



Ojai, California April 8-10, 2011 FAM

EVENT WRAP-UP

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Hosting Companies



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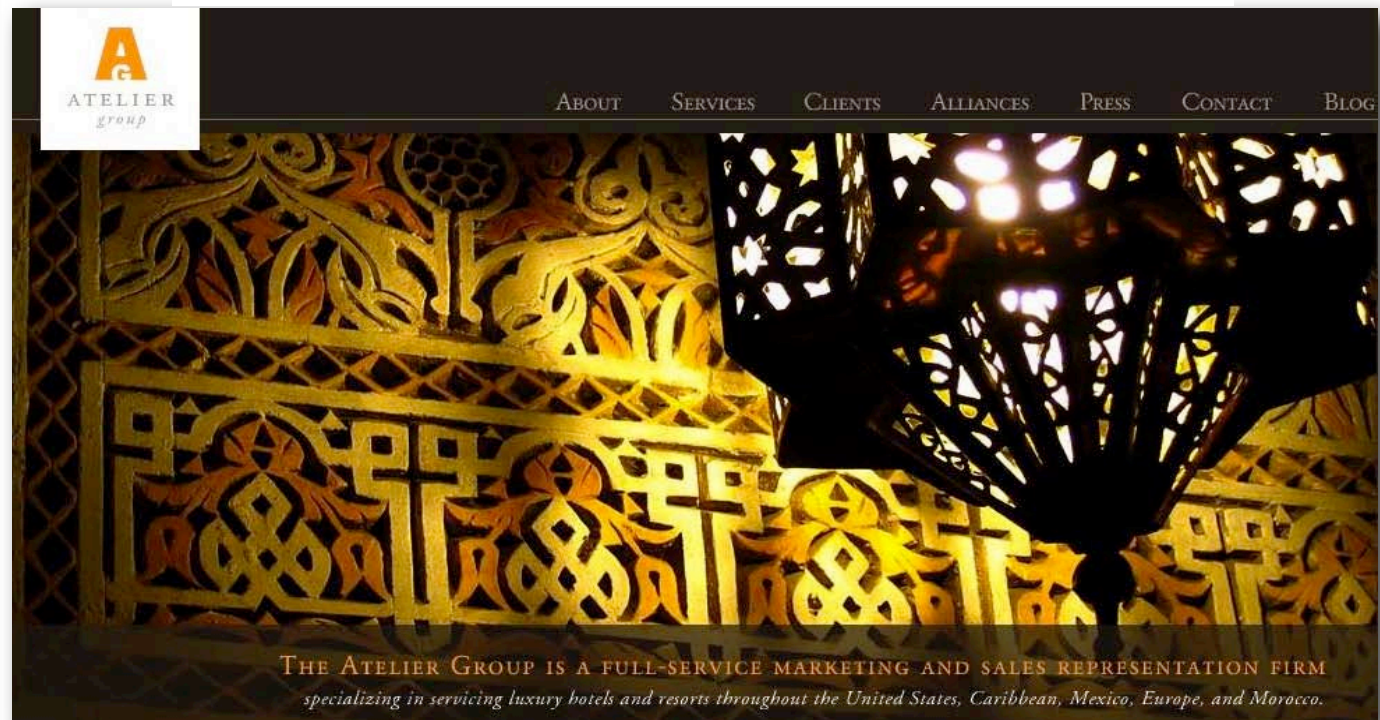
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THE ATELIER GROUP BRINGS TOGETHER some of the hospitality industry's most experienced sales and marketing professionals committed to providing clients with the highest level of integrated marketing and sales initiatives in all luxury market sectors.

Among our principal strengths is the development of comprehensive sales, marketing, and creative programs guided by clearly defined communication and positioning strategies that are results-oriented and efficiently executed in ways that are fresh, compelling, and contemporary.

By employing a targeted and well-choreographed approach based on the client's individualized goals and vision, we are able to develop marketing and sales plans designed to build brand awareness, increase market share, and improve bottom-line profitability.





OJAI VALLEY INN & SPA

For over 80 years, the Ojai Valley Inn & Spa has been considered one of the best secrets among travelers. Escape to this historic resort of casual elegance featuring luxury accommodations, Spa Ojai, and a championship golf course.

