Many Partners – One Voice

2014 Governor’s Conference on Hospitality & Tourism

KNOXVILLE, TENNESSEE
OCTOBER 8-10, 2014
I am pleased to welcome you to the 2014 Governor's Conference on Hospitality and Tourism in Knoxville. The theme of the “Visit Knoxville” website illustrates the experience of visiting and living here: “This is our Saturday - football. This is our urban wilderness – kayaking on the Tennessee River. This is our backyard – Great Smoky Mountains.”

Knoxville is a special place – my hometown – and I know this remarkable city will see to it that you have a very memorable visit and a wonderful conference.

The tourism industry is critically important to Tennessee’s economy, providing payroll income of $3.3 billion with 148,700 jobs attributed to your industry. These tourism jobs comprise 5.4 percent of total non-farm employment for our state.

Thank you for building tourism on a foundation of excellence, driven by dedication, hard work and our boundless Southern hospitality. Because of you, Tennessee has a thriving tourism industry that brings millions of visitors and billions of dollars to Tennessee annually.

It’s our hope that this year’s conference inspires and motivates you as you hear from some of tourism’s top marketers and speakers sharing their expertise with you this week. I’m pleased to welcome Teri Yanovitch, Inky Johnson, Mitch Joel, and Gary Oster, among others, to Tennessee.

We owe a debt of gratitude to Commissioner Susan Whitaker and her staff, John Whisenant, Director of Tourism, TnHTA, Kim Bumpas and her team at Visit Knoxville, the Tourism Committee and tourism partners who have made this conference possible.

Again, welcome to the Governor’s Conference on Hospitality and Tourism. Crissy and I send our very best wishes.

Bill Haslam

Welcome!

It’s wonderful to be in beautiful Knoxville for the 2014 Governor’s Conference on Hospitality & Tourism. Situated on the Tennessee River against the stunning backdrop of the Great Smoky Mountains, Knoxville is the perfect blend of urban playground, outdoor recreation and historic charm. Congratulations to Kim Bumpas and her talented Visit Knoxville team for hosting what is sure to be one of the best industry events we’ve ever held.

Many Partners – One Voice: It’s the perfect theme for our first Governor’s Conference since the merger of the Tennessee Hospitality Association and the Tennessee Tourism Roundtable into the Tennessee Hospitality & Tourism Association (TnHTA). Creating a unified industry voice is essential to effectively communicating the enormous economic benefits of this dynamic industry both to the state and all of our local communities.

Many thanks to Greg Adkins, TnHTA President & CEO, and John Whisenant, TnHTA Director of Tourism, for their leadership in creating this remarkable conference that includes education tracks for both hospitality and tourism sectors as well as unique special events, trade show and a dine-around to experience Knoxville’s best restaurants.

The conference has a powerhouse lineup of presenters scheduled as well as an array of educational and professional development seminars and several nationally known keynote speakers. I am confident that you will leave greatly inspired and better equipped to grow your tourism businesses.

We are so pleased that Governor Bill Haslam is planning to join us Friday for his annual address to the industry at the luncheon. His interest in and budgetary support of this industry has been extraordinary, first creating the Tennessee Tourism Committee, and then reviewing and funding its strategic and marketing plan with an additional $12 million over two fiscal years. We look forward to having him join us in his hometown.

I’m pleased to share my “State of the Industry” address with you on Thursday morning. Once again, the number of visitors and economic impact continue to grow. I’m also excited to present Tennessee tourism’s new branding campaign, “Made in Tennessee”. Many of you have seen parts of the campaign since we launched in early July, and we’ll show the television spots as well as other components of the campaign. It’s on strategy, beautiful, moving, and will take our marketing efforts to new heights. I think you’ll love it!

Before closing, I want to give a special shout out to two great friends of the industry, Knoxville Mayor Madeline Rogero and Knox County Mayor Tim Burchett for hosting Tennessee’s tourism industry in this beautiful city. Be sure to make time to take advantage of your time here to explore and discover Knoxville’s treasures!

Have a great time over the next three days, networking and learning from both our national speakers as well as each other. You are an amazing group of people, and I look forward to spending time with each of you!

With great respect,

Susan Whitaker
Dear Industry Colleagues:

On behalf of the Board of Directors of the Tennessee Hospitality and Tourism Association, welcome to the 2014 Tennessee Governor's Conference on Hospitality and Tourism!

