



10 – 10:30 am      **Leadership Sessions Break**      **Bridge House**

10:30 – 11:45      **Pre-Conference Leadership Development Session**      **Bridge House**

**Get Engaged Without the Ring - Creating a Culture of Engagement  
Leadership Excellence Certification (LEC credits)**

**Course 2**

According to Gallup 7 out of 10 workers are apathetic or totally disengaged. The root cause – Dysfunctional organizational culture. Participants will learn about the impact culture has on an organization and discuss how to create an engaging environment that motivates, stretches and inspires your team. The climate and culture of an organization is determined by a variety of factors, including artifacts, espoused beliefs and values, and underlying assumptions. Participants will understand what organizational culture means, what influence culture has on an organization, and discuss how one goes about building, influencing, or changing an organization's culture.

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

**Presenter: Cedricia Thomas**

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

12:00 pm

**Lunch on your own**

Enjoy unique dining in Albany, [visitalbanyga.com/dine](http://visitalbanyga.com/dine)

1:30 – 3 pm

**Welcome & Opening General Session**

**Flint River Ballroom**

**Posting of The Colors**

**Ashley Woitena**, Senior VP, Sales, VisitColumbusGA / President, GACVB  
**Rashelle Minix**, Executive Director, Albany CVB

**General Opening Session**

**Stuckey's: On the Road to Revival**

Stephanie Stuckey will share her story of reviving both her family's destination business and the great American road trip.

**Stephanie Stuckey**, CEO, Stuckey's Corporation

3:00

**Afternoon Break**

**Radium Springs**

Networking with partners & exhibitors

*Sponsored by Carrollton Area Convention & Visitors Bureau*

**Auction Opens**

Supporting Education Programs & Scholarships

3:30 – 4:30 pm

## Breakout Sessions

### **Effective Advocacy Through a Website Built for Your Community**     **Flint River Ballroom**

Building a website for only travelers is no longer enough — your organization must now build a website that speaks to your entire community. We learned during the pandemic that destination websites are a critical hub and advocacy platform for local communities, extending far beyond just the tourism space. Discover how destinations leverage their website as an advocacy platform through strategic content planning, partner marketing opportunities, and community engagement.

**Sidney Abramson**, Community Engagement Specialist  
Tempest

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### **So, you've invested in more data, now what?**     **Waters Edge I**

There are several players in the attribution and visitation world for destination organizations. Learn the pros and cons, best practices, and how to put the data to use for your destination from DMO leaders.

Moderated by **Jacquelyn Blackwell**, Advance Travel and Tourism  
Panel guests:

**Joanie Flynn**, Gulf Shores/Orange Beach Tourism

**Angela Westerfield**, Visit Savannah

**Laura Luker**, Visit Henry County

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### **Culture | What's the big deal?**

### **Waters Edge II**

How company culture influences our organization and affects its growth. Come hear how culture eats strategy for breakfast.

**Mike Robertson**, VP Brand Partnerships, Director of Culture  
MediaOne North America

5:30 – 7:00 pm

### **Opening Reception Event** **Pretoria Fields Collective (Brewery)**

120 Pine Ave, Albany, GA 31701

*Sponsored by the Albany Convention & Visitors Bureau*

7:00 pm

**Dine around Albany** – Located in the heart of Southwest Georgia, Albany offers a broad array of cuisine selections to satisfy your craving. From fine dining establishments for couples to trendsetting local eateries for foodies, the area has

a little something for everyone. At Visit Albany GA, we proudly connect visitors to the [dining selections](#) available in our area.

