

2009 AGENDA
ALABAMA GOVERNOR'S CONFERENCE ON TOURISM
Marriott's Grand Hotel
August 29 – September 2
Get To The Point - Point Clear, Alabama!!!

Saturday, August 29

Golf Tournament at the Lakewood Course at the Grand Area Tour

Sponsored by Eastern Shore Chamber of Commerce

Sunday, August 30

11:00 AM – 4:00 PM Trade Show Setup Grand Ballroom

11:30 AM – 12:45 PM **AHA Board Meeting**

12:00–4:15 PM **Registration** Convention Registration Desk - Grand Ballroom Foyer

12:00–5:00 PM **Beverage Service** Grand Ballroom Foyer
Sponsored by Royal Cup Coffee

1:00–2:00 PM **“Tourism Education 101”** Azalea Ballroom

Speaker: Lee Sentell, Director, Alabama Tourism Department

1:00–2:00 PM **“Re-adjusting Your Plans, Based On the Latest Travel Trends!”** Grand Ballroom

Speaker: Berkeley Young, Young Strategies, Inc

2:15–4:15 PM **Opening General Session and Alabama Tourism Department (ATD) Update**

Welcome by Darrelyn Bender, President, Eastern Shore Chamber of Commerce; David Clark, General Manager, Marriott's Grand Hotel; Representative Joe Faust; Tim Kant – Mayor of Fairhope; Fred Small – Mayor Daphne; Joseph C. Bonner – Mayor of Spanish Fort

Alabama Tourism Department Annual Update and Advisory Board Meeting

4:30–6:00 PM **Trade Show/Silent Auction Reception** Grand Ballroom
Sponsored by: Compass Marketing, Inc.

Dinner your own on the Eastern Shore

Monday, August 31

8:00 AM–5:30 PM **Conference Registration** Grand Ballroom Foyer

8:00-9:00 AM **Breakfast in the Trade Show/Silent Auction** Grand Ballroom

9:00–11:00 AM **Beverage Service** Grand Ballroom Foyer
Sponsored by Royal Cup Coffee

9:15–11:15 AM **General Session** Grand Ballroom
“Everything You Need To Know About Social Media”

Speaker: David Griner, Luckie & Company

11:30–12:30 PM **Lunch Sponsored by:** 2010 AGCT Hosts-Renaissance Montgomery Hotel and Spa and Greater Montgomery CVB

and Chamber of Commerce Azalea Ballroom
Beverage Service Grand Ballroom Foyer
 Sponsored by: Royal Cup Coffee

12:45–2:30 PM **General Session** Grand Ballroom
“The Brave New World of Traveler2.0”
 Speakers, David Stutts and David Griner, Luckie & Company

2:30-2:45 PM **Refreshment Break** Grand Ballroom Foyer
 Sponsored by: Royal Cup Coffee

2:45–4:30 PM **ATP Update and Legislative Session** Grand Ballroom
 Moderators: Johnny and Kim Adams, Adams and Associates
 Legislative Speakers: (invited) Representatives Joe Faust, Steve McMillan, Randy Davis; Johnny Mack Morrow, Mac Gipson, Craig Ford; Richard Lindsey. Senators: (invited) Bobby Singleton and Tripp Pittman

4:45–5:45 PM **Trade Show/Silent Auction** Grand Ballroom
 Silent Auction bid sheets pulled at 5:30 PM.

6:30 PM (Sharp!) Motorcoach departure for the **Magic on Main Street!!**
 Activities include Taste of Fairhope, Downtown Art Walk, Fairhope Museum of History Tour, and Shopping Spree with giveaways, Musical Entertainment, Book Signing, Tree Lighting, Downtown Parade and Fireworks!!

Tuesday, September 1

8:00 AM-3:00 PM **Conference Registration**

8:00-8:45 AM **Pay and Pick Up Silent Auction Items** Grand Ballroom Foyer
 Trade Show tear-down complete by 10:00 AM

8:45 AM **Southern Living Breakfast** Azalea Ballroom

10:00 AM–3:00 PM **Beverage Service** Grand Ballroom Foyer
 Sponsored by Royal Cup Coffee

10:00–11:15 AM **General Session** Grand Ballroom
“Creativity and Innovation in Your Marketing Practice”
 Speaker: Peter C. Yesawich, Ph.D. CEO, YPartnership
 Sponsored in part by: Alabama Hospitality Association

11:30-1:00 PM **AACVB Luncheon** Azalea Ballroom
 Master of Ceremonies, John Wild, President AACVB
 Presentation of 2009 Tourism Industry Scholarship Award Winners

1:15–1:30 PM **Travel South Showcase Update for 2010** (Grand Ballroom)
 Speaker, Liz Bittner, President and CEO Travel South

1:30 – 2:30 PM **Alabama Travel Council Annual Meeting and Board of Directors Meeting** (open to all registrants) Grand Ballroom

6:30 PM **Reception** (Cash Bar) Pre-Function Foyer

7:00 PM **Alabama Tourism Department Awards Banquet** Azalea Ballroom (Cash Bars will be closed during Awards presentations) Black Tie preferred!
 All evening functions sponsored by the Alabama Tourism Department

Wednesday, September 2

9:00 AM

“Calling Party for Travel South Showcase 2010!” Beach
Side Room

Updated: 7/20/09