2010 4:36 PM
35	Try to make whenever we can.	Jan 1, 2011 9:00 PM

2. Do you prefer all 8 dinner meetings include an educational speaker? As a

All educational meetings comments		
1	EALA was started and a networking group not as a replacement for the Chamber. The farther we get away from the Chamber, them ore EALA becomes chamber like.	Nov 8, 2010 8:36 PM
2	The holiday one could be educational in a different way. Perhaps how to decorate on a budget. How to insulate; furnace repair; something appropriate for winter or the holidays and shorter so there is more time for a gift exchange.	Nov 8, 2010 9:12 PM
3	Keeping in mind there are lots of ways to get education. One meeting I would like is the retail business to be the speakers and bring in their input, and also we could give our input for them.	Nov 8, 2010 9:39 PM
4	While most meetings could have an educational speaker, it is nice to have a couple social-only events.	Nov 8, 2010 10:08 PM
5	It would be difficult to attend meetings at another time in addition to the regular EALA meeting since we are a mom & pop shop.	Nov 10, 2010 3:31 AM
6	was supposed to be all networking opportunities, let other topics be left up to the CVB	Nov 12, 2010 2:56 AM
7	The education is why I attend.	Nov 30, 2010 8:09 PM
8	ONLY if the speaker is truly applicable to the group.	Nov 30, 2010 9:00 PM

2. Do you prefer all 8 dinner meetings include an educational speaker? As a

All educational meetings comments		
9	Yes, but I think the meetings should start on time if possible. Many of us have children that we would like to be able to put to bed! It seems like we're told that the social hour will be 6-7 and then dinner will start at 7 - often dinner is still not underway by 8. If we could stick to the timeframe a little better it would be preferable.	Dec 1, 2010 3:41 AM
10	Keep the speakers to 15-30 minutes.	Dec 1, 2010 2:33 PM
11	I think the dinner meetings should be more than a networking/social experience. Education on relevant topics could increase attendance and add another reason for being an EALA member.	Dec 28, 2010 4:45 PM
12	I would like to see an expansion of the scope of speakers. I know that is a hard one but I think Peggy at the LMD can help make suggestions. Perhaps include some of the vendors for the LMD. some of the educational speakers can be more "fun" than others. Please... only 1 attorney type at the most each year!	Dec 28, 2010 4:50 PM
13	Probably not always practical. Should try to get a few really good ones.	Jan 1, 2011 9:00 PM

3. If answered no to Question #2 above, how many of the 8 dinner meetings do

Social		
1	4	Nov 8, 2010 8:36 PM
2	3	Nov 8, 2010 9:22 PM
3	2-3	Nov 8, 2010 10:08 PM
4	2	Nov 8, 2010 11:25 PM
5	4	Nov 9, 2010 5:44 PM
6	2	Nov 9, 2010 7:24 PM
7	4	Nov 10, 2010 5:15 AM
8	6	Nov 12, 2010 2:56 AM
9	3	Nov 12, 2010 3:57 PM
10	about 1/2	Nov 30, 2010 9:00 PM
11	4	Nov 30, 2010 9:47 PM
12	1	Nov 30, 2010 11:44 PM
13	four	Dec 1, 2010 2:33 PM
14	8	Dec 2, 2010 5:28 PM
15	1	Dec 2, 2010 5:39 PM
16		Dec 28, 2010 4:50 PM
17	2	Dec 28, 2010 5:16 PM
18	2	Dec 29, 2010 5:53 AM
19	depends	Dec 30, 2010 4:36 PM
20	Christmas	Jan 1, 2011 9:00 PM

3. If answered no to Question #2 above, how many of the 8 dinner meetings do

Educational		
1	4	Nov 8, 2010 8:36 PM

3. If answered no to Question #2 above, how many of the 8 dinner meetings do

Educational		
2	5	Nov 8, 2010 9:22 PM
3	5-6	Nov 8, 2010 10:08 PM
4	6	Nov 8, 2010 11:25 PM
5	4	Nov 9, 2010 5:44 PM
6	6	Nov 9, 2010 7:24 PM
7	4	Nov 10, 2010 5:15 AM
8	2	Nov 12, 2010 2:56 AM
9	5	Nov 12, 2010 3:57 PM
10	about 1/2	Nov 30, 2010 9:00 PM
11	4 (short educational series)	Nov 30, 2010 9:47 PM
12	7	Nov 30, 2010 11:44 PM
13	four	Dec 1, 2010 2:33 PM
14	4	Dec 2, 2010 5:28 PM
15	7	Dec 2, 2010 5:39 PM
16	8	Dec 28, 2010 4:50 PM
17	6	Dec 28, 2010 5:16 PM
18	6	Dec 29, 2010 5:53 AM
19	de[emds	Dec 30, 2010 4:36 PM
20	Whenever a good speaker is available.	Jan 1, 2011 9:00 PM

4. What educational topics/speakers would you like scheduled?

Response Text		
1	marketing, advertising, google campaigns	Nov 8, 2010 7:58 PM
2	None	Nov 8, 2010 8:36 PM
3	I'm in Toastmasters so maybe a Toastmaster's speaker could come and talk about that. I'd like a mini-vendor presentation. It gets overwhelming in April; just one with the soap and toilet paper suppliers type people. More Facebook marketing; dealing with the angry customer- how to teach your employees.	Nov 8, 2010 9:12 PM
4	Mobile/Social media	Nov 8, 2010 9:22 PM
5	updates on local issues	Nov 8, 2010 9:29 PM
6	I can't get enough information from the marketing group.	Nov 8, 2010 9:39 PM
7	Internet Marketing	Nov 8, 2010 9:58 PM
8	Marketing, website development, social media trends	Nov 8, 2010 10:08 PM
9	keeping up with local and statewide advertising trends lodging issues etc.	Nov 8, 2010 11:25 PM
10	As an attraction I'm in the minority so it should be on the Lodging side.	Nov 8, 2010 11:51 PM
11	Dealing with employees	Nov 9, 2010 12:27 AM
12	Good business strategies for Estes Park.	Nov 9, 2010 5:44 PM
13	More marketing, but I would leave that up to you.	Nov 9, 2010 7:24 PM
14	What has been done these past 3 years has been great for us - pine beetles, meth, handicapp laws, bed bugs - all of it has been very helpful to us newbies.	Nov 10, 2010 3:31 AM