905 Country Club Road, Ojai
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Please contact Gina S. Forte
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Member Reviews

Lori Adams

ACPA Member

Upon my arrival to the beautiful *Ojai Valley Inn & Spa Resort*, I immediately heard the theme song from the movie “Sound of Music”, playing in my head. The beautiful country atmosphere, fresh lavender plants, mountains and the beauty of the resort was absolutely breath-taking! I was greeted by a warm and friendly staff and escorted to a very nice suite with my very own front pouch facing the mountains. (I even caught a glimpse of a rainbow on the first day!) From the moment I entered the resort, I was treated like a very special guest. Our host, Jill was simply amazing!!! She and her staff have perfected the “*Personal Touch*” at making you feel like a special guest away from home. From my personalized itinerary, cupcake with my name on it, fresh hand-pick Ojai tangerines and welcome note cards from management and spa staff were memorable.

The weekend was full of many pleasant surprises that made it a heavenly experience. From delicious dinners at the restaurants: *Maravilla & Jimmy Pub*, amazing tour and breakfast at the famous *CASA ELAR* mansion. This beautiful mansion comes with its own “Bentley golf cart”, makes a wonderful place for parties, company retreats and family & friends gathering for my clients. The chef prepared a delicious breakfast and we ate like royalty in the dining room. I enjoyed riding golf carts across the property to get familiar with the resort and seeing all the different styles of villas and suites the resort had to offer. Of course, one of the BEST tours was at the SPA!



I had the opportunity to experience the *KURAN* (skin detox treatment) that blew my mind away! My skin never felt so soft and silky after the treatment. Next stop, I took one of the free meditation classes to relax my mind, body and spirit. On Sunday, we experience a nice breakfast at Café Verde (spa restaurant) followed by my “scarf art” class in the *Artist Cottage*. I really enjoyed this class because it allowed me to create and be free! The instructor was excellent and helped me design a masterpiece of art with my scarf by the end of the class!

There are so many exciting activities, restaurants, and SPA treats to experience at Ojai ,but like the song goes..... “*These are a few of my FAVORITE things*” at Ojai: *Maravilla’s “under the brick chicken” and the banana foster dessert, the Kuyan spa treatment, the Artist Cottage, breath-taking mountains, the smell of lavender flowers in my bath and the fireplace in my room to help me sleep well.* After waiting for the opportunity to attend Ojai for many years, it was truly worth the wait!!! I was completely blown away by the Ojai Inn & Spa. My clients are truly in for a great relaxing treat away from home. I’m looking forward to planning a trip in the near future to explore Ojai with family, friends, and clients.

Thank you Ojai Inn & Spa!!!!



Wilda Bennett

ACPA Job Bank Director
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Oh My, Ojai Valley Inn & Spa. I had heard the name Ojai Valley Inn & Spa for many years, but had no idea what it was really like. The white washed buildings remind me of the buildings of Mykonos Greece. I learned that the inn sits on an energy vortex, which lead me to believe that my stay would be a relaxing and healing one.

I checked into my room and was greeted with pixie oranges, a chocolate cupcake with my name on it, and a beautiful floral arrangement on the bathroom counter. After getting unpacked and relaxing for about an hour, I got dressed for dinner. Eight of us met in the courtyard to wait for our chariot, a golf cart, to take us to meet our hostess for the weekend, the warm and delightful Jill Wojahn, Director of Leisure Sales, at the Maravilla restaurant. My choice of tortilla soup and the pan seared scottish salmon dinner was delicious. I also had a taste of the braised beef short ribs which melted in my mouth, followed by warm apple pie for dessert which was divine.

I went from hitting a bucket of balls on the driving range to a Kuyam mud treatment (not for the bashful or the faint of heart, due to no clothing and the heat), to simply relaxing in the steam room or jacuzzi at the Ojai Valley Spa.

