

**2017 AGENDA - Tentative**  
**ALABAMA GOVERNOR'S CONFERENCE ON TOURISM**  
Sheraton Birmingham Hotel and Birmingham Jefferson-Convention Complex  
Birmingham, Alabama  
August 19-22  
*It's Nice to Have You in Birmingham*  
[www.alabamagovernorsconference.com](http://www.alabamagovernorsconference.com)  
#17agctbham

**Saturday, August 19**

**8:00 AM**                                    **Golf Outing at the Highland Park Golf Course**  
Sponsored by the Greater Birmingham CVB  
Lunch sponsored by the Hyatt Regency Birmingham

**Various Tour Opportunities, including a Tour of the Good People Brewing Company**

**6:30 PM**                                    **A Night at the Birmingham Barons Game - tickets not included in convention registration fee**  
**One complimentary beer at Good People Brewing Company prior to game, across from the Barons stadium**

**Sunday, August 20**

**10:00 AM – 5:00 PM**                    **Registration**                                    **Convention Registration Desk**  
**Beverages sponsored by Royal Cup Coffee, Wind Creek Hospitality and Coca-Cola Bottling Company United**

**Snacks sponsored by CAHABA, Barber Motorsports Museum, McWane Science Center, Aldridge Gardens and Vulcan Park**

**Lunch on Your Own – Enjoy one of the fabulous restaurants at the UPTOWN Entertainment District!**

**11:00 - 12:00 PM**                    **Alabama Travel Council Annual Meeting & Alabama Tourism Partnership Legislative Update** (open to all registrants)  
**Speaker: Johnny and Kim Adams, Adams and Associates, ATP Government Relations Consultants**

**12:15 – 2:15 PM**                    **Opening General Session – Opening remarks by Alabama's Governor Kay Ivey**  
**Welcome by Birmingham Mayor William Bell;**  
**John Oros, President & CEO, Greater Birmingham CVB,**

**Tad Snider, Executive Director & CEO,  
Steve Miller, General Manager  
Sheraton Birmingham Hotel and Birmingham- Jefferson  
Convention Complex**

**Alabama Tourism Department's Annual Update and  
Advisory Board Meeting**

**Speakers: Lee Sentell, Executive Director, Alabama  
Tourism Department and  
Bill Dinan, Account Director, Intermark Group**

2:15 PM

**Refreshment Break  
Beverages sponsored by Royal Cup Coffee, Wind Creek  
Hospitality and Coca-Cola Bottling Company United**

**Snacks sponsored by Chicken Salad Chick**

2:30 PM

**Speaker Jay Lamar, Executive Director, Alabama  
Bicentennial Commission  
Topic: On Your Mark, Get Ready!  
Update on plans for Alabama's Bicentennial**

3:00 – 4:00 PM

**Birmingham Update  
Moderator and Panelist John Oros, President & CEO,  
Greater Birmingham CVB**

**Panelist:**

**Tad Snider, Executive Director & CEO, Birmingham-  
Jefferson Convention Complex**

**David Fleming, President & CEO, REV Birmingham**

4:15 – 5:15 PM

**Opening Reception in the Trade Show/Silent  
Auction/Wine & Craft Beer Pull (Cash Bar)  
Sponsored by: Compass Media  
First Wine/Craft Beer Pull will be at 5:00 PM  
Craft Beer Tasting Hosted by the Alabama Brewers  
Guild  
And  
Clyde May's Whiskey Tasting**

5:30 PM

**Depart for Southern Living – Board Coaches at the front  
entrance of the Birmingham Sheraton Hotel**

6:00 PM

**Reception and Tour of the new Time Inc. Food Studios and Southern Living Test Kitchens at Southern Living Headquarters**

Pull up a chair and take a seat at the Time Inc. Food Studios!

Please join the publisher of Southern Living, Coastal Living, Cooking Light, Travel+Leisure and more for a behind-the-scenes tour of the Time Inc. Food Studios and Southern Living Test Kitchens. This state-of-the-art facility boasts world-class culinary talent, 28 kitchens, 12 photo studios, live-streaming capabilities, and private dining area. Every day this is where our Test Kitchen professionals develop dozens of recipes, explore cutting-edge cooking techniques, and test new products to create delicious dishes, easy entertaining ideas, beautiful images, and one-of-a-kind events that inspire millions of consumers.

7:00 PM

Board coach for Sloss Furnace

7:30-9:00 PM

**Blues, Blast and BBQ at Sloss Furnace  
Sponsored by Greater Birmingham CVB**

The Conference agenda heats up this year with an adventure at Sloss Furnaces National Historic Landmark! Transportation provided by the Birmingham CVB!

Featuring *Automatic Slim* playing and spreading the gospel of Da Bluz! They are a hard driving blues-rock jamming band from Birmingham and they love to take great Blues tunes and color them with our own style and flavor.

**Monday, August 21**

8:00 AM – 5:30 PM

**Conference Registration Convention *Registration Desk*  
Beverages sponsored by Royal Cup Coffee, Wind Creek Hospitality and Coca-Cola Bottling Company United**

8:00 – 9:15 AM

**Breakfast – Let’s See What All the Talk’s About!!  
Sponsored by: OWA**

9:30 –10:30 AM

**Peer to Peer Breakout Sessions**

These breakout sessions will be per industry segment for you to share successes; failures; best practices; making each segment bigger and better!