4. What educational topics/speakers would you like scheduled?

Response Text		
15	Marketing your business Tips from other business owners	Nov 10, 2010 5:15 AM
16	varied	Nov 12, 2010 2:56 AM
17	Marketing/seo	Nov 12, 2010 3:57 PM
18	Website design and Blog options	Nov 29, 2010 5:43 PM
19	insurance, worker comp, summer hiring practices	Nov 30, 2010 8:09 PM
20	Health Insurance for Small Business...what's being required, etc.	Nov 30, 2010 9:00 PM
21	I answered that above in comments.	Nov 30, 2010 9:47 PM
22	Our costs are continually going up. I'd like to attend meetings where we highlight cost saving methods in Paper Products, Maid services, Credit Card Processing, Maintenance, & The new Taxing District and how we can better utilize the dollars we are contributing to the fund	Nov 30, 2010 10:11 PM
23	Subjects/speakers pertinent to growing our lodging business. The topic in November was perfect, but I was out of town and could not attend. Any way to disseminate the info?	Nov 30, 2010 11:44 PM
24	More related to marketing ideas (as I stated I am an associate, so some topics don't really apply to me although I always enjoy the information)	Dec 1, 2010 3:41 AM
25	Networking with other local businesses. Achieving more effective relationship with Town Government.	Dec 1, 2010 2:13 PM
26	Industry related and local updates.	Dec 1, 2010 2:33 PM
27	It'd be nice to hear from our Towns Officials in regards to our Community and its growth.	Dec 1, 2010 5:17 PM
28	No preference	Dec 2, 2010 5:28 PM
29	n/a	Dec 2, 2010 5:39 PM
30	Something that addresses current problems many motels face. I thought the bed bug topic was relevant and timely. 1. Wireless internet challenges and solutions	Dec 28, 2010 4:45 PM
31	really?	Dec 28, 2010 4:50 PM
32	Keep it basic but when something new comes up, such as the bed bugs etc, go with that	Dec 28, 2010 5:16 PM
33	Social Media, customer service	Dec 29, 2010 5:53 AM
34	Round table discussions (maybe broken out into smaller groups) to discuss concerns about things that impact our businesses - seasonal workers, cable/internet fees, licensing fees, advertising, insurance, etc.	Dec 29, 2010 3:47 PM
35	tourism	Dec 29, 2010 8:33 PM
36	industry trends	Dec 30, 2010 4:36 PM
37	Weaver-Group OSVG Denver Visitors Guide DOVG	Jan 1, 2011 9:00 PM

5. What social events would you like scheduled, and when?

Response Text		
1	white elephant xmas	Nov 8, 2010 7:58 PM
2	Mixer type... more pot luck. Too many organizations in EP have Dinner meetings. One can only afford so many in a give month.	Nov 8, 2010 8:36 PM

5. What social events would you like scheduled, and when?

	Response Text	
3	Rather than several "events" we really should have one charity-type holiday dance with music event each year. We should do it with the CVB and just have it be one big deal. Let everyone have a chance to dress up, go out, eat good food and dance. That's my vote. And some of the proceeds could go to the local charity so people can feel good.	Nov 8, 2010 9:12 PM
4	End of season party - Oct Here we go again rally - 1st week June Fun activity - ie bowling, day time ice skating?	Nov 8, 2010 9:22 PM
5	??	Nov 8, 2010 9:29 PM
6	I'd like to change survey's that insist you answer every question even though I don't have an answer.	Nov 8, 2010 9:39 PM
7	I think the dinners are good.	Nov 8, 2010 9:58 PM
8	Any dinners at any time	Nov 8, 2010 10:08 PM
9	Christmas- white elephant was fun	Nov 8, 2010 11:25 PM
10	Non dinners	Nov 8, 2010 11:51 PM
11	Early and late summer are easier times for us to attend. Dinners are fine with me.	Nov 9, 2010 12:27 AM
12	Just anything to mingle, get to know what everyone's businesses have to offer.	Nov 9, 2010 5:44 PM
13	Christmas plus one other...maybe bowling again.	Nov 9, 2010 7:24 PM
14	None other than the social hour before - we make it a priority to come and mingle and get to know others.	Nov 10, 2010 3:31 AM
15	Music /dance floor / socializing - Off Season	Nov 10, 2010 5:15 AM
16	varied	Nov 12, 2010 2:56 AM
17	Ice breakers fundraisers	Nov 12, 2010 3:57 PM
18	4th of July picnic.. ;)	Nov 29, 2010 5:43 PM
19	any	Nov 30, 2010 8:09 PM
20	Boulder Dinner Theater or CandleLight or Trip to Grand Lake's New Theater	Nov 30, 2010 9:00 PM
21	How about pot lucks like the one Elizabeth but together last year?	Nov 30, 2010 9:47 PM
22	How about a Square Dance!!!	Nov 30, 2010 10:11 PM
23	September meeting - relax after the summer.	Nov 30, 2010 11:44 PM
24	I like the Christmas holiday meeting to be social.	Dec 1, 2010 3:41 AM
25	Pooling EALA funds to have representation at various local and regional events.	Dec 1, 2010 2:13 PM
26	Maybe the last meeting before the season starts, with no educational speaker.	Dec 1, 2010 2:33 PM
27	I feel that its right on.	Dec 1, 2010 5:17 PM
28	No preference	Dec 2, 2010 5:28 PM
29	n/a	Dec 2, 2010 5:39 PM
30	I'm less interested in these at this time in my life.	Dec 28, 2010 4:45 PM
31	really?	Dec 28, 2010 4:50 PM
32	We enjoy the first meeting at the Rock Inn-- Have never attended the Christmas party	Dec 28, 2010 5:16 PM
33	The bowling event was fun and I also really enjoy the holiday event.	Dec 29, 2010 5:53 AM
34	don't care	Dec 29, 2010 3:47 PM
35	just getting to know associates better	Dec 29, 2010 8:33 PM
36	no change from current	Dec 30, 2010 4:36 PM
37	?	Jan 1, 2011 9:00 PM

6. Would you prefer to have some non-dinner meetings? For example, pot luck,

Alternate dinner meeting comments		
1	Doesn't really matter but I have way too much work to do to do a pot luck. This is my one time a month to eat out. I might do appetizers only. But then I guess I have to stand around.	Nov 8, 2010 9:12 PM
2	A couple would be ok. Not for everyone one. Prefer the majority be at a restaurant. Feels more like I am getting out. Maybe a BBQ at the end of season party 1 Pot luck would be ok....no more than one though	Nov 8, 2010 9:22 PM
3	No time.	Nov 8, 2010 9:39 PM
4	The pot luck and app only meetings would be good, too. Would not be opposed to meetings without dinner to keep the overall time shorter.	Nov 8, 2010 10:08 PM
5	Pot Luck would be amazing!	Nov 9, 2010 12:27 AM
6	One or two potlucks would be okay.	Nov 9, 2010 7:24 PM
7	I thought the pot luck we did last year at Estes Park condos was great. I would also like to potentially see a time when lodge owners could tour other lodges to see the types and locations of places. We are still getting to know others and the types of places. We tend to refer to places more when we know more about them, especially when we have a caller that doesn't fit what we have or we don't have room- I like to know where to best fit there needs so those people stay in Estes.	Nov 10, 2010 3:31 AM
8	The dinners are to expensive (for business meetings). I'd prefer pot luck, appetizers or no dinner. Of course, having water & soda would be a nice thing to have available.	Nov 10, 2010 5:15 AM
9	Love pot luck	Nov 12, 2010 3:57 PM
10	Something cheap and fast...	Nov 29, 2010 5:43 PM
11	See above	Nov 30, 2010 9:47 PM
12	I'm open to anything to bring us together and increase our business influence.	Nov 30, 2010 10:11 PM
13	Sounds petty, but I don't even take my husband out to dinner once a month.	Nov 30, 2010 11:44 PM
14	It doesn't matter to me - I like either.	Dec 1, 2010 3:41 AM
15	Maybe appetizers only one out of three.	Dec 1, 2010 2:33 PM
16	I feel that food brings people together and support the dinners.	Dec 1, 2010 5:17 PM
17	I think it is getting too hard to afford all the dinner meetings. Other groups do dinner with out the member paying for them. A pot luck or maybe even a fun dessert bar where everyone brings a yummy dessert would be fun. Even appetizers only would be fine.	Dec 2, 2010 5:28 PM
18	Variety is good.	Dec 28, 2010 4:45 PM
19	I think a pot luck is fine.	Dec 28, 2010 4:50 PM
20	I like the idea of just getting together for social hours--we seem to all communicate and rub elbows at this time and when we sit to dinner, we sometimes end those conversations	Dec 28, 2010 5:16 PM
21	I think having a pot luck could be a lot of fun.	Dec 29, 2010 5:53 AM
22	see #4 above	Dec 29, 2010 3:47 PM
23	appetizers, dinners seem expensive for what is put on the plate	Dec 29, 2010 8:33 PM
24	Might be fun.	Jan 1, 2011 9:00 PM

