

Kentucky Travel Industry Annual Conference

“Rise To The Challenge!”

Northern Kentucky Convention Center

October 20-22, 2014

Monday, October 20

9:00 am-4:00 pm – Registration – Northern Kentucky Convention Center

9:45 – NKY Sightseeing Tours – Northern Kentucky Convention Center

- **Historic Bellevue Shopping Tour 9:45-1:45**

A different kind of retail therapy Bellevue, KY is host to a thriving shopping district founded in 1870 from what was once a plantation owned by the family of General James Taylor along the Ohio River. Browse the family-owned shops featuring handcrafted items, beautiful jewelry, gifts and eclectic art galleries. Then gather for lunch (compliments of NKY CVB) at Virgil’s Café; you may have seen it on Food Network’s *Diners, Drive-ins and Dives!* For dessert we’ll go to Schneider’s Sweet Shop founded in 1939 and reminiscent of the old time corner ice cream and candy store.

- **Casino 9:45-1:45**

“Bond didn’t defend the practice. He simply maintained that the more effort and ingenuity you put into gambling, the more you took out.” — [Ian Fleming](#), *Casino Royale*. Test your ingenuity at Horseshoe, the area’s newest casino! *The Shoe* hosts a sprawling 100,000 sq. ft. casino floor and nearly 2000 slot machines. Enjoy lunch (compliments of NKY CVB) at your leisure at The Spread. It’s not Vegas but what happens at Horseshoe stays at Horseshoe!

- **NKY Fall Country Tour 10:00-3:00**

Enjoy the beautiful fall season Northern Kentucky style on this historic Burlington, KY tour. It’s a perfect time to visit the Eagle Bend Alpacas Farm, a unique experience you’ll not soon forget. “Mini” will greet you at the gate and insist that you pet her prior to being introduced to her charming friends. Once you touch them you’ll see why Alpaca fleece is so popular – and it’s available for sale in the fiber studio and store located on the farm. We’ll have an elegant picnic lunch (compliments of NKY CVB) at Farm Haven noted as one of Northern Kentucky’s premiere fall celebrations. Purchase your pumpkins, walk the corn maze and enjoy the season on a hay ride for a tour of the farm. Then it’s on to Rabbit Hash, a quaint

Northern Kentucky river-town whose fortunes literally have risen and fallen with the waters of the Ohio River. A destination for many travelers, the General Store is a heaping slice of Americana and a working store since 1893. You'll also meet the mayor of Rabbit Hash but only if he's been fed and groomed.

Noon-4:00 – Trade Show Set-up, Northern Kentucky Convention Center

1:30 – Bowling at Axis Alley, Newport On the Levee

4:00 – New Member Orientation, Northern Kentucky Convention Center

4:00 – KTIA Board of Directors Meeting, Northern Kentucky Convention Center

6:00 – Opening Night Reception, Newport Aquarium/Ride The Ducks

Tuesday, October 21

(Unless otherwise noted, all events held at the Northern Kentucky Convention Center)

8:00 – 2014 Opening Breakfast

Breakfast Remarks - Bob Stewart, Secretary - Tourism, Arts & Heritage Cabinet

9:45-10:30 Keynote Address

Rise to the Challenge - Tori Murden McClure – President, Spalding University

Few people have taken on the challenges that Tori Murden McClure has confronted and conquered. She is the first woman to row solo across the Atlantic Ocean, one of the first to travel over land to the South Pole, and she is an avid mountaineer, who was the first woman to climb Lewis Nunatuck in Antarctica, Suffice it to say that Tori knows challenges, but not just those that come with her amazing exploits. Like many professionals in the travel and tourism industry, she also understands the challenges that come with leading an organization in her capacity as President of Spalding University. As a former advisor to Louisville Mayor Jerry Abramson, she knows government, and that it can both create and solve challenges. And having worked for Muhammad Ali to assist in the creation of the Muhammad Ali Center, she is familiar with the challenges that come with developing a world class visitor attraction. During her remarks she will share her insights into the adventure that challenges offer, the courage they require, and the joy they can bring to those who confront them.

10:30-11:15 – Trade Show Opens and Morning Break

11:15-12:00 Keynote Address

***If There's Only One Kentucky, What's Its Story?* Sam Ford - Director, Peppercomm**

If anyone wants to truly understand America, there's no better place to start than The Bluegrass State. It's the Midwest, the South, and Appalachia. It's a land of diverse natural beauty, of deep cultural roots, and of myriad cutting-edge contemporary attractions. How does each destination and attraction in the state articulate its unique story in a way that also ties into our larger connective narrative? Drawing on his experience as a cultural scholar, as a journalist, as a marketing/communications consultant, and—most of all—as a proud Kentucky native and resident, Sam Ford will share his thoughts about crafting your story in a way that doesn't just reach your audience but, ultimately, becomes something they'll want to spread.