The piece de resistance was a yummy breakfast made by our own private chef at the lovely Casa Elar. We were also honored with a guided tour of Casa Elar, which is a fabulous 10,407 sq. ft. secluded Italian style villa with 5-bedrooms, two of which are master suites with his and hers bathrooms. The property also has a spiral staircase, elevator, private pool and guest/staff apartment over the garage among other amenities. Casa Elar is located on the Ojai Valley Inn grounds and has breath taking views of the golf course fairway and the majestic mountains. You even have the use of your very own Bentley...golf cart that is.

The grounds are amazing. This is a perfect place for a wedding, a special event or quiet retreat away from the city. You will be very well taken care of here.



Brita DeBrest
ACPA Member



One and half hours away from Los Angeles is an Oasis that will make you feel like you're in the middle of Tuscany. I'd never heard of Ojai Valley Inn & Spa but I must tell you, I'm glad the secret is out! The weekend started off with me leaving the hustle and bustle of Los Angeles way behind me. We pulled up to a gorgeous 220-acre Spanish colonial style resort with the smell of lavender in the air, which immediately brought me to a peaceful place.

The Ojai Valley Inn & Spa is a Five-Diamond resort that offers 307 rooms it also has a 10,407sf private estate for rent. The estate, which is named "Casa Elair", is separated from the rest of the resort by their 18-hole award winning golf course for total privacy. The estate is situated in the hills surround by orange trees a pure site to see. It has 4 master bedrooms, which makes it perfect for a small corporate retreat or a fun family vacation. With all the bells and whistles such as a private concierge, private massage room, outdoor kitchen and a bathroom in the upstairs master bath that is a retreat within itself. Any A-list celebrity would love to call this place home.

The spa the spa the spa.... Voted one of the top 10 spas in the United States and I now know exactly why, after having one of their signature services "The Kuyam" an absolute must for anyone who visits. The resort can satisfy any appetite you would have in one of their 5 signature restaurants on property. We took a custom blending class where you make you own signature fragrance or you can take an art class making beautiful art. This is just a small overview of everything the Ojai Valley Inn & Spa has to offer. I would suggest this resort to everyone who wants to experience a time of relaxation and renewal.