1. Would you be interested in EALA organizing educational seminars?

Educational seminar comments		
1	Advertising	Nov 8, 2010 9:24 PM
2	Computer skills.	Nov 8, 2010 9:42 PM
3	I'd say just do mini seminars at dinner.	Nov 8, 2010 10:01 PM
4	marketing, website development, social media trends, etc	Nov 8, 2010 10:18 PM
5	Maybe, not sure what topics.	Nov 8, 2010 11:34 PM
6	I think the business aspects I'm interested in are covered by the Estes Valley Partners for Commerce.	Nov 9, 2010 5:44 PM
7	When I am either done with homeschooling our kids or they are both to the age that they are in H.S. and don't need as much of my direction - I might be interested in this.	Nov 10, 2010 3:34 AM
8	I have to much on my plate.	Nov 10, 2010 5:20 AM
9	Think this should be something the CVB handles	Nov 12, 2010 2:57 AM
10	Website marketing	Nov 12, 2010 3:57 PM
11	not sure	Nov 30, 2010 8:12 PM
12	Just don't have the time at this moment	Nov 30, 2010 9:02 PM
13	Nature series, We end up talking with our guests a lot about how nature works and helping to open their eyes as to what they are seeing in the park. They often comment that seeing the rut makes so much more sense once you know what is happening. I would like to see educational seminars on different parts of nature. Geology, birding, bears, wolves, etc.	Nov 30, 2010 9:51 PM
14	See previous Question and Answer	Nov 30, 2010 10:13 PM
15	health & safety issues (i.e. bedbugs) credit card processing (reputable company) counterfeit currency emergency preparedness	Nov 30, 2010 11:50 PM
16	It would be great to have more on marketing, tourism, capturing tourists, etc.	Dec 1, 2010 3:42 AM
17	I feel EALA can serve a more broad function as a social network among local lodging and other businesses. If individual businesses want to develop staff, they should do so on their own.	Dec 1, 2010 2:15 PM
18	I think the lodging members should decide.	Dec 1, 2010 2:37 PM
19	not sure can attend	Dec 2, 2010 5:41 PM
20	1. Wireless internet 2. Computer system maintenance and repair	Dec 28, 2010 4:46 PM
21	basic Lodging	Dec 28, 2010 5:17 PM
22	see #4 on previous page	Dec 29, 2010 3:49 PM
23	I've attended them in the past. Most of the speaker did not have enough new information to warrant their attendance.	Dec 30, 2010 4:39 PM
24	This would apply to properties.	Jan 1, 2011 9:02 PM

2. Would you be willing to pay for seminars?

Seminar fee comments		
1	\$5 -\$25	Nov 8, 2010 9:24 PM
2	Depends on the time of year.	Nov 8, 2010 9:42 PM

2. Would you be willing to pay for seminars?

Seminar fee comments		
3	Need a 'Possibly' option.	Nov 8, 2010 10:18 PM
4	Maybe, if they interested me, possibly \$30	Nov 8, 2010 11:34 PM
5	Would like it more if it were free, Maybe 20 \$ per person?	Nov 9, 2010 12:29 AM
6	Depends maybe \$25- \$50 per property	Nov 9, 2010 12:30 AM
7	I would need to know more specifically how the money in our dues breaks down to know how to answer this question. If we had to pay for the seminars as we did for the dinner, then we probably would have to start picking and choosing what we would be willing to attend and then perhaps attendance for both the dinner and the speaker would drop.	Nov 10, 2010 3:34 AM
8	If they are separate from the dinner meetings and socializing. If it was strictly a seminar.	Nov 10, 2010 5:20 AM
9	\$10	Nov 12, 2010 3:57 PM
10	depends	Nov 30, 2010 8:12 PM
11	Maybe make dinner and seminar \$25 instead of \$20?	Nov 30, 2010 9:51 PM
12	I't depends on the topic.	Nov 30, 2010 10:13 PM
13	Around \$20-\$30	Dec 1, 2010 3:42 AM
14	\$50 to \$100 if it was appropriate info for me.	Dec 1, 2010 2:37 PM
15	Isn't this what the dues are in part for?	Dec 1, 2010 5:19 PM
16	not sure we will have the money or attend	Dec 2, 2010 5:41 PM
17	\$25 - \$100 depending on how long the seminar was and what the topic was.	Dec 29, 2010 5:54 AM
18	minimal, unless there is good professional development involved like continuing education such as legal matters etc.	Dec 29, 2010 3:49 PM
19	I reluctantly answer yes. But there would have to be a very good reason to spend \$ on this.	Dec 30, 2010 4:39 PM
20	This would apply to properties	Jan 1, 2011 9:02 PM

3. What is the best time to schedule seminars?

What months are best?		
1	Jan, Feb, Mar	Nov 8, 2010 7:59 PM
2	35th	Nov 8, 2010 8:36 PM
3	January through April	Nov 8, 2010 9:24 PM
4	Winter	Nov 8, 2010 9:29 PM
5	Off season.	Nov 8, 2010 9:42 PM
6	any winter months	Nov 8, 2010 10:01 PM
7	November through April (off season)	Nov 8, 2010 10:18 PM
8	Jan-April	Nov 8, 2010 11:34 PM
9	N/A	Nov 8, 2010 11:51 PM
10	May June October	Nov 9, 2010 12:29 AM
11	feb- april	Nov 9, 2010 12:30 AM
12	January-March	Nov 9, 2010 5:44 PM
13	None	Nov 9, 2010 7:25 PM
14	off season	Nov 10, 2010 3:34 AM

3. What is the best time to schedule seminars?

What months are best?		
15	Off-Season	Nov 10, 2010 5:20 AM
16	winter	Nov 12, 2010 2:57 AM
17	Not summer	Nov 12, 2010 3:57 PM
18	winter	Nov 29, 2010 5:44 PM
19	winter and spring	Nov 30, 2010 8:12 PM
20	Jan/Feb/March/April	Nov 30, 2010 9:02 PM
21	off-peak	Nov 30, 2010 9:51 PM
22	Winter	Nov 30, 2010 10:13 PM
23	off season	Nov 30, 2010 11:50 PM
24	Winter & Spring	Dec 1, 2010 3:42 AM
25	January and February	Dec 1, 2010 2:15 PM
26	Jan, Feb, March	Dec 1, 2010 2:37 PM
27	October - May	Dec 1, 2010 5:19 PM
28	off season	Dec 2, 2010 5:29 PM
29	winter	Dec 2, 2010 5:41 PM
30	Not the summer	Dec 28, 2010 4:46 PM
31	Nov, Apr	Dec 28, 2010 5:17 PM
32	March/April	Dec 29, 2010 5:54 AM
33	November through April	Dec 29, 2010 3:49 PM
34	winter	Dec 29, 2010 8:34 PM
35	off season	Dec 30, 2010 4:39 PM
36	n/a	Jan 1, 2011 9:02 PM

