



The Columbus Georgia Convention & Trade Center
Historic Iron Works

801 Front Avenue, Columbus, GA 31901

Sunday, Jan. 30th

5:30 pm	Board of Directors Reception and Dinner <i>Sponsored by Epsilon</i>	Hotel Indigo
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Monday, Jan. 31st

9 am – 5 pm	Registration Open	Riverside Registration
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9 am – 1pm	Sponsor & Exhibitor Setup	Foundry
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9:30 – 11:00 am	GACVB Board of Directors Meeting	Room 102
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12 pm	Lunch on your own Enjoy unique dining in Columbus (https://visitcolumbusga.com/dine/)	
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1:30 – 3 pm	Welcome & Opening General Session	Ballroom C
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Posting of The Colors
Western Hemisphere Institute Security Cooperation
WHINSEC Color Guard NCOIC, Fort Benning, Georgia

Ashley Woitena, Senior Vice President, Sales, VisitColumbusGA
Vice President, GACVB

Peter Bowden, President-CEO, VisitColumbusGA

B. H. “Skip” Henderson, Mayor, City of Columbus

Bringing Our Vision to Life	Ballroom C
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In support of the theme of GACVB’s 2022 annual conference – Come Together – Georgia Department of Economic Development Deputy Commissioner for Tourism Mark Jaronski will bring together his Explore Georgia leadership team for an informal, yet informative, discussion and audience Q&A. Last year,

Jaronski outlined organizational changes designed to be a new starting point from which the state's official tourism marketing organization will grow. This year's session will provide a mid-year update on the team's progress and firsthand accounts of how Explore Georgia is continuing to inspire travel to and within Georgia.

Presented by Explore Georgia, Tourism Division of the Georgia Department of Economic Development

Ashley Barfield, Director of Tourism Research – Explore Georgia

Brittney Gray, Director of Tourism Partner Marketing – Explore Georgia

Regan Young, Director, Consumer Partner Marketing – Explore Georgia

Meggan Hood, Division Director – Explore Georgia

Mark Jaronski, Deputy Commissioner – Explore Georgia

3:00

Afternoon Break

Foundry

Networking with partners

Sponsored by Carrollton Area Convention & Visitors Bureau

Auction Opens

Foundry

Supporting Education Programs & Scholarships

3:30 – 4:30 pm

General Session

Ballroom C

Building Community Support for Tourism,

A Conversation with Laurie & Dan Rowe

It is not news that the past several years has been tumultuous for the tourism industry and for society as a whole. As we begin to make sense of what the new normal looks like, opportunities may exist for the tourism industry to be recognized as an essential part of every local community. Join Laurie & Dan Rowe in a conversation that explores ways for DMO's and tourism industry partners to build community support and pride.

Session Partner: Advance Travel & Tourism

Laurie Rowe, President – Laurie Rowe Communications

Dan Rowe, President & CEO - Visit Panama City Beach CVB

Executive Director - Bay County Tourist Development
Council (TDC)

5:45 – 9:30 pm

Evening Shuttle Transportation

Sponsored by 365 Degree Total Marketing

6:00 – 9:00 pm

Opening Reception Event & Dinner

The PowerHouse

Sponsored by VisitColumbusGA, iDSS/Tempest

Tuesday, Feb 1st

7 – 8:15 am	Breakfast / Networking	Foundry
8 am	Registration Open	Riverside Registration
8:30 - 10 am	Concurrent Leadership Development Sessions	

Leading a High-Performance Team Leadership Excellence Certification (LEC) Course 1 : Part 1	Room 103
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Trust, agility, communication, and systematic encouragement are the pillars of high performance teams. Participants will have the opportunity to diagnose and rate the equalities that make a team effective. We will also discuss Lencioni's 'Five Dysfunctions of a Team' that will diminish performance and effectiveness.

Sponsored by: Pick Ellijay (Gilmer Chamber & Welcome Center)

Presenter: Cedricia Thomas

Instructor/Facilitator of Leadership Development
The Leadership Institute at Columbus State University

Careers & Coffee (or Cocktails!)	Ballroom C
Tourism-Economic Development Executives	

Back by popular demand! This new CEOs panel series launched in 2020 interviews DMO executives to share their career paths of successes and obstacles as well as tackling current issues in Georgia's tourism industry

*Session Partners: Atlanta Magazine Custom Media
Laurie Rowe Communications*

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

Panel Guests:

Andy Williams, Visit Roswell

Rebekah Snider, Visit Milledgeville

Holly Quinlin, Cobb Travel & Tourism

Jan Hackett, Fannin County Chamber & CVB, Georgia's Blue Ridge

10:00 am	Morning Break Networking with partners	Foundry
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Refreshment Break Partners: Harris County Chamber of Commerce and Advertising Unlimited

10:30 am

Concurrent Leadership & Marketing Sessions

Leading a High-Performance Team Leadership Excellence Certification (LEC) Course 1 : Part 2

Room 103

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Do you want results or impressions?

Ballroom C

Getting results from your digital advertising can be frustrating, come and learn from peers and industry executives how they have been able to drive results through strategic plans, innovative campaigns, and measurable results.

