



# CONNECTING THE DOTS

---

2019 GACVB WINTER MEETING

February 20–22 | Dunwoody, Georgia



## 2019 GACVB WINTER MEETING

Atlanta Marriott Perimeter Center  
**AGENDA**

### WEDNESDAY, FEBRUARY 20

### ROOM

9am – 5pm	<b>Registration open</b>	
9am – 1pm	<b>Sponsor and exhibitor setup</b>	Perimeter Prefunction
10 – 11:30am	<b>GACVB Board of Directors Meeting</b>	Abernathy
12pm	<b>Lunch on your own</b> <b>Discover Dunwoody dining</b>	
12:30 – 1:15pm	<b>First-time attendee/new member meet &amp; greet</b>	Abernathy
1:30 – 3pm	<b>Welcome and opening General Session</b> <i>Engineering Experiences from Concept to Competitive Advantage</i> Sponsored by Discover Dunwoody Guest presenter: <b>Joe Veneto</b> , Veneto Collaboratory	Salon C & D
3pm	<b>Afternoon break</b> Sponsored by Pineapple Public Relations  <b>Silent auction opens</b>	Perimeter Prefunction
3pm	<b>Executives' Lounge opens</b> Sponsored by Conversant	Abernathy
3:30 – 4:30pm	<b>Breakout sessions</b>  <b>Destination Digital Marketing – Day 1</b> <i>Integrating your DMO digital marketing strategy Breaking down the digital silos and identifying how social media impacts PR, blogs, and advertising</i> Moderator <b>Scarlett Rosier</b> , Co-Founder and Director of Operations, Rhyme & Reason Design Panel guests <b>Jess Coleman</b> , Owner, Root & Bloom Social <b>Ray Peabody</b> , President, CVB Digital <b>Shantel Khleif</b> , Co-Founder and CEO, Imagine Media Consulting	Salon A

## 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 and 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

Peer panel guests

**Aaron Buzza**, VP of Development and COO, Visit Macon CVB

**Cricket Elliott**, Tourism Education Director, Explore Gwinnett

**Regina Dyer**, CVB Manager, City of Gainesville

**Renee Carden**, Sales Manager, Lake Lanier CVB

5:15pm

## CEO meet & greet

Abernathy

Executives' Lounge, sponsored by Conversant

6pm

## Departure to opening reception and dinner

Transportation sponsored by Discover Dunwoody

6:30 – 9:30pm

## "Dunwoody at Dusk," opening dinner event

Dunwoody's boutique **Le Meridien Atlanta Perimeter** hotel  
Sponsored by Discover Dunwoody and Le Meridien Atlanta Perimeter

## THURSDAY, FEBRUARY 21

8am	<b>Registration open</b>	
8:30 – 10am	<b>Concurrent Leadership Development sessions</b> Tier 1 Organizational Excellence	
	<b>Leading a High-Performance Team – Part 1</b> Leadership Excellence Certification (LEC) Course 1 : Part 1 Presenter: <b>Chelsea Powell</b> , Assistant Director, Leadership Institute at Columbus State University	Salon A
	<b>Partnerships and Collaboration Across Economic Boundaries</b> Collaborative Leadership When the “We” Can Do What the “I” Cannot Presenters <b>Shana Young</b> , Executive Director, Leadership Institute at Columbus State University <b>Jennifer Nelson</b> , Public Service Assistant; Governmental Training, Education, and Development, Carl Vinson Institute of Government, University of Georgia	Salon B
10am	<b>Morning break</b> Sponsored by Atlanta Magazine Custom Media	Perimeter Prefunction
10:30am	<b>Leading a High-Performance Team – Part 2</b> Leadership Excellence Certification (LEC) Course 1 : Part 2 Presenter: <b>Chelsea Powell</b> , Assistant Director, Leadership Institute at Columbus State University	Salon A
	<b>Partnerships and Collaboration Across Economic Boundaries – Session 2</b> Finding the Right Dots to Connect Moderator <b>Shana Young</b> , Executive Director, Leadership Institute at Columbus State University Panel guests <b>Mat Swift</b> , President of W.C. Bradley (ret.), creator of Uptown Columbus <b>Dr. Shawn Cruzen</b> , Executive Director, Coca-Cola Space Science Center <b>Greg Camp</b> , President National Infantry Museum (ret.) <b>Mary Beth Horton</b> , President, Habersham County Chamber of Commerce	Salon B
11:45am	<b>Networking luncheon: What Did We Learn?</b> <i>Lunch and learn from colleagues with Q &amp; A, sharing obstacles and success stories</i> Sponsored by Meredith Travel and Southern Living	King & Queen