3. What is the best time to schedule seminars?

What days of the week are best?		
1	Wed	Nov 8, 2010 7:59 PM
2	8th	Nov 8, 2010 8:36 PM
3	Tues, Weds. or Thurs.	Nov 8, 2010 9:24 PM
4	mid week	Nov 8, 2010 9:29 PM
5	No comment	Nov 8, 2010 9:42 PM
6	TU, WD, TH	Nov 8, 2010 10:01 PM
7	Tuesday, Wednesday, Thursday	Nov 8, 2010 10:18 PM
8	Tues-Thurs.	Nov 8, 2010 11:34 PM
9	N/A	Nov 8, 2010 11:51 PM
10	wednesday tuesday	Nov 9, 2010 12:29 AM
11	Tues	Nov 9, 2010 12:30 AM
12	Monday-Friday	Nov 9, 2010 5:44 PM
13	None	Nov 9, 2010 7:25 PM
14	week nights	Nov 10, 2010 3:34 AM
15	With school sports & homework, no day is ideal.	Nov 10, 2010 5:20 AM
16	mid week	Nov 12, 2010 2:57 AM

3. What is the best time to schedule seminars?

What days of the week are best?		
17	Tues	Nov 12, 2010 3:57 PM
18	mid-week	Nov 29, 2010 5:44 PM
19	not Thursday	Nov 30, 2010 8:12 PM
20	Monday,Thursday	Nov 30, 2010 9:02 PM
21	Wednesday	Nov 30, 2010 9:51 PM
22	any weekday	Nov 30, 2010 10:13 PM
23	mid week	Nov 30, 2010 11:50 PM
24	Tues - Thurs	Dec 1, 2010 3:42 AM
25	Tuesdays and Wednesdays	Dec 1, 2010 2:15 PM
26	Tuesday or Friday	Dec 1, 2010 2:37 PM
27	Wednesday	Dec 1, 2010 5:19 PM
28	Mid week	Dec 2, 2010 5:29 PM
29	thurs	Dec 2, 2010 5:41 PM
30	Friday	Dec 28, 2010 4:46 PM
31	Mid week	Dec 28, 2010 5:17 PM
32	Tuesday/Thursday	Dec 29, 2010 5:54 AM
33	Monday, Wednesday, Thursday	Dec 29, 2010 3:49 PM
34	middle	Dec 29, 2010 8:34 PM
35	no preference	Dec 30, 2010 4:39 PM
36	n/a	Jan 1, 2011 9:02 PM

3. What is the best time to schedule seminars?

What time of day is best?		
1	Evening	Nov 8, 2010 7:59 PM
2	25 hour	Nov 8, 2010 8:36 PM
3	1:00 PM	Nov 8, 2010 9:24 PM
4	afternoon	Nov 8, 2010 9:29 PM
5	Morning.	Nov 8, 2010 9:42 PM
6	morning	Nov 8, 2010 10:01 PM
7	Any time	Nov 8, 2010 10:18 PM
8	10 a.m. to 12 a.m.	Nov 8, 2010 11:34 PM
9	N/A	Nov 8, 2010 11:51 PM
10	7 pm or later	Nov 9, 2010 12:29 AM
11	any time?	Nov 9, 2010 12:30 AM
12	2pm	Nov 9, 2010 5:44 PM
13	None	Nov 9, 2010 7:25 PM
14	evening	Nov 10, 2010 3:34 AM
15	After business hours / start 6 p.m. or 7 p.m.	Nov 10, 2010 5:20 AM
16	early afternoon	Nov 12, 2010 2:57 AM
17	Mornings	Nov 12, 2010 3:57 PM
18	noon	Nov 29, 2010 5:44 PM

3. What is the best time to schedule seminars?

What time of day is best?		
19	mornings	Nov 30, 2010 8:12 PM
20	evening	Nov 30, 2010 9:02 PM
21	evening	Nov 30, 2010 9:51 PM
22	preferrable lunch time	Nov 30, 2010 10:13 PM
23	5:00	Nov 30, 2010 11:50 PM
24	Noon or evening	Dec 1, 2010 3:42 AM
25	Late Afternoon	Dec 1, 2010 2:15 PM
26	AM	Dec 1, 2010 2:37 PM
27	Evenings	Dec 1, 2010 5:19 PM
28	after 4pm	Dec 2, 2010 5:29 PM
29	6-7	Dec 2, 2010 5:41 PM
30	Evening	Dec 28, 2010 4:46 PM
31	morning	Dec 28, 2010 5:17 PM
32	Morning	Dec 29, 2010 5:54 AM
33	Morning	Dec 29, 2010 3:49 PM
34	early pm	Dec 29, 2010 8:34 PM
35	no preference	Dec 30, 2010 4:39 PM
36	n/a	Jan 1, 2011 9:02 PM

1. Would you like EALA to continue to attend one trade/travel show per year,

Travel/Trade show comments		
1	What they are doing now.	Nov 8, 2010 8:39 PM
2	Travel show	Nov 8, 2010 9:26 PM
3	Waste of time and money	Nov 8, 2010 9:30 PM
4	No comment;	Nov 8, 2010 9:45 PM
5	Travel show which would impact Estes Park (like the Houston show) and other places like Omaha, etc.	Nov 8, 2010 10:20 PM
6	I believe trade shows are not the most bang for the buck. For the same amount of money that you spent on a trade show, you could find a young person who is already fluent on Facebook to spend 3 hours/day on Friday, Sat, and Thursday working on a good Facebook page. What they do is network-Find other likeminded businesses and "like" them or Friend them. Comment on their pages. Making comments on the Eldora ski page, the Rocky Mountain Nat. Park page if they have one, popular blogs, Rock climbing blogs, hiking blogs and FaceBook sites. Sites for dining guides, people that like to eat out, that like to visit clubs (Rock Inn would be interested in this), teach the merchants how to get on Facebook, host small seminars, network. Make comments about what is going on in Estes, what the weather is like, where the deals are. In about 4 - 7 months we could easily be all over the web and capture the younger market. Advantage of this group is that a lot of them don't yet have kids and often have jobs where they work on weekends, so they come up Monday to Wednesday (I know because they book with me) or other mid-week days.	Nov 9, 2010 12:17 AM
7	Might look at some local shows instead of Houston. Less cost involved and maybe more business booked.	Nov 9, 2010 7:27 PM

