

**2011 AGENDA**  
**ALABAMA GOVERNOR'S CONFERENCE ON TOURISM**  
**"Tourism Speaks With One Voice"**  
**Marriott Shoals Hotel and Spa**  
**Florence, Alabama**  
**July 23-26**  
**[www.algovernorsconference.com](http://www.algovernorsconference.com)**

**Saturday, July 23**

2:00 PM Golf Outing at Fighting Joe, RTJ Course  
\$75 fee

**Sunday, July 24**

10:00 AM **Silent Auction Set-Up** Tuscumbia Room

11:00 – 1:00 PM **AHA Board of Directors Meeting**  
Ford City Board Room

12:00–4:15 PM **Registration** Pre-Function Foyer

12:00–5:00 PM **Beverage Service** Pre-Function Foyer  
Sponsored by Royal Cup Coffee and Buffalo Rock

1:15 – 3:15 PM **Advanced Seminar – CEO**  
Shoals DE  
**Sponsored by Alabama Hospitality Assn**  
**Speaker:** K. Bryce Metheny, Attorney at Law  
Burr & Forman, Birmingham, AL  
Sponsored by: Alabama Hospitality Assn.  
Intro by: Mark Noyes, President, Alabama Hospitality Assn.  
**Topic:** "Grippers, Whiners and Complainers: Will your treatment of a perpetual complainer put your business on trial?"

Simple, honest mistakes in managing problem employees often lead to extensive liability for employers. And today's evolving technology gives the griper and whiner immediate access to information even many managers don't have. It is more important than ever to understand the many laws employees use to hold employers hostage and to gather important tools to successfully manage employees who simply refuse to follow the rules. This session provides both the information and the tools to protect your company.

2:15 – 3:15 PM **Tourism 101 – Staff**  
Florence Meeting Room  
**Speaker:** Lee Sentell, Director

Alabama Tourism Department

3:30 - 5:00 PM

**Opening General Session**

Shoals DE

Welcome by Debbie Wilson, President, Florence/Lauderdale Tourism; Larry Bowser, General Manager, Marriott Shoals Hotel and Spa; Bobby Irons, Florence Mayor

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

6:00 PM

Board motor coaches

6:15 – 9:00 PM

**“A Taste of Handy”**

Sponsored by: Florence/Lauderdale Tourism, Shoals Distributing, and Alabama Mountain Lakes Tourism Association.

Depart the Marriott Shoals via bus at 6:00 PM for the Legend’s Restaurant, located in the heart of downtown Florence on cobblestoned Mobile Plaza. Cocktails will be served on the patio. Drink tickets and a cash bar will be provided. Seated dinner inside the restaurant begins at 7:00 PM. and Legends will charge \$5 per drink.

After dinner, you will be on your own to tour the arts and crafts offered up and down Mobile Plaza and enjoy the band. Classic Muscle Shoals music will be featured.

**Monday, July 25**

8:00 AM–5:30 PM

**Conference Registration** Pre-Function Foyer

8:00 AM – 1:00 PM

Trade Show Setup  
Shoals ABC

8:30 AM

***Southern Living* Breakfast**

Singing River Meeting Room

**Speakers:** Lindsay Bierman, Editor, and Greg Schumann, VP/Publisher, *Southern Living*

Topic: “A Look Inside *Southern Living*”

Intro by: Cyndi Ratcliff and Holly Belk, *Southern Living*

The new leadership team of *Southern Living*, VP/Publisher, Greg Schumann and Editor Lindsay Bierman (who is celebrating his one-year anniversary on the brand), will share brand insights, new initiatives, and upcoming events for the coming year.