Session Partner: MediaOne North America

Moderator: Mike Robertson, MediaOne North America

Panel Guests:

Sam McDuffie, Dahlonga-Lumpkin Co. Chamber & Visitors Bureau

Natalie Conrad, Twin Cities Gateway, MN

Josh Sherwood, MediaOne North America

11:45 am

Leadership & Awards Luncheon

Dining Gallery – 2nd Level

Luncheon and Recognition Partners: Accent Creative Group

Pineapple Public Relations

Visit Villa Rica

- **Leadership Excellence Certification (LEC) Graduation**
- **Special Membership Presentation**

Lunch & Learn Program

Collaboration: Moving from Buzzword to Business Necessity

We've all heard (and likely used) the word collaboration hundreds of times in our professional careers. It's time to change our mindsets and ignite our communities with effective and impactful collaboration. DMOs and local economic development partners should be in lockstep. Tourism is Economic Development! Who's got your back? Learn from this panel discussion, with three Chamber Executives and former tourism-economic development leaders, the importance of local agency relationships. Takeaway best practices for building

and leveraging allies and easy to implement ideas for stronger collaboration which very well may become your community's next competitive advantage.

Jerald Mitchell, President & CEO – Greater Columbus Chamber of Commerce
Christie Moore, President – Valdosta-Lowndes Chamber of Commerce
Cindy Williams, CEO – Cartersville-Bartow County Chamber of Commerce

1:15 pm

Stretch Break

1:30 – 2:30 pm

General Session

Ballroom C

Building Belongingness in Your Organization and Community

Research shows that organizations and communities accomplish more when everyone feels understood and valued. Everyone – nonprofit leaders, board members, and staff – contributes to building that culture. In complex times, effective leaders must ask what “Diversity, Equity, and Inclusion” means to their organization and community to build an inclusive, supportive environment. During this session, we will address strategic approaches to incorporating diversity and equity into policies, programs, and practices that affect organizations and the communities they serve.

Session Partner: J.W. Fanning Institute for Leadership Development – University of Georgia

Maritza Soto Keen, Ph.D.

Associate Director and Senior Public Service Associate

J.W. Fanning Institute for Leadership Development – University of Georgia

2:40 – 3:00 pm

Transportation to Breakout Group Field Sessions

3:00 – 5:00 pm

Immersion Excursions – [Link to Breakout Fieldtrip Descriptions](#)

Excursion Group A: Uptown - Public Art

Excursion Group B: Uptown - Reinvestment & Planning

Excursion Group C: Uptown - Sustainability

Excursion Group D: Victory District

Excursion Group E: Midcity Yards

6:00-7:30 pm

Evening Reception – Columbus Marriott (Headquarter Hotel)

Sponsored by STAMP Destinations / STAMP Idea Group

7:30 pm

Dine around Columbus – Stroll on your own and enjoy [one of the best parts of exploring Columbus...The food!](#) Local chefs are insistent about quality, innovation and flavor. So, pack your appetite, and make a “must try” plan for your conference visit now at one of the favorite Columbus restaurants, bistros and cafes.

Wednesday, Feb 2nd

7 – 8:15 am **Breakfast / Networking** **Foundry**

8:30 - 10:00 am **Concurrent Leadership Development & Breakout Sessions**

Change is Good, You Go First! – Leading Change Room 103
Leadership Excellence Certification (LEC)

The Leadership Institute at Columbus State University

Using John Kotter's, *'The Heart of Change'* participants will focus on the impact of change, review the 8 steps in the change process, be equipped to be proactive rather than reactive to change, enabled to better lead an organization in a rapidly changing environment and understand the skills necessary to take charge of change.

Sponsored by: Pick Ellijay (Gilmer Chamber & Welcome Center)

Presenter: Shana Young

Instructor/Facilitator of Leadership Development

The Leadership Institute at Columbus State University

Local Government and DMO Series

Ballroom C

Deep Breath & Play Nice – Better Understanding Perspectives in DMO-Local Government Relations

As a Part II to 2021's Defining the relationship between the DMO and the city or county government. The relationship between a city or county government and their DMO can be tricky terrain. Leading into COVID, the hotel-motel excise tax in Georgia generated over \$300M in every corner of the state, nearly \$130M of which is restricted to tourism promotion and product development. With the HMT now being applied to short-term rentals universally, that amount only stands to increase in coming years. Having a close working relationship, mutual expectations and understandings, and a culture of transparency between the local government and its DMO is critical, and this panel will offer insights, lessons learned, and candid observations from both perspectives.

Takeaways:

- Best practices for destination organizations working collaboratively with city leadership including reporting and transparency.
- Understanding and aligning DMO and municipality / county objectives

Session Partner: miles partnership

Tyler Reinagel, Ph.D., MPA

Associate Vice President of Economic Development

Office of Research, Kennesaw State University

Tim Young, City of Hapeville, City Manager

Isaiah Hugley, City Manager - Columbus Consolidated Government
Jay Markwalter, Executive Director - GACVB

10:00 – 10:30 am	Morning Break Networking with partners	Foundry
10:30	Auction Closes	
10:30 – 11:00 am	GACVB Business Session & Legislative Update	Ballroom C
11:00 – 12:15 pm	Closing General Session	Ballroom C

The Show Must Go On! Attracting and Retaining Talent

Randy Cardoza and Tim Chason of The Chason Group, a Georgia firm specializing in executive level searches for chambers of commerce, economic development organizations, destination marketing organizations, foundations, and non-profit entities, will share their experiences dealing with the talent crisis. Topics will include why the candidate pool has dwindled; what it takes to attract “A” players; and changes organizations should consider in terms of employee retention.

Presented by The Chason Group

Tim Chason, President – The Chason Group
Randy Cardoza, Executive Search Consultant

12:15 pm **Closing Remarks & Adjournment**
(Auction check out)

Lunch - Continue to enjoy Columbus!
Extend your stay with friends and dine around on you own

