

Tourism Strikes the Perfect Chord!

Refer to the Activities Tab on the website for all options

11:00 AM **Committees Arrive and Set Up Begins**
Sheffield/Ford City/Singing River

Monday, July 13

9:00 AM – 5:00 PM	Registration	Registration Desk
	Coffee and Soft Drinks	Shoals Atrium

10:00 AM – 11:30 AM **Alabama Travel Council Annual Meeting & Alabama Tourism Partnership Update** (open to all registrants)
Shoals ABC

11:30 AM - 12:15 PM **Grab and Go Light Lunch**
Sponsored by **Shoals Atrium/Shoals ABC**

12:30 PM – 2:45 PM **Opening General Session** **Shoals ABC**

1

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 Panel Discussion 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
<u>Tuesday, July 14</u>		
8:00 AM – 5:00 PM	Registration	Registration Desk
	Refreshments Sponsored by Coca-Cola Bottling Company, Inc. and Royal Cup Coffee and Tea	Shoals Atrium
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	“From Stadium Seats to City Streets: The Sports Tourism Surge Speaker: John David, President & CEO Sports Events & Tourism Association	
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 II – Beyond the Map: Shaping Destinations That Inspire III – Trails, Rivers & Parks: Nature-Based Tourism IV – Inside the Alabama Tourism Department	Shoals D Florence Muscle Shoals 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 local shops, Graffiti Alley, adjacent park and free arcade. This event will be sponsored by Visit The Shoals, Renaissance Shoals Resort & Spa, and Florence Downtown Alliance.

Wednesday, July 15

8:15 AM - 9:15 AM	Breakfast in the Trade Show Sponsored by	Singing River
9:15 AM – 11:00 AM	Refreshments Sponsored by Coca-Cola Bottling Company, Inc and Royal Cup Coffee and Tea	Shoals Atrium
9:30 AM – 11:00 AM	Education Finale: Fostering Team Alignment to Achieve Big, Unreasonable Dreams SPEAKER: Marvelless Mark	Shoals ABC
11:00 AM	Silent Auction Payment at Convention Registration Desk	

Revised 03/18/2026