12:00-1:30 – Networking Lunch in the Trade Show Area

1:30-2:30 Concurrent Sessions

***Police, Pets and Partnerships –Quick Hit Ideas for Tourism Success* – Renee Wuerdeman, Northern Kentucky Convention Bureau; Chris Kingsley, PetsWelcome.com; Mark Hess, Creative Alliance**

If you are one of those people who hate to choose which session to attend, this three-topics-in-one session is for you. All the three topics will help you bolster your tourism success. Learn about an innovative program the Northern Kentucky CVB developed to engage the local police force as visitor ambassadors. Topic number two will demonstrate how your community, hotel properties and attractions can be pet friendly and attract the growing number of people who travel with their pets. Our third speaker recognizes that many organizations in the travel industry depend on and are sought after as sponsors and partners. Hear how to both offer *and* derive value from partnerships and sponsorships.

***Creating Stories Your Audience Will Want to Share* – Sam Ford, Director of Audience Engagement, Peppercomm**

How do you create stories your audience won't just want to read, watch, or listen to, but—ultimately—they will want to share? The answer lies in listening, in empathy, and in sharing compelling stories. Sam will focus first on what your potential audiences care about and want to know, rather than what you want to tell them. Drawing from his years of experience working with companies from a range of sectors, Sam Ford will share his thoughts—and answer your questions—about how best to engage the visitors you seek to reach.

***Creative Placemaking* - Lori Meadows – Executive Director, Kentucky Arts Council**

Creative placemaking uses arts, culture and creativity as tools to address a myriad of issues such as tourism, community development, revitalization, the economy and other important aspects of livable places. The Kentucky Arts Council has been assessing what creative placemaking means to Kentucky and

what it can do for the people of the Commonwealth. In this session, we will hear the latest in those efforts and what creative placemaking can mean for your community.

2:30-3:00 – Trade Show Afternoon Break

3:00-4:00 Concurrent Sessions

***Oooohhh - Bright shiny object! Reaching Consumers in a Distracting World* – Margaret Horlander, Vice President – Team Leader, Creative Alliance and Marla Johnson, CEO and Co-Founder, Aristotle**

We live in an age of abundant media and multitasking is the norm. And it has created an audience whose attention is more than divided. In this presentation we will discuss reaching your target audience where they live, work and play with relevant, visually-engaging messages in both traditional and digital media. Attendees will learn how paid, earned and owned media intersect to maximize your marketing.

If We're Not At the Table We'll Be On the Menu: The Importance of Advocacy and How to Meet With Your Legislator

Kentucky State Representative Adam Koenig; Sara Osborne, MMLK; James Higdon, MMLK

Good public policy does not often stand on its own. Advocacy is a critical function of any Association, and one of the most effective ways to inform legislators and influence outcomes is the face-to-face meeting. Get tips from the experts – including a member of the Kentucky House of Representatives – and find out what to do before, during, and after a meeting with elected officials. The session will also emphasize the importance of advocacy, and a couple of volunteers may even have the opportunity to practice what they learned by role playing in a real meeting with Northern Kentucky legislator, State Rep. Adam Koenig. Whether or not talking issues with your legislator is in your comfort zone, this session will help make you a more impactful contributor to your organization's advocacy efforts and those of the entire travel industry.

***Building Our Future - The "How To" of the Kentucky Tourism Development Act* – Mike Mangeot, Commissioner, Kentucky Department of Travel and Tourism**

The Tourism Development Act was the first of its kind in the U.S. and over its history has served as a model that many states have replicated. This program provides a state sales tax incentive program for tourism development projects. A loan program is also in place to assist small tourism attractions obtain financing necessary for the development or expansion of small tourism attractions. Commissioner Mangeot will review the value of the program to the Commonwealth and how businesses and can use it to their benefit. Destination marketing organizations can gain insights they can use to attract and expand local tourism development.

6:00 – Gala Reception & Silent Auction

7:00 – 2014 Traverse Awards Gala and Live Auction

9:00 – Afterglow – Marriott RiverCenter

Wednesday, October 22

(All events held at the Northern Kentucky Convention Center)

8:00-8:45 – Trade Show Breakfast

8:45-9:15 – KTIA Annual Meeting

9:15-9:45 – Special Session

9:45-10:15 – Trade Show Morning Break

10:15-11:00 General Session

Lessons from a Sinkhole - Wendell Strode, Executive Director, National Corvette Museum

“Anything can happen anyplace” is a statement often made during crisis management seminars. That statement was never truer than the morning that Wendell Strode woke up to a 60 foot deep sinkhole in the atrium of the National Corvette Museum that had swallowed up eight prized Corvettes. Hear the firsthand account of the crisis that drew international attention, how it was managed, its positive results, and the multitude of lessons that the crisis provided.

11:00-11:45 – Update From the Kentucky Department of Travel & Tourism

Update From the Department of Travel & Tourism - Mike Mangeot, Commissioner, KDTT

Commissioner Mangeot will discuss the work of the Department of Travel & Tourism, including achievements of the preceding months and upcoming plans and priorities. KDTT is an essential component in Kentucky’s tourism marketing, and provides direction, leadership and resources for the state’s travel industry. This session will provide both big picture information and specific opportunities for your involvement and benefit.

11:45 – Closing Remarks