## Tuesday, Feb 14<sup>th</sup>

7 – 8:15 am      **Breakfast / Networking**      **Flint River Ballroom**

8 am      **Registration Open**

8:30 – 8:45      **General Session**      **Flint River Ballroom**  
**A Special GACVB Report**

8:45 - 10 am      **Careers & Coffee (or Cocktails!)**  
**Tourism-Economic Development Executives**  
This CEOs panel series launched in 2020 interviews destination leaders / 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 & Company*

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

**Panel Guests:**

**Jennifer Grimmer**, Gilmer Chamber

**Laura Luker**, Visit Henry Co.

**Nicole Kirksey**, Americus-Sumter Tourism

**Patrick Simmons**, Waycross Convention & Visitors Bureau

10:00 am      **Morning Break**      **Radium Springs**  
Networking with partners

10:30 am      **Local Government and DMO Series**      **Flint River Ballroom**

**“Straight to the Top”**

**Conversations with Mayors and Commission Chairs on  
Local Government-Destination Marketing Organization Relations**

In the third part of a series on strengthening relationships with county and municipal government partners, this discussion will provide the perspective of chief elected officials – Mayors and Commission Chairs – on their local government’s relationship with DMO’s and their shared goals of tourism promotion. For many Georgia cities and counties that don’t have a manager form of government, the chief elected official is responsible for the day-to-day operations of the government. The background and knowledgebase of these elected leaders differs from those of professional city or county managers, and

this discussion will provide DMO leaders insight on their perspectives, and better understand how they view your relationship.

**Moderator: Tyler Reinagel, Ph.D., MPA**  
*Associate Vice President of Economic Development*  
Office of Research, Kennesaw State University

11:30 – 12:30      **An Explore Georgia Update:  
GDEcD Tourism Division**      **Flint River Ballroom**

12:30 – 2:00 pm      **Leadership Luncheon**      **Flint River Ballroom**

- Leadership Excellence Certification (LEC) Graduation
- Special Membership Presentation
- Special Partnership Report
- *Travelblazers* Recognition

2:30 – 4:30 pm      **Immersion Excursions**  
**Breakout Groups Field Sessions**  
**Excursion Group A:** Downtown Albany  
**Excursion Group B:** Albany Civil Rights Experience  
**Excursion Group C:** Artesian Alliance  
**Excursion Group D:** Radium Springs (Flint River Trails)  
**Excursion Group E:** The Resora Experience

5:30      **Transportation to Evening Event**

6:00 – 8:00 pm      **Evening Reception & Georgia Tourism Awards**  
**Chehaw Park & Zoo**

## **Wednesday, Feb 15<sup>th</sup>**

7 – 8:15 am      **Breakfast / Networking**      **Flint River Ballroom**

8:30 - 9:15 am      **GACVB General Membership Report**  
**Annual Business Meeting**      **Flint River Ballroom**

9:15 - 10:30 am      **General Session**      **Flint River Ballroom**

### **Three Transformational Opportunities – For Destination Leadership Organizations and Destinations**

Are you a destination manager or a destination leader? The travel landscape has changed dramatically in the last decade. There was a time, not too long ago, that all we had to worry about was putting out consistent messaging and measuring the growth. The sky was the limit. About five years ago we shifted to destination management and now everything has changed. Everything.

Berkeley Young's keynote will reveal three transformational opportunities that destination leaders can embrace to move their organization and destination forward. The future is bright and exciting, as long as you embrace transformation.

Presented by: **Berkeley Young**, Owner & President of Young Strategies, Inc

10:30 – 11:00 am    **Morning Break**    **Radium Springs**  
Networking with partners

10:45    **Auction Closes**

10:45 – 12:00 pm    **General Session**    **Flint River Ballroom**

**Developing a Mobile Visitor Center**

From procurement, to design, to implementation, this session walks you through shifting to a mobile visitor services model from the ground up.

**Andy Williams**, Visit Roswell

12:00 pm    **Closing Remarks & Adjournment**  
(Auction check out)

**Lunch** - Continue to enjoy Albany!

Extend your stay with friends and dine around on you own. Travel safely!

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12:30 – 1:30 pm    **GACVB Council of Chambers** meeting

Roundtable discussion opportunity for GACVB  
Chamber of Commerce professionals in tourism

