

**2017 AGENDA**  
**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
- 6:30 PM**                      **A Night at the Birmingham Barons Game**  
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 -*  
*Birmingham Ballroom Pre-Function Entrance*
- BREAK**                      *Birmingham Pre-Function Hallway*  
**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 & Museum**
- 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)                      *Birmingham Ballroom 3,4,7,8*
- Speaker: Johnny and Kim Adams, Adams and  
Associates, ATP Government Relations Consultants**
- 12:15 – 2:15 PM**                      **Opening General Session –** *Birmingham Ballroom 3,4,7,8*
- 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, and  
Steve Miller, Complex General Manager  
Sheraton Birmingham Hotel and Birmingham- Jefferson  
Convention Complex**

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

**Speaker: Bill Dinan, Account Director, Intermark Group**

2:15 PM

**Refreshment Break** *Birmingham Pre-Function Hallway*

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

**Snacks sponsored by Chicken Salad Chick** *Birmingham  
Pre-Function Foyer*

2:30 PM

**Opening General Session Continues** *Birmingham  
Ballroom 3,4,7,8*

**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** *Birmingham Ballroom 3,4,7,8*

**Moderator and Panelist John Oros, President & CEO,  
Greater Birmingham Convention & Visitors Bureau**

**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)** *Birmingham  
Ballroom 1,5,9*

**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 Furnaces

7:30-9:00 PM **Blues, Blast and BBQ at Sloss Furnaces  
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 their own style and flavor.

**Monday, August 21**

8:00 AM – 5:15 PM **Registration** *Convention Registration Desk – Birmingham Ballroom Pre-Function Entrance*

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

8:00 – 9:15 AM **Breakfast – Let's See What All the Talk's About!!**  
**Sponsored by: OWA** *Birmingham Ballroom 11,12*

Rise and shine! Join the OWA Team during a festive kick off to your work week; featuring an Alabama grown farm-to-table breakfast with a spice of jazz and hint of fanfare. You will not want to miss the excitement along with the latest OWA news. Who else starts Monday like this?

9:30 –10:30 AM **Peer to Peer Breakout Sessions at the Forum**

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

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

**Attractions/Events Session**  
**Moderator Jennifer Gowers, CMP, Owner, GoPro Event Solutions** *Forum C*

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

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

**Lodging – Sales, Marketing and Events Management**  
**Bill Dowling, DOS, Embassy Suites** *Forum G*

Eclipse Break! *Forum Foyer*  
Bottled Water sponsored by Wind Creek Hospitality

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

Eclipse Glasses sponsored by the Alabama Tourism Department and Greater Gadsden Area Tourism

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!

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

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

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

**Advertising Media – Planning for and Measuring Effectiveness** *Forum F*  
**Moderator – Jim Poh, SVP, Communications & Media Director, Intermark Group**

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

12:00 – 1:15 PM

**Scholarship Luncheon**

*Birmingham Ballroom 11,12*

**Sponsored by: Alabama Association of Destination Marketing Organizations (AADMO)**  
**Master of Ceremonies, John Wild, President AADMO**  
**Presentation of 2017 Tourism Industry Scholarships**

1: 15 – 1:40 PM

**ECLIPSE VIEWING – Glasses courtesy of the Alabama Tourism Department and Greater Gadsden Area Tourism**

1:45 – 2:45 PM

**General Session** *Birmingham Ballroom 3,4,7,8*  
**“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**

2:45 – 3:45 PM

**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**

*Birmingham Ballroom 1,5,9*

**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) *Birmingham Ballroom Pre-Function  
Foyer*

7:00 PM **Alabama Tourism Department Awards Banquet**  
*Birmingham Ballroom 11,12*

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

Dress will be business/professional attire  
(Cash Bars will be closed during Awards presentations- you  
may buy additional wine by the bottle at the bars)

**Tuesday, August 22**

8:00 - 9:15 AM **Breakfast and Trade Show/Silent Auction**  
*Birmingham Ballroom 1,5,9*

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

**Bids will begin being pulled at 8:20 AM  
Silent Auction pick-up and payment will begin at 11:00  
AM**

9:00 – Noon **Registration** *Convention Registration Desk -  
Birmingham Ballroom Pre-Function Entrance*  
**Beverages sponsored by Royal Cup Coffee, Wind Creek  
Hospitality and Coca-Cola Bottling Company United**

9:30 – 11:00 AM **General Session – Conference Finale**  
*Birmingham Ballroom 3,4,7,8*

**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**

*Payment – Convention Registration Desk – Birmingham Ballroom Pre-Function Entrance*

*Pick up - Trade Show Entrance --Birmingham Ballroom 1,5,9*

**Grab and Go Snacks** *Birmingham Ballroom Pre-Function Foyer*

**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 & Museum**

**Containers sponsored by the Sheraton Birmingham Hotel and Birmingham- Jefferson Convention Complex**

Updated: 8/10/17