1. Would you like EALA to continue to attend one trade/travel show per year,

Travel/Trade show comments		
8	Based on Peter's going last year to Houston, I would suggest rotating to different parts of the country instead of the same place every year.	Nov 10, 2010 4:02 AM
9	I'd have to have more time to think about what kind of show and do some research. Can't comment at this time.	Nov 10, 2010 5:23 AM
10	\$ could be better used elsewhere	Nov 12, 2010 2:58 AM
11	vacation shows	Nov 12, 2010 3:58 PM
12	not sure how efftive this is. sounds good	Nov 30, 2010 8:16 PM
13	I think the LMD should take over this role and be attending travel shows throughout the country. Particularly shows that we haven't been attending. IE the East Coast, Florida, CA...if people are coming from further distances, they tend to stay longer!	Nov 30, 2010 9:04 PM
14	This question should be answered by market research. It doesn't matter what we say about whether EALA should attend a show. If the results from the show are measurable and are positive, then yes, we should attend. If we are just spending money to send folks to a show and not measuring results or without a plan, then it is a waste.	Nov 30, 2010 9:56 PM
15	Same as in the past	Nov 30, 2010 10:15 PM
16	I think that is one way to represent Estes Park, but hopefully there are other avenues to pursue that the committee can come up with.	Nov 30, 2010 11:52 PM
17	I think this show is a good fit. I would also like to see some marketing done to regional areas like Boulder and Ft. Collins. Many people travel for college sporting events (and with the Big 12 changing this year, many folks who have never been to Colorado before will be coming to follow their team). Somehow we need to reach these groups to let them know that Estes Park is a great overnight trip. Maybe this falls to the CVB group person but it seems like we see a large influx of these kind of travelers in the fall already, so now that new groups will come to this area we should try to reach them as well.	Dec 1, 2010 3:45 AM
18	Shows that highlight Travel/Lodging all have the potential to open doors to new customers.	Dec 1, 2010 2:16 PM
19	Trade/Travel: Chicago, Kansas City, Dallas, or Phoenix	Dec 1, 2010 2:42 PM
20	If it has help increase tourism, go for it...	Dec 28, 2010 4:48 PM
21	I think where we have been attending is working	Dec 28, 2010 5:18 PM
22	I think the money could be better spent. Maybe purchase a page on the state vacation guide to resell to members.	Dec 29, 2010 4:57 PM
23	different state each year. Nebraska, Kansas, Iowa etc	Dec 29, 2010 8:35 PM
24	Need to do the Big Show in Des Moines.	Jan 1, 2011 9:05 PM

2. Your EALA membership includes a free listing on www.estespark-

Estes-colorado comments		
1	Why is EALA paying to support a commercial activity that it indorses? EALA should be paid for the endorcement and the commercial website should charge a fair price for their leads/referrals. Reduce Dues or spend it advertising in the Valley and the CVB and LMD almost totally ignore the front Range in ALL SEASONS.	Nov 8, 2010 8:39 PM
2	I think it is a good thing, but I would like to see more feedback on where the money is spent the effectiveness of the optimization.	Nov 8, 2010 9:26 PM

2. Your EALA membership includes a free listing on www.estespark-

Estes-colorado comments		
3	I have no idea.	Nov 8, 2010 9:45 PM
4	As an internet marketer, I'm a little biased, but I think some of that \$6,000 should be spent on teaching internet marketing to EALA members. Let people help themselves ... empower them. In this case, give them a strategy for building incoming links. Also, it would be extremely valuable to teach EALA members how to interpret Google Analytics (or how to get on Analytics if they're not already using). Properly evaluating this data will allow members to make better decisions on where they spend their advertising dollars.	Nov 8, 2010 10:17 PM
5	Website quality should remain a top priority.	Nov 8, 2010 10:20 PM
6	We get a lot of traffic from the website	Nov 9, 2010 12:30 AM
7	Great website!	Nov 9, 2010 5:45 PM
8	Internet is where most of our business comes from.	Nov 10, 2010 5:23 AM
9	no results showing on tracker for this investment/minimal changes seen on website	Nov 12, 2010 2:58 AM
10	It brings us additional business	Nov 12, 2010 3:58 PM
11	INternet is where people search for lodging	Nov 30, 2010 8:16 PM
12	We have other websites that rank much higher in the search engine ratings and are much more robust. For \$6K, you could target a specific market and organize a special event for that group. ie. scrapbooking weekend, ice sculptor competition, etc.	Nov 30, 2010 9:56 PM
13	It has been increasing business across the board	Nov 30, 2010 10:15 PM
14	I think internet presence is primary.	Nov 30, 2010 11:52 PM
15	I guess I support it but it does seem like a lot for optimization if that is an annual figure. Maybe some is spent on pay-per-click ads?	Dec 1, 2010 3:45 AM
16	If this website is used consistantly, it will generate additional business.	Dec 1, 2010 2:16 PM
17	I assume it brings reservations to the members, if not use the money for trade/travel shows.	Dec 1, 2010 2:42 PM
18	websites are our major business driver.	Dec 2, 2010 5:42 PM
19	If the web traffic is high enough, this is a good way to spend some of the money. However, as an associate member, I don't think this type of expenditure benefits my business.	Dec 28, 2010 4:48 PM
20	I think we get a good return on this investment.	Dec 29, 2010 5:54 AM
21	It would have been nice to have been listed. We were listed when we first joined EALA (because I checked the listing), but at some point the listing had been removed. I thought it was very unprofessional and petty on someone's part to remove it. I certainly don't trust that I would receive any benefit.	Dec 29, 2010 4:57 PM
22	Was unaware of this. Have too little information to make a considered judgement. If we're spending \$ what does the hit data show?	Dec 30, 2010 4:41 PM
23	I'm guessing most properties/trourist businesses like this.	Jan 1, 2011 9:05 PM

1. Would you like to see EALA do Plilanthropic projects in 2011?

Philanthropic comments		
1	Only if they support Estes Park.	Nov 8, 2010 8:43 PM

1. Would you like to see EALA do Philanthropic projects in 2011?

Philanthropic comments		
2	Nothing specific, but needs to be an Estes Park project.	Nov 8, 2010 9:33 PM
3	At this time I think we are the Philanthropic projects to do the best we can for the business in Estes Park.	Nov 8, 2010 9:54 PM
4	Would depend on the projects.	Nov 8, 2010 10:23 PM
5	Military returning military,	Nov 9, 2010 12:33 AM
6	Keep it local	Nov 9, 2010 12:43 AM
7	I liked our last year's pot luck with money going to Crossroads. Local projects	Nov 9, 2010 12:55 AM
8	Sure, as long as EALA members aren't spread too thin :) River clean-up. Fundraising for Partners.	Nov 9, 2010 5:48 PM
9	I would like to see us put our strength of the group behind one nonprofit effort each year and do what we can to encourage members to donate to that nonprofit. I would volunteer to be involved in this effort. (Harry Graham)	Nov 9, 2010 7:32 PM
10	This could be nice!	Nov 10, 2010 5:35 AM
11	Does anyone really have time?	Nov 12, 2010 3:02 AM
12	Crossroads	Nov 12, 2010 4:00 PM
13	Marketing is most important	Nov 29, 2010 5:53 PM
14	Crossroads	Nov 30, 2010 8:23 PM
15	I don't know if this is the role of this organization. I guess it depends on what the mission statement is.	Nov 30, 2010 9:07 PM
16	Kids with cancer. Lots of them have never seen snow and we all have rooms to donate mid-week during the winter for this cause. Active veterans. There are a lot of soldiers coming home on leave to the Denver area. Again, we all have rooms to donate mid-week in the off season for this cause.	Nov 30, 2010 10:09 PM
17	Can handle what we have on our plate now. Let the Kawanis/Rotary clubs handle that stuff.	Nov 30, 2010 10:19 PM
18	I would support local philanthropic projects, but the local business people get hit up a lot for every philanthropic project. Most people are involved with their own charities/causes outside of EALA. I don't think that every business organization has to have a project to be valid	Dec 1, 2010 12:29 AM
19	I think some level of charitable fundraising is appropriate. I don't have any ideas on what types of projects would be best.	Dec 1, 2010 3:49 AM
20	Something that directly impacts the local citizens of Estes Park. I feel there is a lot of this type of funding that leaves our community to help elsewhere, leaving our local citizens in need left without enough support.	Dec 1, 2010 2:23 PM
21	This should be up to the individual members.	Dec 1, 2010 2:52 PM
22	However, if there is interest, money and volunteers, why not? Estes Park has a great history of community involvement. If EALA can contribute, that would be great.	Dec 28, 2010 4:52 PM
23	Did we help out much with the Theatre Mall Fire LOCAL PROJECTS	Dec 28, 2010 5:23 PM
24	Giving back to our community is always a good idea.	Dec 29, 2010 6:02 AM
25	No comments	Dec 29, 2010 4:59 PM
26	We've gone down this road before.	Dec 30, 2010 4:44 PM
27	Stick to solving Estes Park's problems with a soft market and what is being done about that.	Jan 1, 2011 9:08 PM

