



2017 Kentucky Travel Industry Annual Conference
Crowne Plaza | Louisville, Kentucky

**PRELIMINARY
CONFERENCE SCHEDULE**

MONDAY, OCTOBER 23

7:00 a.m. – 5:00 p.m.
Registration

9:00 a.m. – 4:00 p.m.
Tradeshow Set Up

9:00 a.m. – 1:30 p.m.
“Voluntourism” Opportunity & Local Tour

Hotel Louisville – Mission: *Inn Possible*

Wayside Christian’s Mission’s Hotel Louisville is much more than a hotel – it is a safe-haven for women and children, a training center for the chronically unemployed, and a great place for weddings, conferences and celebrations. It serves as both a safe, clean transitional living shelter for women and families as well as a traditional hotel providing rooms for tourists and business travelers. From the general manager to the front desk clerks to the banquet servers, the hotel is staffed primarily by men and women who have either completed or who are currently in one of the Mission’s recovery or training programs. Resident clients receive formal classroom instruction and are also offered a work therapy program, which provides real hands-on training that will enhance their skills for re-entry into the work force.

Volunteers will have the opportunity to get a dose of old fashion “elbow grease” and help renovate some of their rooms or have the opportunity to put your hospitality knowledge to work and assist with on-site training. Lunch will be provided to all KTIA volunteers onsite at Hotel Louisville in the WayCool café.

Sponsored by Louisville CVB.

Butter My Biscuit Culinary Tour

Embark on a culinary tour of some of Louisville’s most delicious and well-known Southern hot spots during the “Butter My Biscuit” Culinary Tour! Stops include a tour and kitchen demo at the Bourbon Barrel Foods Kitchen, bourbon ball tasting and shopping at Butchertown Market. Participants will end their tour with a stop at the River House Restaurant for fried chicken tasting/pairings!

Sponsored by Mint Julep Tours and Louisville CVB.

2:00 p.m. – 4:00 p.m.

Bowling for Bourbon
Executive Strike & Spare

4:30 p.m. – 5:15 p.m.

Board of Directors Meeting

4:30 p.m. – 5:15 p.m.

New Member Orientation

6:00 p.m. – 8:00 p.m.

Icebreaker Opening Reception
Iroquois Amphitheater

Jack O' Lantern Spectacular

A cast of 5,000 is waiting to greet you at the Jack O' Lantern Spectacular at Iroquois Amphitheater for this year's Icebreaker! Join KTIA and the Louisville CVB for an evening of food, fun and a stroll among 5,000 professionally carved jack o' lanterns and over 100 scenes highlighting pop culture, history, arts and cinema.

TUESDAY, OCTOBER 24

7:00 a.m. – 5:00 p.m.

Registration

8:00 a.m. – 8:00 p.m.

Silent Auction

8:00 a.m. – 9:30 a.m.

Opening Breakfast

9:30 a.m. – 10:00 a.m.

Tradeshow Break

10:00 a.m. – 10:50 a.m.

General Session

A Perfect Pairing: Kentucky Food & Travel

Speaker: Ouita Michel

Renowned Kentucky chef and restaurateur Ouita Michel will discuss food, and Kentucky food in particular, as an experiential driver of travel.

11:00 a.m. – 12:00 p.m.

Breakout Sessions

Local Officials Talk Tourism

Speakers:

- Mayor Brandi Harless, *Paducah*
- Mayor Dick Heaton, *Bardstown*
- Judge/Executive Terry Martin, *Hart County*
- Judge/Executive Gary Moore, *Boone County*
- Moderator, Sara Osborne, *MML&K*

A panel of mayors and county/judge executives will discuss why and how they came to recognize the value of tourism and through their experiences offer insights into how the industry can influence other local officials to embrace the importance of tourism to their communities.