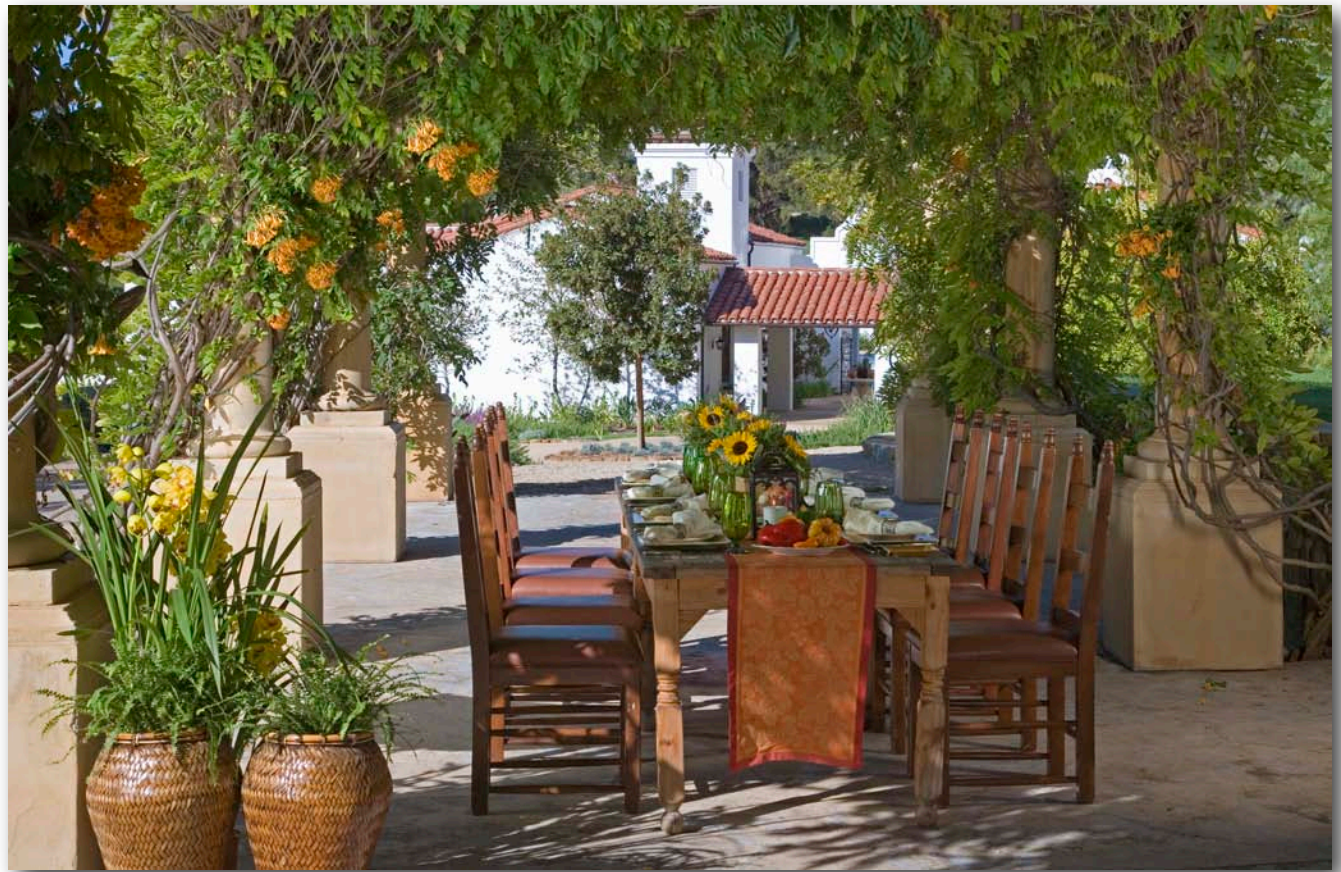


Loren Elkins

ACPA Member

I had the pleasure of spending the weekend at The Ojai Valley Inn and Spa on the weekend of April 8th-10th. I left Los Angeles around 3:00pm on Friday afternoon. I was afraid I would hit lots of traffic by that time – but was pleased to find out that, that wasn't the case and my drive was easy and took just a little over an hour to reach beauty and bliss!

The staff at Ojai Valley Inn and Spa were attentive, helpful and nice. The food in the main dining restaurant was delicious and the wines suggested by the Sommelier were perfect. All the food at the resort was excellent. The views and walking trails were sprawling and beautiful. I loved seeing the Casa Elar, which is a house that you can rent out on a private part of the property. You really felt like you were in Tuscan Villa! After touring the rest of the resort I now think that The Ojai Valley Inn and Spa is the ultimate wedding destination and a great place for other group vacations such as a family reunions or a company retreats. My treatments at the spa were superb. My massage was one of the best I have ever had! For my pedicure they took me to a special room where you sit in these super comfy anti-gravity chairs – WOW! They are literally painting your toes while they are in the air, cool!



I love the fact that you can stay for a month or just a weekend getaway. Ojai is also a small and quaint town that has festivals throughout the year such as the Ojai Music Festival and The Ojai Valley Lavender Festival, both in June. These would make a great addition to anyone's stay at The Ojai Valley Inn and Spa. My overall experience was noteworthy and I would definitely go back again and recommend to friends, family, colleagues and my employer.



Jonas Judd

ACPA Director of FAM Trips
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After a LONG week, I was excited to get to Ojai and experience this event. A one and half hour drive from LA, it's a short, scenic trip.

The clouds and drizzle from the week opened and we were blessed with an AMAZINGLY lovely spring weekend. Perfect timing to be in Ojai!

First impressions are the grounds and surrounding vistas. Unbelievably scenic and absolutely serene. The sense of calm, quiet luxury is pervasive throughout the entire resort.

The dining, service, and knowledge of staff were consistently exceptional. And the sweet potato fries... UNBELIEVABLE!

Casa Elar, the private estate on-site, is an oasis within an oasis. Ideal for family getaways, private events, or weddings.

I gravitated and hovered at the spa for most of the weekend. The Kuyam treatment, Spa service, lap and lounge pools were absolutely divine! The blending class at the Artist's Cottage was wonderfully educational. Holly spent an extra 45 minutes with us to ensure everyone's formulas were perfectly blended and recorded for future reference. Thank you, Holly!