9:30–11:30 AM

**Beverage Service** Pre-Function Foyer

Sponsored by Royal Cup Coffee and Buffalo Rock

9:45–11:15 AM

**General Session**

Shoals DE

**Speaker:** Michael D. Gehrisch, President & CEO

Destination Marketing Association International (DMAI)  
Topic: Destination Marketing–New Attitudes & New Frontiers

Get a new perspective on what DMOs deliver in real dividends to local communities around the world and how new frontiers are being forged in destination marketing. Learn fresh ways to position your DMO in your local community and the global marketplace – from advocacy and research to leisure marketing and convention sales. DMAI is the passionate advocate and definitive resource for official destination marketing organizations and professionals worldwide, with a membership of 600 DMOs representing more than \$1.5 billion in spending power.

**Speaker:** Steve Morse, Ph.D., Director & Economist, Tourism Institute, University of Tennessee, Knoxville  
**Topic:** “In Alabama, Tourism is Economic Development”

Dr. Morse will give you five proven strategies for telling the economic importance of Alabama tourism to your local elected and appointed government officials.

11:30–12:45 PM

**AACVB’s Scholarship Luncheon**

Singing River Meeting Room  
Master of Ceremonies, J.P. Parsons, President AACVB  
Presentation of 2011 Tourism Industry Scholarship Award Winners

1:00–4:00 PM

**Beverage Service** Pre-Function Foyer  
Sponsored by: Royal Cup Coffee and Buffalo Rock

1:00–2:45 PM

**General Session**

Shoals DE

**Sponsored by: Alabama Hospitality Assn.**

**Speaker:** Duane Vinson, Vice President, Smith Travel Research

**Topic:** “Alabama Lodging Rejuvenated!”

Intro by: Larry Fidel, CAE, Director, Alabama Hospitality Assn, Sponsor of this educational session

Duane will present the latest in lodging performance for Alabama, as well as the Southeast region and the rest of the country. The travel & tourism industry is in full recovery and Alabama is certainly experiencing its fair share of renewed travel demand. His presentation will provide new insights to the latest trends in occupancy and rates, hotel development and share STR’s forecast for the lodging industry.

**Speaker:** Steve Morse, Ph.D., Director & Economist, Tourism Institute, University of Tennessee, Knoxville

Topic: “Myths and Facts about Flexible School Start Dates in Alabama & Impact on Student Learning and Tourism”

In Alabama, as well as numerous other states, start dates for public schools have been proposed earlier and earlier. In this session, you explore the myths and facts about the impact on student learning of early-August school start and the impact of flexible school start dates on the tourism industry in Alabama. Dr. Steve Morse has researched and consulted this issue in three southeastern states and will outline these myths and facts surrounding the flexible school start date issue in Alabama.

3:00–4:15 PM

### **ATP Update**

Shoals DE

Moderator: ATP President, Tynette Lynch, Hospitality Business Solutions

### **Legislative Session**

Moderators: Johnny and Kim Adams, Adams and Associates

Confirmed Legislative Speakers: Senators Tammy Irons and Arthur Orr, Representative Barry Mask,

Invited Legislative Speakers: Marcel Black, Greg Burdine, Lynn Greer, and Clay Scofield.

4:30–6:00 PM

### **Reception in the Trade Show/Silent Auction**

Shoals ABC

Sponsored by: NetLink SolutionZ

6:10 PM

Board motor coach

6:30 PM

### **Alabama Year Of Music Song Writer’s Contest Final Competition at the famous Ritz Theater**

Sponsored by: Alabama Tourism Department

It’s the exciting conclusion of the statewide competition for emerging songwriters with ties to Alabama. The winners from each of the four tourism regions in Alabama will perform on stage for bragging rights, a cash prize and a session at the legendary FAME Recording Studios. You will want to attend this official Year of Alabama Music event and witness the winner being announced on stage.