Studies in Collaboration

Speakers

- Donna Carpenter, CDME, President & CEO, *Cabarrus County Convention & Visitors Bureau, Cabarrus County (North Carolina)*
- Diana Lawson, FCDME, Chief Executive Officer, *Elkhart County Convention & Visitors Bureau, Elkhart County (Indiana)*
- Moderator, Vicki Fitch, Executive Director, *Bowling Green Area CVB*

Destination success stories resulting from collaboration among traditional and non-traditional tourism partners will be presented by two highly respected convention & visitor bureau CEOs. Although the presentations will be made by CVB executives, collaboration is relevant to all industry segments, not just CVBs, and so too is this session.

Professionalism is a Choice

Speaker: Phillip Van Hooser

Leadership development expert and former Fortune 500 human resources executive, Phillip Hooser, explores how our choices and actions convey, “I am a professional” or “I think I am good enough to get by.” Phil is a past president of the National Speakers Association and a member of the Speaker Hall of Fame.

12:00 p.m. – 1:30 p.m.

Networking & Tradeshow Lunch

As a new networking enhancement, seating will be available for attendees to have lunch and network with others who perform similar job functions.

1:30 p.m. – 2:30 p.m.

Breakout Sessions

Getting Your Story Straight

Speakers:

- David Brock, Managing Editor, *Frankfort State Journal*
- John Nelson, Editorial Director, *Landmark Newspapers*

- Joel Christopher, Executive Editor/Vice President of News, *Louisville Courier-Journal*

Whether it's the softer side of tourism news or the hard news that sometimes occurs, newspaper coverage can have a significant tourism impact. A panel of Kentucky newspaper editors provides newspaper coverage insights and best practices. Sponsored by the Kentucky Press Association.

How an Idea Becomes a Hotel

Speakers:

- Don Howard, *H&W Management*
- Pat Culligan, *HREC*

Don Howard, H&W Management, a Lexington hotel development and management company and Pat Culligan, HREC, a Memphis hotel development consulting firm, describe the hotel development decision making process and how the local tourism industry, public officials and other local stakeholders can most effectively participate and influence the process.

Work Load, Staff Light

Speaker: Lyle Hanna, *Founder and President of the Hanna Resource Group*

Small businesses and small destination marketing organizations, along with larger businesses with an over flowing workload, struggle with not having a large enough team to get done what is needed and wanted to be accomplished. This session will present methods for managing and coping with this challenge.

2:30 p.m. – 3:00 p.m.

Tradeshow Break

3:00 p.m. – 4:00 p.m.

General Session

It's Your Call: Smart Decision Making for Leaders

Speaker: Phillip Van Hooser

From the mundane to the major, each waking hour of every day we are making decisions. How often, if ever, do we pause to reflect not on *what* to decide, but rather *how* to decide? Phillip Van Hooser will present key points that will improve your decision-making skills. Phil is a leadership development expert and former Fortune 500 human resources executive, and a past president of the National Speakers Association and an inductee in the Speaker Hall of Fame.

6:00 p.m. – 7:00 p.m.

Gala Reception

7:00 p.m. – 9:00 p.m.

Gala Dinner – Live Auction and Traverse Awards

9:00 p.m. – 11:00 p.m.
Afterglow Party

WEDNESDAY, OCTOBER 25

8:00 a.m. – 9:00 a.m.
Networking & Tradeshow Breakfast

9:00 a.m.—9:30 a.m.
Annual Membership Meeting

9:30 a.m. – 10:30 a.m.
General Session

Creating Visitor Experiences Kentucky Style

Speaker: James Gilmore

Delivering experiences is now a bedrock principle of tourism, but that was not always the case. It was the publication of *The Experience Economy: Work is Theater and Every Business is a Stage*, co-authored by James Gilmore, which ignited an awareness of the power of experiences. With insights applicable to all businesses that make up Kentucky's travel industry, Mr. Gilmore will describe the experience economy and explore methods for creating compelling and differentiating Kentucky visitor experiences.

10:30 a.m. – 11:00 a.m.
Tradeshow Break

11:00 a.m. – 11:30 a.m.
General Session

Kentucky Department of Tourism Update

Tourism Commissioner Kristen Branscum presents her annual update to the industry.

11:30 a.m. – 12:00 p.m.
Kentucky Governor Matt Bevin (Invited)

12:00 p.m. – 12:15 p.m.
Closing Remarks