Helicopter service to the resort is possible, and will be made MUCH easier when the helipad is completed.

On both the drive up and back, I took the long route through and around Ojai. When you or your clients visit the property, do yourselves a favor and make time to experience the local attractions and scenery. Ojai is a VERY special place, and the Ojai Valley Inn & Spa is truly a gem among gems.



Samantha Lloyd-Gordon

ACPA Co-Director of
Speakers and Venues
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Situated only an hour away from Los Angeles, and serenely nestled into the hills of Ojai, is the beautiful 220 acre Ojai Valley Inn and Spa. This Spanish-Colonial inspired property was built in 1923 and boasts a world-class golf course, a thirty-one thousand square foot Moroccan style spa, an Artist's Cottage, two swimming pools, four restaurants, and mind and body wellness classes. Cars are not permitted to drive on the grounds, so put on your walking shoes or hop on a bicycle and enjoy the peace and fresh Ojai air while you traverse the property.

The spa experience is wonderful. I highly recommend the Kuyam treatment which I was able to enjoy during my visit. This treatment takes place in a Moroccan steam room, (same sex only), where you are given different muds to rub on your body to help with soreness or to move toxins out of the body. After rubbing the mud on your body (you are given a terry towel initially, but the treatment is in the buff), you sit back and breathe in the steam from the center of the room, while sweating out the toxicity in your body. At the same time, a Native American meditation is played to help you focus your mind and connect with your body. An attendant comes in a few times to check on you and to give cool refreshing towels for your face, and drinking water. After the treatment, you walk through a cold spritz shower to loosen the mud, and then you shower off the mud in your private shower room. Once you are clean you then sit out on the deck and relax while you are given a detox tea. The experience is heavenly and a great idea for bridal showers, bachelorette parties, or just to do alone.

While you are visiting the Inn, take a meal at their restaurant, Maravilla. The dining experience is sensational with great service, a sommelier who really knows his wines and can recommend any pairing for your meal. I thoroughly enjoyed the beef short ribs and a great pinot noir, and I would go back there and eat it every night if I could! And of course, take your drink out on the deck while you watch the "pink moment" and toast to how wonderful it is to be enjoying the Ojai Valley Inn and Spa!



Gary Potter

ACPA Director of Charities
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Who would of known that only an hour or so away from LA there is a nugget of luxury nestled in the hills?

After a short stop at the Camarillo Outlet mall to pick up a few deals, I arrived at Ojai Valley Inn and Spa. The valet was eager to get my weekend started. I checked in and was whisked away on a golf cart to my room. A spacious 2nd floor suite overlooking the 8th hole. Did I say they have an amazing golf course as well?

My room welcomed me with a custom made chocolate cupcake with my name on it. Which did not last long by the way. Dinnertime and I met up with my fellow ACPA members to sit down to an amazing meal with our host Jill Wojahn. The following morning, a gourmet breakfast at Casa Elsa with our host and Resort Manager Shawn O'bryan. A few hours by the pool for some sun, then off to their signature Kuyam mud treatment. Another scrumptious dinner at Jimmy's Pub, some late night Jazz, then we decided to take the party back to Sam's room for our own version of "charadeinary"!



Sunday morning arrived too soon, and had a healthy breakfast with Jill, and she had to bid us Farewell. We split up into two groups at the Artist Colony to explore our inner Picasso and Chanel #5. Four of us got to paint our own silk scarves and four of us went into the apothecary to create fabulous signature scents.

Check out time, and some of us went into the quaint city of Ojai for some shopping, then back to LA. What an amazing weekend with friends, old and new. (You know who you are :) If you get a chance to visit Ojai Valley Inn, don't walk.....run. Jill does!



Dina Oxenberg

ACPA Director of Raffles
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Ojai Valley Inn and Spa is situated on 220 acres, about 1-½ hours outside of Los Angeles and makes for a great getaway. A very tranquil oasis with 5-diamond service and so many activities such as golf, bike riding, hiking, art classes, tennis courts, beautiful pools and Jacuzzis, great restaurants, full spa services, exercise and meditation classes. The restaurants are fantastic and you can choose to eat extremely healthy or splurge on extra special treats. I highly recommend the fresh truffle oil potato chips. A great place for families, couples, company retreats, meetings or a special occasion destination to stay and relax while getting pampered. Pet friendly too!