7:20 PM

### **Unveiling of the 1<sup>st</sup> “Singing Rivers” sculptures**

Four semi-abstract sculptures honoring The Shoals’ music heritage, one each in Florence, Muscle Shoals, Sheffield and Tuscumbia, are planned as local tourism icons. A cluster of the sculptures are also intended for a located overlooking the Tennessee River. Be a part of history when you attend the unveiling of the first of the series of larger-than-life Singing River sculptures in downtown Sheffield. Location: Montgomery Street in downtown Sheffield (just two blocks from the Ritz Theatre)

7:45 PM **“Struttin’ with the Stars” Dinner at the Alabama Music Hall of Fame followed by a strut lead by the GRAND OOBEEDOO!**  
Sponsored by: Alabama Music Hall of Fame, Outback Steakhouse, Shoals Distributing and Colbert County Tourism

9:30-10:00 PM Motor coach returns to Marriott Shoals

## **Tuesday, July 26**

8:00 AM-3:00 PM **Conference Registration** Pre-Function Foyer

8:30-9:30 AM **Character Breakfast in the Trade Show/Silent Auction**  
Shoals ABC  
Sponsored by: 2012 AGCT – City Host, Eastern Shore Chamber and Host Hotel, Marriott Grand Hotel, Spa and Golf Resort  
Bring your mascot/re-enactor/character!

10:00 AM–4:00 PM **Beverage Service** Pre-Function Foyer  
Sponsored by Royal Cup Coffee and Buffalo Rock

9:45–10:45 AM **General Session**  
Shoals DE  
Speaker: Dr. Suzanne Cook  
Suzanne Cook Consulting, LLC  
Topic: US Travel Trends and Outlook  
Intro by: Bill Dinan, Luckie & Company  
Sponsored by: Luckie & Company  
The “Great Recession” crippled the global and U.S. travel and tourism industry as travel declined significantly in volume and spending. Consumers re-thought and scaled back their discretionary spending. The "AIG Effect" reduced dramatically businesses’ corporate travel and even more so their meetings activities. But 2011 has posted better economic and performance indicators and there is a new sense of optimism among industry operators and leaders. Combining her industry knowledge and experience with critical new data and forecasts, Suzanne will share her outlook on what to expect for the months and year ahead and her insights on shifting consumer trends that could affect your business.

10:45 - Noon Speaker : Bryan Dodge, President & CEO  
Dodge Development, Inc.  
Topic: “The Good Life Rules”  
Bryan will show you how to have your best year ever. He will coach you on how to create consistent upward growth in your life, and he will train you on how to

harness the power of personal energy and direct it into productivity.

12:00-1:00 PM

**Lunch in the Trade Show/Silent Auction**

Shoals ABC

Sponsored by: Compass Media, Inc.

MC: J. Gary Ellis, President, Compass Media, Inc.

**Bids picked up promptly at 12:45 PM**

1:00 PM

**Pay and Pick Up Silent Auction**

Shoals ABC

1:30-2:45 PM

**General Session**

Shoals DE

Speaker: Bryan Dodge, President & CEO

Dodge Development, Inc.

Topic: "The Power of Coaching Up!"

The goal of this training is to give you the tools to create a culture that stands strong during tough times. You will form the chemistry of a winning team by learning effective communication and team-building skills.

2:45 PM

Break Pre-Function Foyer

3:00 – 4:00 PM

**General Session**

Shoals DE

Speaker: North Wood

Topic: "Solving the Mystery of Talent"

Rediscover your passion for work and achievement! Get a deeper understanding of the laws of personal change, techniques for reaching goals, your creativity and your talent. Live classical music is performed throughout his presentation to illustrate points and ideas. What could be more appropriate in the Year of Alabama Music!?!

4:15 – 5:15 PM

**Alabama Travel Council Annual Meeting and Board of Directors Meeting** (open to all registrants)

Shoals DE

6:30 PM

**Reception** (Cash Bar) Pre-Function Foyer

7:00 PM

**Alabama Tourism Department Awards Banquet**

Shoals C

(Cash Bars will be closed during Awards presentations)

Black Tie preferred!

All evening functions sponsored by the Alabama Tourism Department

Updated 7/9/11