1 – 2:15pm

**General Session**  
**Georgia Department of Economic Development  
(GDEcD) Tourism Division Update**  
**GACVB Business Session and Legislative Update**

Salon C & D

2:30pm

**General Session**  
**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.*

Salon C & D

Moderator

**Lee Hughes**, Hughes Public Affairs

Guest panelists

**Ulrik Binzer**, Co-Founder and 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 and Tourism Management,  
College of Charleston

3:30pm

**Afternoon break**  
Sponsored by Advertising Unlimited

Perimeter  
Prefunction

4 – 5pm

**Breakout sessions**

**Destination Digital Marketing – Day 2**  
*Integrating your DMO digital marketing strategy*  
*Breaking down the digital silos and identifying*  
*how social media impacts PR, blogs, and advertising*

Salon A

Moderator

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

Panel guests

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

**Ray Peabody**, President, CVB Digital

**Margot Dukes Eddy**, Co-Founder and 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 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 and CEO, VisitColumbusGA  
**Lisa Anders**, Executive Director, Explore Gwinnett

5:45pm	<b>Thursday reception</b> – Live Music & Libations Sponsored by Discover Dunwoody  <b>Winter Meeting Wine Toss</b> Supporting educational programs and scholarships Sponsored by Accent Creative Group	Perimeter Prefunction  Hammond
6:30 – 9:30pm	<b>Discover Dunwoody Dine Around</b> Transportation begins departing 6:30 (30 minute loops)	

## FRIDAY, FEBRUARY 22

8am	<b>Registration open</b>	
8:30 – 10:15am	<b>Concurrent Leadership Development sessions</b> Tier 1 – Organizational Excellence  <b>Change is Good, You Go First! – Leading Change</b> Leadership Excellence Certification (LEC) Course 2 Presenter: <b>Chelsea Powell</b> , Assistant Director, Leadership Institute at Columbus State University  <b>Partnerships and collaboration across economic boundaries – Session 3</b> Who Are Your Dots and How Can Your DMO Play a Role in Connecting Them? Presenter: <b>Shana Young</b> , Executive Director, Leadership Institute at Columbus State University	Salon A       Salon B
10:30am	<b>Silent auction closes</b>	
10:30 – 11:45am	<b>Wrap up General Session</b> Leadership: Developing a Healthy Culture <b>Fred Cerrone</b> , Founder and Chairman of Hotel Equities	Salon C & D
12 – 12:30pm	Silent auction check out	Perimeter Prefunction
12:30pm	<b>Adjourn</b> Lunch on your own – continue to Discover Dunwoody!	

# THANK YOU TO OUR SPONSORS AND EXHIBITORS

## OUR HOST



## LOCAL SPONSORS



## CORPORATE SPONSORS



## LUNCHEON SPONSORS



EXECUTIVES' LOUNGE  
SPONSOR

WINE TOSS  
SPONSOR

PHOTOGRAPHY  
SPONSOR



BREAKOUT SESSION  
SPONSOR

BREAK SPONSORS



STRATEGY + MARKETING + SOLUTIONS



## EXHIBITORS

365 Degree Total Marketing  
Accent Creative Group  
Advertising Unlimited  
Atlanta Magazine  
Custom Media  
Compass Media  
Connect  
Conversant  
CVB Digital

DNR / Georgia State Parks  
& Historic Sites  
Georgia Magazine  
Legacy Promotional Group / AIA  
MediaONE North America  
Meredith Travel Marketing  
Phoenix Printing  
Pineapple Public Relations  
Rhyme & Reason Design  
Southern Living



GACVB.COM | 912.897.6339