

**Rob Carnegie, President & CEO, Visit The Shoals
Welcome by Florence Mayor, Ron Tyler**

12:40 – 1:00 PM

**Alabama Tourism Department Advisory Board Meeting
Hans van der Reijden, Vice-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, Deputy Director, Alabama Tourism
Department**

1:45 PM – 2:00 PM

***What's Your Number – Live Data from Arrivalist*
John Packer, Account Director, Arrivalist**

2:00 PM – 2:15 PM

**Grab and Go Break Shoals Atrium
Sponsored by ACCS Innovation Center
Beverages Shoals Atrium
Sponsored by Florence Coca-Cola Bottling Company
and Royal Cup Coffee and Tea**

2:15 PM – 2:45 PM

***Michelin Update Panel Discussion*
Stephanie Kennedy-Mell, Owner, ChurchStreet Family
Restaurants
Hans van der Reijden, Founder and CEO, Ithaka
Hospitality Partners
Ryan O'Hara, Owner, Pizza Grace, Birmingham**

2:45 PM – 3:00 PM

**AGCT App Instructions
App Sponsored by: Bobby Sorden, App My Community**

3:00 PM – 4:15 PM

**General Session Shoals ABC
*How to Become an Iconic Destination Tourist, Visitors,
and Guests Love*
Speaker: Calvin Stovall, Chief Experience Officer,
ICONIC Presentations, LLC
Sponsored by: Alabama Mountain Lakes Tourist Assn.
During this high-energy keynote presentation, attendees
will learn how to activate the ICONIC Framework to**

continually lead and deliver a consistent, memorable experience and win the hearts and minds of tourists, visitors, and guests for a lifetime.

4:30 PM – 5:30 PM **Opening Reception in the Trade Show/Silent Auction
Sponsored by Alabama Living
(Cashless Bar)** **Singing River**

**Alabama Distillers Guild Spirits Tasting
a Shoals
Prefunction**

6:30 PM – 7:00 PM **Cocktails/Cashless Bars** **Shoals Atrium**

7:00 PM **Alabama Tourism Department Awards Banquet
Masters of Ceremonies, Lee Sentell, Director, Alabama
Tourism Department and Judy Hood, Chairperson,
Muscle Shoals Music Foundation Board** **Shoals ABC**

9:15 PM **Dessert and Coffee in the Trade Show
Sponsored by 2027 Hotel Host – Grand Hotel Golf
Resort & Spa; and City Hosts– Eastern Shore Chamber
of Commerce and Visit Mobile** **Singing River**

Tuesday, July 14

8:00 AM – 5:00 PM **Registration** **Registration Desk**

Beverages **Shoals Atrium**
**Sponsored by Florence Coca-Cola Bottling Company
and Royal Cup Coffee and Tea**

8:00 AM – 9:00 AM **Breakfast in the Trade Show and Silent Auction
Sponsored by Advance Travel and Tourism** **Singing River**

9:15 AM **General Session** **Shoals ABC**

9:15 AM – 9:20 AM **Marvelous Mark Teaser**

9:20 AM – 10:05 AM ***Building the Tourism Workforce of Tomorrow***
Speaker: Dr. Vic Wilson

10:10 AM – 10:55 AM ***From Stadium Seats to City Streets: The Sports Tourism
Surge***

**Speaker: John David, President & CEO
Sports Events & Tourism Association**

11:00 AM

Announcement of Tourism Breakout Session

11:10 AM – 12:00 PM

Breakout Sessions

I – *The Power of Influence: Advocacy is Leadership*

**Panelists: Kim Adams, Attorney at Law, and
Governmental Advisor to ATP; and Tami Reist,
President & CEO, Alabama Mountain Lakes Tourist
Assn. Shoals D**

II – *Beyond the Map: Shaping Destinations That Inspire*

**Moderator: Kim Lawson, Renaissance Shoals Resort &
Spa**

**Panelists: Brian Murphy, Director, Florence Arts &
Museums; Sue Pilkilton, Executive Director, Ivy Green,
Birthplace of Helen Keller, and Nancy Pinion, Director,
Jesse Owens Museum Florence**

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

**Panelists: Chris Blankenship, Commissioner, Alabama
Department of Conservation and Natural Resources and
Matthew Capps, Director, Alabama State Parks
Muscle Shoals**

**IV – *Alabama Tourism Department: Updates,
Opportunities & How to Get Involved***

Shoals E

Moderator: Grey Brennan, Deputy Director

Timekeeper: Jade Cox, Assistant to the Deputy Director

Topics and Speakers:

**PR and Social Media - Mary Ella Cauthen and Brooklyn
Lundy**

**Sales/Trade Shows/International - Laura Hicks, Andy
Facer and Janin Nachtweh**

**Website and Research - Pam Smith and John Packer
Newsletter – Dwayne ORiley**

**Welcome Centers - Trisa Collier and Welcome Center
Managers**

Brand USA – Dani Campana and Angie Austin

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**

2:00 PM – 2:45 PM

Breakout Sessions

**V – *Predicting Adventure: AI Knows Where to Go Next*
Speaker: Randa Hovater, Founder, Tripp & Co. LLC
Shoals D**

**VI – *Funding Your Future – Navigating Tourism Grants*
Speaker: Bethany Oliver, Founder, B Hive Consulting
Florence**

**VII – *From Backstage to Center Stage; Elevating
Research and Tourism Planning***

**Speaker: Greg Fuson, Director of Research, Destination
Marketing Research Muscle Shoals**

**VIII – *Alabama Tourism Department: Updates,
Opportunities & How to Get Involved* Shoals E**

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Brand USA – Dani Campana and Angie Austin Shoals E

**Join members of the ATD for an informative and
interactive breakout session. Hear directly from the
team about the latest developments across their
divisions, exciting new initiatives, and what’s on the
horizon for promoting Alabama as a premier travel
destination.**

**Discover practical ways you can get involved — whether
you’re a destination marketer, attraction operator,**

hotelier, or industry partner — including how to align your efforts with statewide tourism goals.

This is your chance to ask questions, share ideas, and leave with clear action steps to maximize your partnership with Alabama Tourism in the months ahead.

2:45 – 3:00 PM

Refreshment Break

Shoals Atrium

Grab and Go Break/Snacks Sponsored by: AccuWeather

Beverages Sponsored by: Florence Coca-Cola Bottling Company and Royal Cup Coffee and Tea

3:00 PM – 4:30 PM

General Session

Shoals ABC

Panel Discussions

3:00 PM – 3:45 PM

Behind the Hits: How Music Tourism Drives Economic Growth

Moderator: Ryan Murphy, President and General Manager, Huntsville Venue Group/The Orion Amphitheater

Panelists: Judy Hood, Chairperson, Muscle Shoals Music Foundation Board

Rodney Hall, President, FAME Recording Studios and FAME Publishing,

John Paul White, UNA Instructor and Grammy Winning Recording Artist

3:45 PM – 4:30 PM

Placemaking – How Local Style Shapes the Tourist Experience

Moderator: Kimberly DeLape, Executive Director, Children’s Museum of the Shoals and theStudio Magazine

Panelists: Olivia Terenzio, Director of Programs, Project Threadways

Billy Reid, Founder/Owner/Fashion Designer, *Billy Reid*
Robert Rausch, Creative Director, Rausch Collective

4:30 PM – 5:00 PM

Building Alabama’s Infrastructure to Enhance Tourism Opportunities

Speaker: Senator Katie Britt’s State Director, Dana Hall McCain

Alabama tourism relies on strong infrastructure statewide. Senator Britt is committed to driving various types of infrastructure investment from the Tennessee Valley to the Alabama Gulf Coast and will provide brief updates on efforts currently underway.

Shoals ABC

5:15 PM – 6:30 PM

**Reception in the Trade Show/Silent Auction and Final Bidding for the Silent Auction (Cashless Bar)
Sponsored by Poarch Creek Indians and OWA Parks & Resort Singing River**

Alabama Distillers Guild Spirits Tasting

7:00 PM

**Buses Depart for the Street Party on Historic Mobile Plaza
Sponsored by Visit The Shoals, Renaissance Shoals Resort & Spa, and Downtown Florence Alliance**
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 live music, food stations, and specialty bars throughout, guests can dance the night away or wander into the local shops, Graffiti Alley, adjacent park, and free arcade.

Wednesday, July 15

8:30 AM - 9:30 AM

**Breakfast in the Trade Show Singing River
Sponsored by Wind Creek Hospitality**

9:30 AM – 11:00 AM

**Refreshments Shoals Atrium
Sponsored by Florence Coca-Cola Bottling Company and Royal Cup Coffee and Tea**

9:30 AM – 11:00 AM

**Conference Finale: Shoals ABC
Fostering Team Alignment to Achieve Big, Unreasonable Dreams
Speaker: Marvelless Mark
Mark is a keynote speaker, experience creator, and expert in human-centered leadership, culture, and performance. Known for transforming traditional meetings into high-energy interactive experiences, Mark blends music, storytelling, humor, and audience**

participation to create memorable moments that inspire teams to connect, engage, and perform at a higher level

11:00 AM

Silent Auction Payment at Conference Registration Desk

07/06/2026