The rooms are spacious with luxury linens, roomy bathrooms, fireplaces and spectacular views of the valley, golf course and the surrounding mountains. The bathrooms all have signature products from the Ojai Spa as well as an oversized tub to relax in. The rooms are decorated in a Spanish Colonial style that nicely compliments the natural surroundings of the Ojai Valley. The grounds are breathtaking with oak trees, lavender plants, flowering native herbs, flowers and the cutest little bunnies.

Casa Elar- a 5-bedroom Tuscany inspired gated residence on the grounds of this 5 Diamond Property. Just far enough away from the rest of the hotel to be totally secluded, but close enough if you desire to take your private golf cart to the main hotel. This super luxurious residence has a private pool, an outdoor pizza oven, BBQ, Ping-Pong table, 2 private golf lessons daily, 2 spa treatments daily, bikes fully stocked kitchen with what ever the guests desires just to name a few. There are spectacular views from every vantage point of Casa Elar, no matter where you are inside or outside you feel like you are in Tuscany. Ojai Valley Inn and Spa is a magical getaway for any occasion.



Promotions & Packages



Love at First Bite

Our new Executive Chef Chad Minton and his team are eager to share their inspired culinary creations with you. To celebrate our inspired new cuisine, we are offering special room and suite rates, which include a daily food & beverage credit of \$75 for rooms and \$150 for suites to be enjoyed during your stay.

*Starting at \$295 per night, double occupancy.
This package is available until August 31st, 2011.*



May is for Mothers

Plan the perfect Mother's Day celebration with a gift she will truly appreciate.

Be spoiled with roses and chocolates in room upon your arrival, stay the night in a luxurious Vista room, enjoy breakfast each morning and relax with a 50-minute classic spa treatment.

*Starting at \$475 per night, double occupancy.
This package is available from May 1st - May 26th, 2011.*



Music to Your Ears

Stay with us and enjoy the annual Ojai Music Festival weekend, featuring live musical acts from California and abroad.

Enjoy a luxurious Ojai room with breakfast for two, served in room or in one of our signature restaurants.

*Starting at \$325 per night, double occupancy.
This package is available from June 9th - 12th, 2011.
Visit www.ojaifestival.org for information and tickets.*



OJAI VALLEY INN & SPA



905 Country Club Road | www.ojairesort.com

Jill Wojahn, Director of Leisure Sales | 800.422.6524 | jill_wojahn@ojairesort.com

Promotions cannot be combined with other promotional offers. Not available to groups. Alcoholic beverages are extra. Taxes, resort fees and gratuities extra. \$50 per person surcharge on Friday and Saturday nights. Subject to availability.



Family Fun

Experience all we have to offer at the resort, while your kids enjoy art activities and sports at our Camp Ojai.

Stay in a cozy Shangri La Fireplace room and receive a complimentary room for the kids.

Starting at \$500 per night, double occupancy. This package is available July - August, 2011.



Mind, Body, Swing

Take your golf game to a new level by incorporating mental, physical training, and fundamental swing instruction from our guest instructors.

Enjoy a luxurious Ojai room, with breakfast and lunch daily, as well as daily golf instruction with our golf professionals.

Starting at \$525 per night, single occupancy. This package is available April 29 - May 1 and August 5 - 7, 2011.



Best of Ojai

Enjoy an Ojai room that exemplifies casual elegance, with breakfast for two and one activity per adult for each night's stay. Activities include: one round of golf, a golf lesson, a tennis lesson, 50-minute classic spa treatment (excludes Abhyanga and Detox Massage), guided fishing, kayaking, full day at Camp Ojai, or dinner.

Starting at \$540 per night, double occupancy. This package is available until December 31, 2011.



OJAI VALLEY INN & SPA

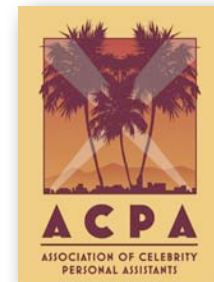
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Thank You Ojai Valley Inn & Spa!



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