2. How can EALA be more valuable to you as an organization?

	Response Text	
1	Go back to it roots.	Nov 8, 2010 8:43 PM
2	??	Nov 8, 2010 9:31 PM
3	More educational seminars	Nov 8, 2010 9:33 PM
4	I don't know	Nov 8, 2010 9:54 PM
5	Continue to improve marketing for Estes Park	Nov 8, 2010 10:23 PM
6	Increased website traffic	Nov 8, 2010 11:53 PM
7	n	Nov 9, 2010 12:33 AM
8	My potential guests want to know "what activities there are" and there are several event calendars, activity pages; it sure would be nice if it were all on one centrally located place.	Nov 9, 2010 12:43 AM
9	Continuing to keep us informed about state and local advertising, Pertinent topics.	Nov 9, 2010 12:55 AM
10	n/a	Nov 9, 2010 5:48 PM
11	I think it is great as it is.	Nov 9, 2010 7:32 PM
12	Its is very valuable right now. My concern, for our situation is that with possible additional expectations of members, we might not be able to remain members and it is a lifeline to us of connection and education.	Nov 10, 2010 4:19 AM
13	Quick meetings / maybe cut social time to 1/2 hr.	Nov 10, 2010 5:35 AM
14	?	Nov 12, 2010 3:02 AM
15	More resorts participating	Nov 12, 2010 4:00 PM
16	More Marketing	Nov 29, 2010 5:53 PM
17	education for small business	Nov 30, 2010 8:23 PM
18	don't know	Nov 30, 2010 9:07 PM
19	Organizing events like the two above that would give us an opportunity to help others and promote Estes Park Lodging at the same time.	Nov 30, 2010 10:09 PM
20	Need more referrals to the associate members	Nov 30, 2010 10:19 PM
21	no comment	Dec 1, 2010 12:29 AM
22	It is very valuable already, but I would like to see a little more associate involvement as a group.	Dec 1, 2010 3:49 AM
23	Focus more on generating new customers/income streams.	Dec 1, 2010 2:23 PM
24	All ready doing a good job.	Dec 1, 2010 2:52 PM
25	No Comment.	Dec 1, 2010 5:47 PM
26	does a great job..no complaints	Dec 2, 2010 5:43 PM
27	No new ideas at this time.	Dec 28, 2010 4:52 PM
28	I think we need to get as many lodging facilities to be members as we can	Dec 28, 2010 5:23 PM
29	Continue to offer the group events.	Dec 29, 2010 6:02 AM
30	They could actually provide the benefits they say they will provide.	Dec 29, 2010 4:59 PM
31	We have not gotten involved yet so I can not answer any of the honestly. The group association is very strong and liiks like it is getting stronger	Dec 29, 2010 8:40 PM
32	I'm pretty satisfied at the moment.	Dec 30, 2010 4:44 PM
33	n/a	Jan 1, 2011 9:08 PM

3. What is the most valuable service that EALA currently offers?

Response Text		
1	Email service for reservation cancellations/no shows and for networking..	Nov 8, 2010 8:43 PM
2	A unified voice to local Government	Nov 8, 2010 9:31 PM
3	members email supporting and defending lodging needs	Nov 8, 2010 9:33 PM
4	Togetherness	Nov 8, 2010 9:54 PM
5	Marketing /Networking	Nov 8, 2010 10:23 PM
6	Website traffic	Nov 8, 2010 11:53 PM
7	m	Nov 9, 2010 12:33 AM
8	Bringing people into Estes Park. Marketing Estes Park	Nov 9, 2010 12:43 AM
9	An outlet to socialize with other innkeepers and build relationships. One voice for town issues.	Nov 9, 2010 12:55 AM
10	Networking and word of mouth referrals	Nov 9, 2010 5:48 PM
11	Th referral emails.	Nov 9, 2010 7:32 PM
12	Fellowship, referrals, advice, education, promotion	Nov 10, 2010 4:19 AM
13	Communication between the businesses on availability, sale items etc.	Nov 10, 2010 5:35 AM
14	networking	Nov 12, 2010 3:02 AM
15	Networking	Nov 12, 2010 4:00 PM
16	Marketing	Nov 29, 2010 5:53 PM
17	education	Nov 30, 2010 8:23 PM
18	Networking	Nov 30, 2010 9:07 PM
19	List server for us to stay in contact	Nov 30, 2010 10:09 PM
20	The dinners/Trade Show	Nov 30, 2010 10:19 PM
21	Networking, marketing	Dec 1, 2010 12:29 AM
22	Networking and referrals	Dec 1, 2010 3:49 AM
23	It has unified the lodging owners to offer a stronger voice with other types of businesses in town.	Dec 1, 2010 2:23 PM
24	Internet communication among members.	Dec 1, 2010 2:52 PM
25	No Comment.	Dec 1, 2010 5:47 PM
26	networking	Dec 2, 2010 5:43 PM
27	Expo	Dec 28, 2010 4:52 PM
28	I am really not sure of this	Dec 28, 2010 5:23 PM
29	Getting everyone together so we can share knowledge, contacts and general information.	Dec 29, 2010 6:02 AM
30	Website	Dec 29, 2010 4:59 PM
31	n/a	Dec 29, 2010 8:40 PM
32	A collective effort	Dec 30, 2010 4:44 PM
33	n/a	Jan 1, 2011 9:08 PM