This year's conference theme, "Many Partners – One Voice" is so appropriate for our conference, our industry, and our organization. Earlier this year, following a year of study and consideration, the boards of directors for the Tennessee Hospitality Association (TnHA) and the Tennessee Tourism Roundtable (TTR) voted to merge the two organizations into one. This new association, the Tennessee Hospitality and Tourism Association (TnHTA), has proven to be an incredibly strong and powerful voice which, for the first time, truly and equally represents all facets and sectors of the state's second largest industry. It has been a genuine pleasure to watch this new partnership grow and flourish over the last several months as we have blended goals, programs, and staff for the benefit of all.

And of course, that theme of unity and a new direction was something we wanted to carry into this year's conference, which combines the former TnHA conference and the former TTR Governor's Conference on Tourism into one event. For the first time ever, the conference will be reflective of all facets of our industry: tourism and tourism-related organizations and businesses, hotels, restaurants, government, and the various businesses and organizations that serve our industry. In our preparation for the conference, we have tried to plan programming and activities that will serve the broad spectrum and interests of our industry and organization.

There is a long list of folks that I want to thank for their part in putting on this year's conference. Certainly, "thanks" first of all to our hosts in the City of Knoxville, and in particular the staff of Visit Knoxville and their many community partners. Thanks to our local association partners, The Greater Knoxville Hospitality Association and the Sevier County Hospitality Alliance, for their assistance and in particular for their work in producing the TnHTPAC Golf Tournament. Thanks to our conference sponsors and exhibitors for their tremendous support of our industry and our conference – they have truly stepped up to the plate this year in ways that have allowed us to attract some of the best speakers in the nation. And of course, thanks to the staff of the Tennessee Department of Tourist Development for their partnership in producing the conference and for their efforts to promote Tennessee and its hospitality and tourism industry.

Finally, “thanks” to the membership of TnHTA for giving me the opportunity to serve as Chair during this past year. It is an honor and privilege to be a part of this organization and our state's dynamic hospitality and tourism industry.

Best wishes for a successful conference!

Danny Sumrall

Welcome to Knoxville, a city that continues to make good on its promise to welcome and exceed the expectations of visitors from around the world. It is my sincere privilege to speak on behalf of the Visit Knoxville team and tell you we are all very excited about hosting this year’s conference. We know that it does indeed take Many Partners to create One Voice as we work together to promote Tennessee as a World Wide Destination for travel.

Knoxville has always been appreciated for its natural beauty, but as visitors have come to realize, we have a great deal more to offer. If you have not been here recently or passed through on your travels, you might be surprised to see how much entertainment, adventure and culture you can experience at the crossroads. As one writer recently noted, “This one-time flyover spot has become a terrific option for a weekend getaway. Smart regional food, a first-class art museum, and a strong local design community mean plenty to do for a visitor.”

Our incredible tourism partners continue to make strong investments in Knoxville. While you are here, hop on a trail just minutes from downtown, feed the giraffes at the zoo, tour the world’s only Women’s Basketball Hall of Fame or marvel at the world’s largest glass and steel sculpture at the Knoxville Museum of Art. Stop by the home site of Tennessee’s first Governor and enjoy the city our current Governor calls home. We’re glad you’re here!

Best Regards,

Kim Bumpas
Dear Friends,

It gives me great pleasure to welcome you to Knoxville for the Governor’s Conference on Hospitality and Tourism. This is a wonderful opportunity to connect with friends and colleagues across the state as we all work to promote our cities and our state to visitors.

While you are here, please enjoy yourself! We have a vibrant downtown that stretches from the Tennessee River, where Knoxville was born in 1791, to historic Market Square and the Old City. There is a great assortment of restaurants, galleries, and stores in addition to attractions such as the Museum of East Tennessee History and the Women’s Basketball Hall of Fame.

Be sure to visit the Knoxville Museum of Art, with its acclaimed installation by glass artist Richard Jolley and its diverse collection of regional and international art. If you’re a music fan, don’t miss the live Blue Plate Special at the Knoxville Visitor Center. It’s free, and a great way to experience a little East Tennessee culture.

And of course, there is the iconic Sunsphere, the emblem of our 1982 World’s Fair. Our friends at Visit Knoxville recently undertook a renovation and upgrading of the Sunsphere’s Observation Deck, which offers fantastic views of the city and our beautiful natural surroundings.

Have a great conference!

Sincerely,

Madeline Rogero

On behalf of the citizens of Knox County, I welcome you to the Governor’s Conference on Hospitality and Tourism. The hospitality and tourism industry is a key part of our state and local economy, and each of you plays an important role in supporting that industry and its positive impact on Tennessee. Governor Haslam and the Tennessee Department of Tourist Development continue to do outstanding work to encourage visitors to come here to visit, spend money, and make memories.

