



2017 KTIA Program Conference Schedule

All conference events will take place at the Crowne Plaza Louisville Airport unless otherwise noted. Louisville is in the Eastern Time Zone.

MONDAY, OCTOBER 23

7:00 a.m. – 5:00 p.m.

Registration

Registration Area

Sponsored by Pikeville City Tourism & Convention Commission

9:00 a.m. – 4:00 p.m.

Tradeshow Set Up

Crowne BC

9:00 a.m. – 1:30 p.m.

Hotel Louisville – Mission: *Inn Possible*

Wayside Christian 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 serves, 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 give a dose of old fashion "elbow grease" and help renovate some of their rooms or have the opportunity to put their 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

9:00 a.m. – 1:30 p.m.

“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 hosted by Mint Julep Tours. Stops include a tour and kitchen demo at the Bourbon Barrel Foods Kitchen, a tour at Cellar Door and 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 Louisville CVB

2:00 p.m. – 4:00 p.m.

Bowling for Bourbon

Executive Strike & Spare Bowling Lanes (911 Phillips Lane, Louisville)

4:30 p.m. – 5:15 p.m.

Board of Directors Meeting

Whitley, 2nd Floor

Sponsored by Hopkinsville-Christian County CVB

4:30 p.m. – 5:15 p.m.

New Member Orientation

Perry

Sponsored by Bardstown Tourism

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.

Sponsored by Louisville CVB

TUESDAY, OCTOBER 24

7:00 a.m. – 5:00 p.m.

Registration

Registration Area

Sponsored by ADARA, Blue Ridge Country and Dreamscapes

8:00 a.m. – 8:00 p.m.

Silent Auction

Exhibit Hall

8:00 a.m. – 9:30 a.m.

Opening Breakfast

Crowne A

Sponsored by Meredith Travel Marketing/Navigate Media

Speaker: John Ramsey, Host, WAVE 3 Listens Live!, WAVE 3 News

Connected – Muhammad Ali and Kentucky

Sponsored by Muhammad Ali Center

9:30 a.m. – 4:30 p.m.

Tradeshow

Crowne BC

Sponsored by Georgetown-Scott County Tourism, Glasgow-Barren County Tourist & Convention Commission and Kentucky Lake CVB

9:30 a.m. – 10:00 a.m.

Tradeshow Break

Crowne BC

Sponsored by American Bus Association, Endless Vacation and KACVB

10:00 a.m. – 10:50 a.m.

A Perfect Pairing: Kentucky Food & Travel

Crowne A

Speaker: Ouita Michel, Restaurant Owner & Executive Chef, Ouita Michel Family of Restaurants

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.

Local Officials Talk Tourism

Russell/Shelby, 2nd Floor

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 tourism's importance to their communities.

11:00 a.m. – 12:00 p.m.

Studies in Collaboration

Trimble/Taylor, 2nd Floor

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.

11:00 a.m. – 12:00 p.m.

Professionalism is a Choice

Whitley, 2nd Floor

Speaker: Phillip Van Hooser, President, Van Hooser Associates

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 NSA Speaker Hall of Fame.

12:00 p.m. – 1:30 p.m.

Networking & Tradeshow Lunch

Crowne A (Seating) & Crowne BC (Buffet)

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

Sponsored by Ohio Magazine/LongWeekends

1:30 p.m. – 2:30 p.m.

Getting Your Tourism Story Straight

Russell/Shelby, 2nd Floor

Speakers:

- John Nelson, Editorial Director, Landmark Newspapers
- Joel Christopher, Executive Editor/Vice President of News, Louisville Courier-Journal
- David Thompson, Executive Director, Kentucky Press Association
- Moderator, Gil Lawson, Public Information Officer, Kentucky Department of Parks

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 professionals provide newspaper coverage insights and best practices.

Sponsored by Kentucky Press Association

1:30 p.m. – 2:30 p.m.

How an Idea Becomes a Hotel

Trimble/Taylor, 2nd Floor

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.

1:30 p.m. – 2:30 p.m.

Work Load, Staff Light

Whitley, 2nd Floor

Speaker: Lyle Hanna, Founder and President, 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

Crowne BC

Sponsored by Lebanon Tourist & Convention Commission, Owensboro-Daviess County CVB and Prestonsburg Tourism

3:00 p.m. – 4:00 p.m.

It's Your Call: Smart Decision Making for Leaders

Crowne A

Speaker: Phillip Van Hooser, President, Van Hooser Associates

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, a past president of the National Speakers Association and an inductee in the NSA Speaker Hall of Fame.

6:00 p.m. – 7:00 p.m.

Gala Reception

Exhibit Hall

Sponsored by Garden & Gun

7:00 p.m. – 9:00 p.m.

Gala Dinner – Live Auction and Traverse Awards

Crowne A

Sponsors listed in dinner program and video.

9:00 p.m. – 11:00 p.m.

Afterglow Party

Trimble/Taylor/Whitley, 2nd Floor

Sponsored by Evan Williams Bourbon Experience and Triangle Talent

Wednesday, October 25

8:00 a.m. – 9:00 a.m.

Networking & Tradeshow Breakfast

Crowne A (Seating) & Crowne BC (Buffet)

Sponsored by AAA

9:00 a.m.—9:30 a.m.

Annual Membership Meeting

Crowne A

Sponsored by Best Western Hotels of Kentucky, Madden Media and Spectrum Reach

9:30 a.m. – 10:30 a.m.

Creating Visitor Experiences Kentucky Style

Crowne A

Speaker: James Gilmore, Co-Founder, Strategic Horizons LLP

Delivering experiences is now a bedrock principle of tourism, but that was not always the case. It was the publication of *The Experience Economy*, 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 uniquely Kentucky visitor experiences.

10:30 a.m. – 11:00 a.m.

Tradeshow Break

Crowne BC

Sponsored by Radcliff-Ft. Knox Tourism Commission, Somerset-Pulaski County CVB/City of Somerset/Burnside Tourism and Southern Living

11:00 a.m. – 12:00 p.m.

Kentucky Department of Tourism Update

Crowne A

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

12:00 p.m. – 12:15 p.m.

Closing Session

Crowne A

Sponsored by TripAdvisor