4. What can EALA do for you that they are not already doing?

Response Text		
1	Promote EP to the Front Range.	Nov 8, 2010 8:43 PM

4. What can EALA do for you that they are not already doing?

Response Text		
2	??	Nov 8, 2010 9:31 PM
3	nothing I can think of	Nov 8, 2010 9:33 PM
4	I don't know	Nov 8, 2010 9:54 PM
5	?	Nov 8, 2010 10:23 PM
6	More partnering of lodging and activities	Nov 8, 2010 11:53 PM
7	n	Nov 9, 2010 12:33 AM
8	Just too much duplication of effort. We (as a group) invent the wheel, then another person comes along and reinvents the wheel agin with slightly different technology on a slightly different website.	Nov 9, 2010 12:43 AM
9	Keep doing more of the same.	Nov 9, 2010 12:55 AM
10	n/a	Nov 9, 2010 5:48 PM
11	Nothing	Nov 9, 2010 7:32 PM
12	If there are other family run businesses, offer education speakers that would allow us to bring our children to a meeting and maybe 1/2 the cost of the adults - we'd like to have them see how businesses work together and network and help each other the way this community & organization seems to.	Nov 10, 2010 4:19 AM
13	Providing annually, a new list of business and phone numbers. Our current list is very old.	Nov 10, 2010 5:35 AM
14	?	Nov 12, 2010 3:02 AM
15	Share data like occupancy and dollars spent per visitor	Nov 12, 2010 4:00 PM
16	More Marketing	Nov 29, 2010 5:53 PM
17	winter business	Nov 30, 2010 8:23 PM
18	don't know	Nov 30, 2010 9:07 PM
19	Same as question #2. Promote Lodging and bring in groups like scrapbookers, church leadership groups, collector groups, etc.	Nov 30, 2010 10:09 PM
20	More referrals	Nov 30, 2010 10:19 PM
21	Keep up the good work!	Dec 1, 2010 12:29 AM
22	Nothing - you're great!	Dec 1, 2010 3:49 AM
23	Diversify the businesses that host the monthly dinners.	Dec 1, 2010 2:23 PM
24	More business from members.	Dec 1, 2010 2:52 PM
25	No Comment.	Dec 1, 2010 5:47 PM
26	can't think of anything	Dec 2, 2010 5:43 PM
27	No new ideas at this time.	Dec 28, 2010 4:52 PM
28	not sure	Dec 28, 2010 5:23 PM
29	Offer seminars that will help my staff improve our overall business.	Dec 29, 2010 6:02 AM
30	See website comments	Dec 29, 2010 4:59 PM
31	n/a	Dec 29, 2010 8:40 PM
32	Take a stronger voice in town government	Dec 30, 2010 4:44 PM
33	n.a	Jan 1, 2011 9:08 PM

5. What can EALA improve upon?

	Response Text	
1	STOP trying to duplicate what other are doing and do thing not yet done.	Nov 8, 2010 8:43 PM
2	>??	Nov 8, 2010 9:31 PM
3	don't know	Nov 8, 2010 9:33 PM
4	I don't know	Nov 8, 2010 9:54 PM
5	Continue to improve marketing for Estes Park	Nov 8, 2010 10:23 PM
6	n/a	Nov 8, 2010 11:53 PM
7	n	Nov 9, 2010 12:33 AM
8	Reframe who our competition is. Instead of thinking we are competing with each other in this town, understand we are competing with Steamboat, Vail, Denver, Boulder. Instead of duplicating websites, co-ordinate our efforts and money to create a grand vision for our town that we project to our guests, to Colorado, so everyone knows "Yes, this is what is Estes Park"	Nov 9, 2010 12:43 AM
9	Not really sure what to tell you here, but I need to put some words in this space.	Nov 9, 2010 12:55 AM
10	n/a	Nov 9, 2010 5:48 PM
11	I think everything is good.	Nov 9, 2010 7:32 PM
12	I have been pleased with the way things have been and the things we have gleaned from the organization.	Nov 10, 2010 4:19 AM
13	Brainstorming ideas to bring visitors to Estes during slow times in the summer season, ie: very first of June, very last of June and the last 2 weeks in August. These times offer good weather to visitors, but we are all scrounging for business during these times. What events can make people flock to Estes. Help LMD market Estes.	Nov 10, 2010 5:35 AM
14	stay out of government	Nov 12, 2010 3:02 AM
15	More members	Nov 12, 2010 4:00 PM
16	Marketing	Nov 29, 2010 5:53 PM
17	education	Nov 30, 2010 8:23 PM
18	don't know	Nov 30, 2010 9:07 PM
19	Tools for lodging members. ie. evaluate different reservation systems and strike a deal with what they feel is the best company for endorsement, create a health insurance group and meet with insurance companies to see if they will provide group coverage for members of EALA, etc.	Nov 30, 2010 10:09 PM
20	Referrals	Nov 30, 2010 10:19 PM
21	no comment	Dec 1, 2010 12:29 AM
22	I'd like to see a more interactive website	Dec 1, 2010 3:49 AM
23	More timely conducting of dinner meetings - they seem to fall behind schedule often resulting in a late night for working folks.	Dec 1, 2010 2:23 PM
24	Trade show / dinner meeting.	Dec 1, 2010 2:52 PM
25	No. Comment.	Dec 1, 2010 5:47 PM
26	can't think of anything	Dec 2, 2010 5:43 PM
27	No new ideas at this time.	Dec 28, 2010 4:52 PM
28	not sure	Dec 28, 2010 5:23 PM
29	Getting information out early for events and keeping consistent as far as which days of the month events happen.	Dec 29, 2010 6:02 AM
30	see website comments	Dec 29, 2010 4:59 PM
31	n/a	Dec 29, 2010 8:40 PM
32	pretty satisfied at the moment	Dec 30, 2010 4:44 PM

5. What can EALA improve upon?

Response Text		
33	n.a	Jan 1, 2011 9:08 PM

6. What would you like to see from the EALA Board in 2010 - 2011?

Response Text		
1	TERM LIMITS	Nov 8, 2010 8:43 PM
2	??	Nov 8, 2010 9:31 PM
3	more representation of lodging needs	Nov 8, 2010 9:33 PM
4	I don't know	Nov 8, 2010 9:54 PM
5	?	Nov 8, 2010 10:23 PM
6	n/a	Nov 8, 2010 11:53 PM
7	n	Nov 9, 2010 12:33 AM
8	Unbridled enthusiam and limitless energy? (Oh, did you mean realistically?)	Nov 9, 2010 12:43 AM
9	Some how encouraging the downtown businesses to form an active group such as this.	Nov 9, 2010 12:55 AM
10	More professionalism.	Nov 9, 2010 5:48 PM
11	I have not listed a lot of things above because I don't want to overburden the Board with a lot more stuff to deal with.	Nov 9, 2010 7:32 PM
12	Explanation of what all the committees are that we aren't volunteering and serving on - I didn't realize there were so many.	Nov 10, 2010 4:19 AM
13	Don't know yet.	Nov 10, 2010 5:35 AM
14	fewer projects would result in better quality of the ones the board takes on	Nov 12, 2010 3:02 AM
15	More marketing	Nov 12, 2010 4:00 PM
16	More Marketing	Nov 29, 2010 5:53 PM
17	keep up the good work	Nov 30, 2010 8:23 PM
18	more involvement with LMD	Nov 30, 2010 9:07 PM
19	Decide whether it is going to be a social organization or a professional organization. Either is fine but I don't think they need to charge more if they aren't going to step up and help create more business opportunities for it's members.	Nov 30, 2010 10:09 PM
20	Supporting the Associate members in each of their different businesses	Nov 30, 2010 10:19 PM
21	increased marketing	Dec 1, 2010 12:29 AM
22	Focus on local issues that affect lodging and business - just like you already do.	Dec 1, 2010 3:49 AM
23	Continue to expand marketing strategies with a willingness to step outside the box and try new ideas.	Dec 1, 2010 2:23 PM
24	More lodging members.	Dec 1, 2010 2:52 PM
25	No Comment.	Dec 1, 2010 5:47 PM
26	can't think of anything	Dec 2, 2010 5:43 PM
27	No new ideas at this time.	Dec 28, 2010 4:52 PM
28	not sure	Dec 28, 2010 5:23 PM

