

2023 AGENDA
ALABAMA GOVERNOR'S CONFERENCE ON TOURISM
Grand Life Beckons
August 26-29
The Grand Hotel Golf Resort & Spa, Autograph Collection
Point Clear, AL
www.alabamagovernorsconference.com
#23agctgrand

Saturday, August 26

10:00 AM – 4:00 PM	Silent Auction, Artisan Food, and Wine/Spirits Pull Set-Up Grand Ballroom North and Grand Ballroom Foyer
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Sunday, August 27

8:00 AM – 10:00 AM	Set-Up for Trade Show and Silent Auction, Wine/Craft Beer/Spirits Pull, Alabama Artisan Food Pull Grand Ballroom North and Grand Ballroom Foyer
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9:00 AM – 5:00 PM	Registration Grand Ballroom Foyer Break <i>Sponsored by Coca-Cola Bottling Company, United, Royal Cup Coffee and Tea Company, and GRANICUS</i>
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10:00 – 11:35 AM	Alabama Travel Council Annual Meeting & Alabama Tourism Partnership Update (open to all registrants) Grand Ballroom South
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11:45 AM - 12:15 PM	Light Lunch – Grab and Go <i>Sponsored by the City of Fairhope</i> Grand Patio Grab and Go will close at 12:30. The Opening General Session begins at 12:30
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12:30 PM	Opening General Session
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Grand Ballroom South

**Welcome by Casey Gay Williams, President,
Eastern Shore Chamber of Commerce Fairhope
Mayor Sherry Sullivan
Michael Herzog, Resort Manager and Kevin
Hellmich, Director of Sales & Marketing, Grand
Hotel Golf Resort & Spa**

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

**Speakers: Lee Sentell, Director, Alabama Tourism
Department; Grey Brennan, Deputy Director:
Alabama Tourism Director; and Bill Dinan, Account
Director, Intermark Group**

2:15 PM

***Topic: Alabama – Expanding International
Connectivity to Reach Global Distribution Channels***
**Speakers: Liz Bittner, President & CEO, Travel
South USA and Andrea Wood, Vice President and
General Manager, Tourism Exchange USA**

3:00 – 3:15 PM

Break
***Sponsored by Coca-Cola Bottling Company,
United, Royal Cup Coffee and Tea Company, and
GRANICUS***
Grand Ballroom Foyer

3:15 – 4:15 PM

Panel Discussion
Topic: Tourism Workforce Development
***Hear and understand what is going on across the
state through the education system and how
Workforce Development bridges the gaps between
education and employment***

Panelist:

**Dr. Josh Duplantis and Ed Douglas, Coastal
Alabama Community College
Dr. Kimberly Severt and Bethany Brendlinger,
University of Alabama**

Dr. Khal Nusair, University of South Alabama

Moderator:

**Beth Gendler, President & CEO, Gulf Shores and
Orange Beach Tourism**

4:30 – 5:30 PM	Opening Reception in the Trade Show/Silent Auction <i>Sponsored by Visit Tuscaloosa</i> <i>Coffee Sponsored by Shoals Coffee Company</i> Grand Ballroom North
5:00 PM	Wine/Craft Beer/Spirits Pull and Alabama Artisan Food Pull Grand Ballroom Foyer
6:30 – 9:00 PM	Evening Function – <i>An Evening at Julep Point</i> <i>Sponsored by the Grand Hotel Golf Resort & Spa, Eastern Shore Chamber of Commerce, and Visit Mobile</i> Azalea Ballroom

