

**BIKETOBERFEST® DEVELOPMENT COMMITTEE
MEMBERS
2007-08**

Tom Guest, Chair
Chopper's World

Bob Davis, Vice-Chair
Hotel Motel Association of Volusia County

Virginia Brown
Beachside Resident

Bobby Honeycutt
Froggy's Saloon

Julie Dziak
Daytona International Speedway

Frank Heckman
Beachside Neighborhood Watch

Pam Hobbs
Conklin Center for the Blind

Turner Hymes
Second Avenue Merchant Association

Big John
WELE Radio Talk Show Host

Kevin Kilian
Daytona Beach Halifax Area Chamber

Carl Morrow
Carl's Speed Shop

Melissa Penland
Iron Horse Saloon

Bruce / Will Rossmeyer
Destination Daytona

Al Smith
Angell & Phelps

Larry Stephens
New Visions Management

MISSION:

The Biketoberfest® Advisory Committee shall serve in an advisory capacity to the CVB's Tourism Events Department to develop and implement a cohesive and inclusive program of work that benefits the greater Daytona Beach area as a whole.

PRIMARY FOCUS:

Development of marketing and promotional strategies, collaterals, advertising, and community based activities. The committee serves as advisor to the City of Daytona Beach City Commission, relative to the event Master Plan.