6. What would you like to see from the EALA Board in 2010 - 2011?

	Response Text	
29	EALA can be a pretty tight knit group - meaning that new people are not always welcomed with open arms. I think the EALA can continue to promote the welcoming of new members by encouraging networking at events – maybe even mixing up where people sit at an event so you don't always sit with the same people.	Dec 29, 2010 6:02 AM
30	See #2	Dec 29, 2010 4:59 PM
31	n/a	Dec 29, 2010 8:40 PM
32	no comment	Dec 30, 2010 4:44 PM
33	n/a	Jan 1, 2011 9:08 PM

7. What would you like to see from the EALA member in 2010-2011?

	Response Text	
1	More direct communication of what EALA is doing in the form of email and/or info on the EALA members website.	Nov 8, 2010 8:43 PM
2	??	Nov 8, 2010 9:31 PM
3	More participation in the organization	Nov 8, 2010 9:33 PM
4	I don't know	Nov 8, 2010 9:54 PM
5	?	Nov 8, 2010 10:23 PM
6	n/a	Nov 8, 2010 11:53 PM
7	n	Nov 9, 2010 12:33 AM
8	I really have no idea what is needed.	Nov 9, 2010 12:43 AM
9	Some how convince the downtown businesses that we need assistance with advertising and they just can't cling to the lodging coat tails. Their attitude is that the people are here and that's enough advertising for them.	Nov 9, 2010 12:55 AM
10	More professionalism.	Nov 9, 2010 5:48 PM
11	More involvement from non Board members.	Nov 9, 2010 7:32 PM
12	Not sure about this question - meaning membership? or us as members?	Nov 10, 2010 4:19 AM
13	Keep up the great work!	Nov 10, 2010 5:35 AM
14	more attendance at dinners	Nov 12, 2010 3:02 AM
15	More committee participation	Nov 12, 2010 4:00 PM
16	More Marketing	Nov 29, 2010 5:53 PM
17	more active	Nov 30, 2010 8:23 PM
18	don't know	Nov 30, 2010 9:07 PM
19	Involvement in special programs.	Nov 30, 2010 10:09 PM
20	SAA	Nov 30, 2010 10:19 PM
21	no comment	Dec 1, 2010 12:29 AM
22	I'd like to see member referral offers extended to each other in a more formal way (maybe on an intranet type of website that is just for members?)	Dec 1, 2010 3:49 AM
23	More active participation to support Board ideas.	Dec 1, 2010 2:23 PM
24	More unification.	Dec 1, 2010 2:52 PM
25	No Comment.	Dec 1, 2010 5:47 PM
26	can't think of anything	Dec 2, 2010 5:43 PM

7. What would you like to see from the EALA member in 2010-2011?

Response Text		
27	No new ideas at this time.	Dec 28, 2010 4:52 PM
28	more memberships	Dec 28, 2010 5:23 PM
29	Get more involved and welcome new members.	Dec 29, 2010 6:02 AM
30	See #2	Dec 29, 2010 4:59 PM
31	n/a	Dec 29, 2010 8:40 PM
32	no comment	Dec 30, 2010 4:44 PM
33	n/a	Jan 1, 2011 9:08 PM

8. What are your thoughts on the members "I have availability"

Response Text		
1	Why is it always the same 10 to 20 people. Why are they saying "We have availability" on weekends when everyone has availability.	Nov 8, 2010 8:43 PM
2	I send them all to the junk folder	Nov 8, 2010 9:31 PM
3	I think it is a useful tool. BUT, I do get really tired of seeing the same properties every day saying they have availability, on days when it is obvious we all probably have availability. There must be a better way to do the email thing.	Nov 8, 2010 9:33 PM
4	I am very tired of them. I am not sure I understand. Aren't we all getting the same information for reservation information? It probably is just my ignorance, and I wouldn't mind getting informed.	Nov 8, 2010 9:54 PM
5	Would like to see more of them!	Nov 8, 2010 10:23 PM
6	n/a	Nov 8, 2010 11:53 PM
7	It helps a lot, but the format is confusing	Nov 9, 2010 12:33 AM
8	We need to have a second "opt in" email list for them. One email list for general EALA business, one for "last minute availability" emails. I hate to send them out thinking I'm bothering everyone.	Nov 9, 2010 12:43 AM
9	It is very helpful, especially during summer months and special weekends like catch the glow, scot fest etc.	Nov 9, 2010 12:55 AM
10	Good to know.	Nov 9, 2010 5:48 PM
11	I think this is an example of EALA being very proactive and members working together the way we should be.	Nov 9, 2010 7:32 PM
12	great in the busy time - not really necessary once Nov. hits.	Nov 10, 2010 4:19 AM
13	The greatest!!!!!!!	Nov 10, 2010 5:35 AM
14	only necessary in the peak season, otherwise we all have availability	Nov 12, 2010 3:02 AM
15	Yes, some need to not email so much	Nov 12, 2010 4:00 PM
16	Meh	Nov 29, 2010 5:53 PM
17	Just use it during the peak season.	Nov 30, 2010 8:23 PM
18	If it helps people fill rooms, and ultimately helps our guests find what they are looking for I think its a great tool! Would be great if we all had a central booking control to check other's availability...have a feeling CVB tried that and it didn't work	Nov 30, 2010 9:07 PM
19	They are helpful during peak season when some may be full and are still getting calls. Otherwise, it's annoying to get "I have availability" emails when it's obvious that everyone does.	Nov 30, 2010 10:09 PM

8. What are your thoughts on the members "I have availability"

Response Text		
20	There seem to be a lot of them. I think it's safe to assume in this economy that everyone has availability. Would it be simpler (and smarter) to send an e-mail if your "FULL"??	Nov 30, 2010 10:19 PM
21	useful during July/Aug.	Dec 1, 2010 12:29 AM
22	I like to see them even though I am not a lodging member. It helps me determine how things are going in town and if my business will be busy.	Dec 1, 2010 3:49 AM
23	We all have our own list of businesses we send guests to if we are full. I do not necessarily oppose these emails, but do not respond to them.	Dec 1, 2010 2:23 PM
24	It tells me who is doing well and who is not. I think it is OK, but over used by some properties.	Dec 1, 2010 2:52 PM
25	No Comment.	Dec 1, 2010 5:47 PM
26	n/a	Dec 2, 2010 5:43 PM
27	There are alot of them. Perhaps limit their distribution to lodging members only...	Dec 28, 2010 4:52 PM
28	I think they are ridiculous when we know that things are slowing down--most of us have availability it is a waste of my time to hit delete and they irritate me. I think on holiday weekends in PEAK SEASON it is important--but I bet most have availability at this time of year--	Dec 28, 2010 5:23 PM
29	They can be a bit much - it would be great to have a website with all of the properties listed - you can mark your availability and we can check the website when we have people that are looking....just an idea :)	Dec 29, 2010 6:02 AM
30	They were very helpful. I would, however, like to not be spammed by companies trying to sell stuff.	Dec 29, 2010 4:59 PM
31	becomes overwhelming	Dec 29, 2010 8:40 PM
32	Great idea. this is the best kind of "peer bonding".	Dec 30, 2010 4:44 PM
33	n/a	Jan 1, 2011 9:08 PM