Monday, August 28

8:00 AM – 5:00 PM	Registration Grand Ballroom Foyer
8:00 – 9:00 AM	Breakfast in the Trade Show and Silent Auction <i>Sponsored by Poarch Band of Creek Indians</i> <i>Coffee Sponsored by Shoals Coffee Company</i> Grand Ballroom North
9:15 – 4:15 PM	Break <i>Sponsored by Coca-Cola Bottling Company, United, Royal Cup Coffee and Tea Company, and GRANICUS</i> Grand Ballroom Foyer
9:15 – 11:15 AM	General Session Grand Ballroom North
9:15 – 10:00 AM	Featured Speaker Costas Christ <i>Topic: Tourism in Transition: Nature, Culture, and Community</i> <i>Sponsored by: Coastal Alabama Partnership (CAP)</i> <i>Introduction by Wiley Blankenship, CEO, CAP</i>
10:15 – 11:15 AM	Panel Discussion - <i>Art is Tourism</i> Panelist:

**Bryant Whelan, Eastern Shore Center
Ardith Goodwin, Ardithian Art, Inc. Mobile, AL
Moderator:
Lucy Gafford, Executive Director, Mobile Arts
Council**

11:30 AM – 1:15 PM

**Scholarship Luncheon
Azalea Ballroom**

**Sponsored by: Alabama Association of
Destination Marketing Organizations (AADMO) and
Compass Media
Master of Ceremonies, David Clark, President
AADMO, and Dustin Gontarski, President,
Compass Media
Presentation of 2023 Tourism Industry
Scholarships by 2023 Chairmen of the Scholarship
Committee, Tami Reist and Don Dukemineer**

1:30 – 3:00 PM

**General Session
Grand Ballroom South**

**Panel Discussion
Africatown Initiative and US Colored Troops
Panelist:
Karlos Finley, Executive Director, Africatown
Redevelopment Corp (ARC)
Jeremy Ellis, President, The Clotilda Descendants
Association: *The Clotilda Story*
Ben Raines, author, *The Last Slave Ship*,
discoverer of the *Clotilda*
Mike Bunn- Director, Blakeley State Park
Moderator:
David Clark, President & CEO, Visit Mobile**

3:00 PM

**Break
*Sponsored by Coca-Cola Bottling Company,
United, Royal Cup Coffee and Tea Company, and
GRANICUS*
Grand Ballroom Foyer**

3:30 PM

**Governor Kay Ivey
Introduction by Lee Sentell, Director, Alabama
Tourism Department
Grand Ballroom South**

- 4:00 – 5:15 PM **Reception in the Trade Show/Silent Auction/Wine/Craft Beer/Alabama Artisan Food**
Sponsored by Alabama Living Magazine
Coffee Sponsored by Shoals Coffee Company
Grand Ballroom North
- 5:00 PM **Second Wine/Craft Beer/Spirits Pull**
Second Alabama Artisan Food Pull
Grand Ballroom Foyer
- 6:30 PM **Reception (Cash Bar)**
Azalea Ballroom
- 7:00 PM **Alabama Tourism Department Awards Banquet**
Master of Ceremonies, Lee Sentell and Kelly Findley
(Cash Bar)
The attire will be business/professional attire
(Cash Bars - will be closed during Awards presentations- you may buy additional wine by the bottle at the bars)
Azalea Ballroom
- 9:00 PM **Dessert and Coffee in the Closing of the Silent Auction in the Trade Show.** Final bids will be pulled
Sponsored by Discover Daphne and the City of Daphne
Grand Ballroom North

Tuesday, August 29

- 8:00 - 9:15 AM **Breakfast in the Trade Show**
Sponsored by Wind Creek Casino and Hotel
Coffee Sponsored by Shoals Coffee Company
Grand Ballroom North
- 9:15 – 11:00 AM **Break**
Beverages Sponsored by Coca-Cola Bottling Company, United; Royal Cup Coffee and Tea Company, and GRANICUS
Grand Ballroom Foyer
- 9:30 – 10:30 AM **Convention Finale Educational Session**
Grand Ballroom South

Panel Discussion

Food is Tourism and Economic Development!

Moderator and Panelist:

**Chef Pete Blohme “Panini Pete”, owner PP
Hospitality**

Panelist:

Nick DiMario, partner, PP Hospitality

Chris Andrews, Taste of Fairhope

**Hans van der Reijden, Ithaka Hospitality and The
Hotel at Auburn University**

08/06/2023