**DMO – Moderator John Wild, AADMO President and President & CEO, Auburn-Opelika Tourism Bureau**

**Lodging – Moderator Hans van der Reijden, Partner, Capella Hotel Group, and Managing Director Hotel Operations & Educational Initiatives, The Hotel at Auburn University**

**Attractions/Events – Moderator Jennifer Gowers, CMP, Owner, GoPro Event Solutions**

**Rural Development – Moderator John Dersham,  
President & CEO, DeKalb Tourism**

**Break**

**Bottled Water sponsored by Wind Creek Hospitality  
Snacks sponsored by CAHABA, Barber Motorsports  
Museum, McWane Science Center, Aldridge Gardens  
and Vulcan Park**

10:45 -11:45 AM

**Peer to Peer Breakout Sessions**

These breakout sessions will be industry topics for you to share successes; failures; best practices; making each segment bigger and better!

**Marketing to the Motor Coach Industry and Travel  
Agents Moderator – Tara Walton, Director of Tourism,  
Greater Birmingham CVB**

**Marketing/Promoting Your Festival and Events  
Moderator - Chloe Cook, Executive Director, Sidewalk  
Film Festival**

**Marketing/Promoting Sports Activities  
Moderator - Don Dukemineer, CSEE, CHSP, Chairman –  
Alabama Sports Initiative and Convention Sales  
Manager for the Huntsville-Madison County CVB**

**Working with Meeting Planners/Association Executives  
Moderator - Ashley Condon, Associate Regional VP,  
HelmsBriscoe**

**Developing Affordable Ad-Placement  
Moderator Bill Dinan, Account Director, Intermark Group**

12:00 – 1:15 PM

**AADMO Scholarship Luncheon  
Master of Ceremonies, John Wild, President AADMO  
Presentation of 2017 Tourism Industry Scholarships**

1:30 – 2:30 PM

**General Session  
“Look What’s Cooking” Culinary Trends Driving  
Tourism  
Moderator: Bob Carlton, Senior Feature Writer, al.com  
and The Birmingham News  
Panelists:  
Chef Chris Hastings, Chef and Owner – Hot and Hot Fish  
Club  
Chef Brian Somersfield, Co-Owner, El Barrio Restaurant  
and Paramount Bar**

**Chef Joseph Mitchell, Director and Advisor Culinary & Hospitality Institute at Jefferson State**

**BREAK**

**Beverages sponsored by Royal Cup Coffee, Wind Creek Hospitality and Coca-Cola Bottling Company United**

**Snacks sponsored by CAHABA, Barber Motorsports Museum, McWane Science Center, Aldridge Gardens and Vulcan Park**

2:45 – 3:45 PM

**General Session**

**Topic: Get Your Share of the Student Market**

**Speaker: Carylann Assante, President & CEO SYTA, Student Youth Travel Association**

4:00 – 5:15 PM

**Trade Show/Silent Auction/Wine & Craft Beer Pull**

**Sponsored by: Poarch Band of Creek Indians and Wind Creek Hospitality**

**Second Wine/Beer Pull will be at 4:30 PM**

**Craft Beer Tasting Hosted by the Alabama Brewer Guild and**

**Clyde May's Whiskey Tasting**

6:30 PM

**Reception (Cash Bar)**

7:00 PM

**Alabama Tourism Department Awards Banquet**

**All evening functions sponsored by the Alabama Tourism Department**

**Dress will be business/professional attire**

**(Cash Bars will be closed during Awards presentations)**

**Tuesday, August 22**

8:00-9:00 AM

**Breakfast and Trade Show/Silent Auction**

**Sponsored by: 2018 AGCT City Host – Montgomery Chamber of Commerce, CVB Division**

**Bid will begin being pulled at 8:30 AM**

**Silent Auction pick-up and payment will begin at 10:30 AM**

9:00 – 11:30 AM

**Conference Registration**

**Beverages sponsored by Royal Cup Coffee, Wind Creek Hospitality and Coca-Cola Bottling Company United**

9:30 – 11:00 AM

**General Session – Conference Finale**

**Topic: Social Media Marketing – Best Practices, Successful Campaigns and New Ideas**

**Moderator: JoJo Terry, Digital Marketing Strategist,  
Alabama Tourism Department;**

**Panelists:**

**Madison Elkin, Public Relations, Intermark Group  
Cindy Fisher, Director of Communications and Brand  
Strategy, Birmingham-Jefferson Convention Complex**

**April Boone, Owner, Global Marketing Solutions**

**Stacy Hamilton, Vice President of Marketing and  
Communications, Visit Mobile**

**Brenda Cantrell, Brand Ambassador, Unclaimed Baggage**

11:00 AM

**Silent Auction pick up and payment**

**Grab and Go Snacks**

**Beverages sponsored by Royal Cup Coffee, Wind Creek  
Hospitality and Coca-Cola Bottling Company United**

**Snacks sponsored by CAHABA, Barber Motorsports  
Museum, McWane Science Center, Aldridge Gardens  
and Vulcan Park**

Updated: 8/1/17