



Dunwoody, Georgia  
February 20-22, 2019

## 2019 GACVB Winter Meeting – February 20-22, 2019

### AGENDA

Atlanta Marriott Perimeter Center  
Dunwoody, Georgia

<b>Wednesday, February 20<sup>th</sup></b>		<b>Room</b>
9 am – 5 pm	<b>Registration Open</b>	
9 am – 1pm	<b>Sponsor &amp; Exhibitor Setup</b>	Perimeter Prefunction
10 – 11:30 am	<b>GACVB Board of Directors Meeting</b>	Abernathy
12 pm	<b>Lunch on your own Discover Dunwoody dining</b>	
12:30 – 1:15 pm	<b>First-time attendee / New Member Meet &amp; Greet</b>	Abernathy
1:30 – 3 pm	<b>Welcome &amp; Opening General Session</b> <i>Engineering Experiences from Concept to Competitive Advantage</i> Sponsored by Discover Dunwoody Guest presenter: Joe Veneto, Veneto Collaboratory	Salon C & D
3 pm	<b>Afternoon Break</b> Sponsored by Pineapple Public Relations	Perimeter Prefunction
	<b>Silent Auction opens</b>	
3 pm	<b>Executives Lounge opens</b> Sponsored by Conversant	Abernathy
3:30 – 4:30 pm	<b>Breakout Sessions</b>	
	<b>Destination Digital Marketing – Day 1</b>	Salon A

*Integrating your DMO digital marketing strategy  
Breaking down the digital silos and identifying  
how social media impacts PR, blogs, and advertising.*

Moderator:

**Scarlett Rosier**, Co-Founder & Director of Operations  
Rhyme & Reason Design

Panel Guests:

**Jess Coleman**, Owner – Root & Bloom Social

**Ray Peabody**, President – CVB Digital

**Shantel Khleif**, Co-Founder & CEO - Imagine Media Consulting

**Leveraging Your Higher Learning Institutions** Hammond

*DMOs working with local colleges and universities:*

*Research, Workforce Development, Group Sales,  
Product Development projects, and more*

Moderator:

**Dr. Mark Newton**, Paul T. Martin Chair in Hospitality and Tourism  
Harry W. Walker School of Business, Piedmont College - Athens

Panel Guests:

**Neville Bhada**, Founder & CEO – Tourism Skills Group

Adjunct professor, Cecil B. Day School of Hospitality, Georgia State  
University, Georgia State University School of Hospitality Industry  
Advisory Board

**Dr. Bynum Boley**, Assistant Professor

Parks, Recreation, and Tourism Management

University of Georgia Warnell School of Forestry and Natural Resources

**Dr. Kyle Woosnam**, Associate Professor

Parks, Recreation, and Tourism Management

University of Georgia Warnell School of Forestry and Natural Resources

**Dr. Steve Morse**, Dean, McCamish School of Business & Sport Studies

Professor of Economics, Reinhardt University

**Frontline Hospitality Training Programs**

Salon B

Sponsored by Stamp Destinations

*Frontline staff has the most direct interactions with  
our visitors. Hear how DMOs are making a difference  
in how their frontlines influence the visitor experience  
in their destinations and why these efforts matter more today than ever.*

Moderator:

**David Allred**, Principal – Stamp Idea Group, LLC



**Partnerships and collaboration across economic boundaries – Session 2**

Salon B

Presenter: Shana Young, Executive Director

Leadership Institute at Columbus State University

Mat Swift, President of W.C. Bradley (ret.) - creation of Uptown Columbus

Dr. Shawn Cruzen, Executive Director, Coca-Cola Space Science Center

Greg Camp, President National Infantry Museum (ret.).

11:45 am

**Networking Luncheon : *What Did We Learn ?***

King & Queen

*Lunch and learn from colleagues with Q & A sharing obstacles and success stories*

*(Table leaders providing five questions for discussion)*

Sponsored by Meredith Travel & Southern Living

1 – 2:15 pm

**General Session**

Salon C & D

- Georgia Department of Economic Development (GDEcD)

Tourism Division Update

- GACVB Business Session & Legislative Update

2:30 pm

**General Session**

Salon C & D

**Shared Economy Lodging Industry update**

*How can you influence policy and partner with stakeholders?*

*Panel regarding Short-Term Rental providers:*

*regulations, local government relations on policies and ordinances, tax*

*revenues and more*

Moderator:

**Lee Hughes**, Hughes Public Affairs

Guest Panelist:

**Ulrik Binzer**, Co-Founder & CEO – Host Compliance

**Chris Hardman**, Director of Membership – Georgia Hotel & Lodging Association

**Troy Flanagan**, American Hotel & Lodging Association

**Sarah McQuade**, Planning Manager, Planning Department – Hall County, Georgia Government Department

**Michael Owens**, President/CEO - Tourism Leadership Council

**Brumby McLeod**, Associate Professor, School of Business in the Department of Hospitality & Tourism Management – College of Charleston

3:30 pm

**Afternoon Break**

Perimeter

Sponsored by Advertising Unlimited

Prefunction

4 - 5 pm

## Breakout Sessions

### **Destination Digital Marketing – Day 2**

Salon A

*Integrating your DMO digital marketing strategy  
Breaking down the digital silos and identifying  
how social media impacts PR, blogs, and advertising.*

Moderator:

**Scarlett Rosier**, Co-Founder & Director of Operations  
Rhyme & Reason Design

Panel Guests:

**Jess Coleman**, Owner – Root & Bloom Social

**Ray Peabody**, President – CVB Digital

**Margot Dukes Eddy**, Co-Founder & COO - Imagine Media Consulting

### **Best Practices in Local Grant Programs**

Salon B

*How DMOs develop and manage local grants to  
partners in marketing, product development, cultural arts  
and more to stretch and maximize their promotional dollars.*

Moderator:

**Jay Markwalter**, Executive Director – Georgia Association of CVBs

Peer Panel Guests:

**Lindsay Fruchtl**, VP of Marketing – Augusta CVB

**Hannah Smith**, Director of Marketing & Communications - Athens CVB

**Peter Bowden**, President & CEO – VisitColumbusGA

**Lisa Anders**, Executive Director – Explore Gwinnett

5:45 pm

**Thursday Reception** – Live Music & Libations  
Sponsored by Discover Dunwoody

Perimeter  
Prefunction

### **Winter Wine Toss**

Supporting Educational Programs & Scholarships  
Sponsored by Accent Creative Group

Hammond

6:30 – 9:30 pm

**Discover Dunwoody Dine Around**

## Friday, February 22<sup>nd</sup>

8 am

**Registration Open**

8:30 - 10:15 am

**Concurrent Leadership Development Sessions**  
Tier 1 - Organizational Excellence

**Change is Good, You Go First! – Leading Change**

Salon A

Leadership Excellence Certification (LEC) Course 2  
Presenter: Chelsea Powell, Assistant Director  
Leadership Institute at Columbus State University

**Partnerships and collaboration across  
economic boundaries – Session 3**

Presenter: Shana Young, Executive Director  
Leadership Institute at Columbus State University

Salon B

10:30 am

**Silent Auction Closes**

10:30 – 11:45 am

**Wrap up General Session**

*Leadership: Developing a Healthy Culture*

Fred Cerrone, Founder & Chairman of Hotel Equities

Salon C & D

12 – 12:30 pm

**Silent Auction Check Out**

Perimeter

12:30 pm

**Adjourn**

Prefunction

**Lunch on your own** – continue to Discover Dunwoody!