

Grab and Go will close at 12:20. The Opening General Session begins PROMPTLY at 12:30

12:30 PM – 2:45 PM	Opening General Session	Shoals ABC
12:30 – 12:40 PM	Welcome by Larry Bowser, General Manager, Renaissance Shoals Resort & Spa and Rob Carnegie, President & CEO, Visit The Shoals	
12:40 – 1:00 PM	Alabama Tourism Department Advisory Board Meeting with Director’s Report Mindy Hanan, Chairman, ATD Advisory Board and Lee Sentell, Director, Alabama Tourism Department	
1:00 PM – 2:40 PM	Alabama Tourism Department’s Update	
1:00 PM – 1:25 PM	Luckie, ATD Ad Agency’s Presentation by Jack Luckie	
1:25 PM – 1:45 PM	What’s New In Alabama Tourism and Introductions of Update Presenters Grey Brennan, Alabama Tourism Department	
1:45 PM – 2:00 PM	What’s Your Number – Live Data from Arrivalist John Packer, Account Director, Arrivalist	
2:05 PM – 2:40 PM	Michelin Update Stephanie Kennedy-Mell, Owner, Church Street Family Restaurants Hans van der Reijden, Founder and CEO, Ithaka Hospitality Partners Ryan O’Hara, Owner, Pizza Grace	
2:45 PM – 3:00 PM	Grab and Go Break-Snacks	Shoals Atrium
	Sponsored by Beverages Sponsored by Coca-Cola Bottling Company, Inc. and Royal Cup Coffee and Tea	
3:00 PM – 3:15 PM	AGCT App Instructions	Shoals Atrium
	App Sponsored by: Bobby Sorden, App My Community	
3:15 PM – 4:30 PM	General Session	Shoals ABC
	The Making of An ICONIC Destination Speaker: Calvin Stovall	

4:30 PM – 5:30 PM	Opening Reception in the Trade Show/Silent Auction Sponsored by	Singing River
	Alabama Distillers Guild Spirits Tasting	Shoals Atrium
6:30 PM – 7:00 PM	Cocktails/Cash Bar	Shoals Atrium
7:00 PM	Alabama Tourism Department Awards Banquet Masters of Ceremonies, Lee Sentell	Shoals ABC
9:15 PM	Dessert and Coffee in the Trade Show Sponsored by	Singing River

Tuesday, July 14

8:00 AM – 5:00 PM	Registration	Registration Desk
	Refreshments	Shoals Atrium
	Sponsored by Coca-Cola Bottling Company, Inc. and Royal Cup Coffee and Tea	
8:00 AM – 9:00 AM	Breakfast in the Trade Show and Silent Auction Sponsored by	Singing River
9:15 AM – 10:50 PM	General Session	Shoals ABC
9:15 AM – 9:20 AM	Marvellous Mark Teaser (5 mins)	
9:20 AM – 10:05 AM	Building the Tourism Workforce of Tomorrow SPEAKER Dr. Vic Wilson	
10:05 AM – 10:50 AM	Sports ETA Presentation Speaker: John David	
10: 55 AM – 11:00 AM	Announcement of Tourism Breakout Session	
11:05 AM – 11:50 AM	Breakouts	
	I – The Power of Influence: Advocacy is Leadership	Shoals D
	II – Beyond the Map: Shaping Destinations That Inspire	Florence

**III – Trails, Rivers & Parks: Nature-Based Tourism
Muscle Shoals**

**IV – Inside the Alabama Tourism Department
Shoals E**

11:50 AM – 12:15 PM **Tradeshow Viewing** **Singing River**

12:15 PM – 1:45 PM **Scholarship Luncheon** **Shoals ABC**

**Sponsored by: Alabama Association of Destination
Marketing Organizations (AADMO) and Compass Media**

**Master of Ceremonies, Kelsey Rush, President AADMO,
and Dustin Gontarski, President, Compass Media**

**Presentation of 2026 Tourism Industry Scholarships and
the John Wild Memorial Endowed Scholarship by 2026
Chairwomen of the Scholarship Committee, Christy
Baranovics and Pam Swanner**

1:45 PM – 2:30 PM **Tradeshow Viewing** **Singing River**

2:30 PM – 5:05 PM **General Session** **Shoals ABC**

2:30 PM – 3:15 PM **Panel: Behind the Hits: How Music Tourism Drives
Economic Growth**
Moderator:
Panelists: Judy Hood, Rodney Hall, John Paul White

3:20 PM – 4:05 PM **Panel: Placemaking – How Local Style Shapes the
Tourist Experience**
Moderator: Kimberly DeLape
Panelists: Olivia Terenzio, Billy Reid, Robert Rausch

4:20 PM – 5:05 PM **Breakouts**
**IV – Predicting Adventure: AI Knows Where to Go Next
Shoals D**
**V – Funding Your Future – Navigating Tourism Grants
Florence**
VI – Tourism Strategic Planning **Muscle Shoals**
**VII – Inside the Alabama Tourism Department
Shoals E**

5:05 PM – 6:30 PM **Reception in the Trade Show/Silent Auction (Cash Bar)
and Final Bidding for the Silent Auction
Sponsored by**

Singing River

**Alabama Distillers Guild Spirits Tasting
Shoals Atrium**

7:00 PM **Street Party on Historic Mobile Plaza**

The Shoals is known for our musical heritage and we're STILL making hits here! We'll showcase our local talent with a special **Street Party** on historic Mobile Plaza in downtown Florence. With food stations and specialty bars throughout, guests can wander into the neighborhood shops, Graffiti Alley, adjacent park and free arcade. This event will be sponsored by Florence-Lauderdale CVB, City of Florence, Renaissance Shoals Resort & Spa, Shoals Chamber of Commerce & Anchor Transportation.

Wednesday, July 15

8:15 AM - 9:15 AM **Breakfast in the Trade Show Singing River
Sponsored by**

9:15 AM – 11:00 AM **Refreshments Shoals Atrium
Sponsored by Coca-Cola Bottling Company, Inc and
Royal Cup Coffee and Tea**

9:30 AM – 11:00 AM **Education Finale: Shoals ABC
Fostering Team Alignment to Achieve Big,
Unreasonable Dreams
SPEAKER: Marvelless Mark**

11:00 AM **Silent Auction Payment at Convention Registration Desk**

Revised 03/17/2026