For those of you visiting for the first time, we hope you enjoy your time here. During your stay, we hope you will enjoy the historic sites, museums, shopping opportunities, our easy access to the Great Smoky Mountains, and excellent restaurants. Most of all, we want you to experience genuine southern hospitality at its finest. You will get a glimpse of why Knox County is a great place to live, work, and raise a family.

I invite you to visit the Visit Knoxville website at www.visitknoxville.com for more information on the many interesting facts and attractions our wonderful community has to offer.

We extend our best wishes for a successful event! Please come back and visit us soon.

Sincerely,

Tim Burchett

2014 Tennessee Governor’s Conference on Hospitality and Tourism Planning Committee

Visit Knoxville
Kim Bumpas
Erin Donovan
Pearl Dorsey
Kelly Gibson
Jennifer Morris
Angie Wilson

Visit Knoxville Partners
Judith Foltz, City of Knoxville Special Events
Dana Hart, Women’s Basketball Hall of Fame
Mickey Mallonee, Knox Heritage
Sam Maynard, James White Fort
Margo Pressley, Women’s Basketball Hall of Fame
Jill Thompson, Greater Knoxville Hospitality Association
Alison Travis, Knoxville Zoo
Liza Zenni, Arts Commission

Tennessee Department of Tourist Development
Laura Crawford
Cindy Dupree
Dave Jones
Jennifer Littlejohn
Marty Marbry
Susan Whitaker

Tennessee Hospitality & Tourism Association
Greg Adkins
Lisa Bass
Amy Grace Dunsire
Lindsey Herren
Melissa McIntyre
John Whisenant

Special thanks to
The Greater Knoxville Hospitality Association and The Sevier County Hospitality Alliance for planning and producing the 2014 TnHTPAC Golf Tournament!

Ken Maples, Sevier County Hospitality Alliance
Jill Thompson, Greater Knoxville Hospitality Association
Bo Connor, Connor Concepts
Teresa Karson, Rafting in the Smokies
The 2014 Conference has been made possible through the generous support of the following sponsors:

Tennessee Department of Tourist Development

AAA Auto Club Group
AAA / Preservation
AAA Publishing
Adara
AJR Media
Alabama Media Group
Billboard Connection
Blue Ridge Outdoors
Checklett Press
Compass Media
Convention South/Sports Events
eHospitality Insurance
Employee Benefit Specialists
Energy Efficiency & Sustainability
Future POS
GEORGIA Magazine
H2R Market Research
Heartland Payment Systems
Holland Roofing
Hospitality Control Solutions
IMEG
Jani King Commercial Cleaning
KONE Elevators
Lambert’s Uniforms
Laundry Systems of Tennessee
Lithographics
The Local Palate
Madden Media
Mahoney Environmental
Marlin Manufacturing
MaxLife Systems
Mechanical Resource Group
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NCC Media
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Pepsi
Populace
POSC Business Systems
PTAC Inc.
Purity Dairy
RCN Communications
REM Company
Restaurant Technologies
Royal Cup Coffee and Tea
RUF Strategic Solutions
S&D Coffee
Skye Con
Smoky Mountain Living Magazine
South Central AV
Southern Living
Special Touch Disaster Restoration
The Spining Group
Standard Textile
Star Distributing
STR
SYSCO
The Tennessee Magazine
The University of Memphis
TnHTA
TN Dept. Tourist Development
Travel Advertising Group
Travel Channel & Food Network
Trip Advisor
U.S. Food
Visit Knoxville
Weider History Group

Special thanks to our Tennessee Tourism EXPO Exhibitors for their support of our industry and the conference!
### 2014 CONFERENCE SCHEDULE

**Unless otherwise noted, all activities take place at the Knoxville Convention Center (KCC)**

#### WEDNESDAY, OCTOBER 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am — 1:00 pm</td>
<td>TnHTPAC Golf Tournament</td>
<td>River Island Golf Club</td>
</tr>
<tr>
<td>8:00 am — 5:30 pm</td>
<td>Registration Open</td>
<td>KCC Lobby</td>
</tr>
<tr>
<td>9:00 am — 2:00 pm</td>
<td>Optional Self-Guided Knoxville Tours</td>
<td>KCC Lobby</td>
</tr>
<tr>
<td>10:00 am — 11:30 am</td>
<td>PlayTennessee Meeting</td>
<td>KCC Meeting Room 301-A</td>
</tr>
<tr>
<td>11:30 am — 1:00 pm</td>
<td>Tourism Regional Directors Meeting</td>
<td>Holiday Inn World’s Fair Park</td>
</tr>
<tr>
<td>2:00 pm — 4:00 pm</td>
<td>Super Seminar — <strong>Sponsored by Travel Advertising Group</strong></td>
<td>KCC Lecture Hall (Lower Level)</td>
</tr>
<tr>
<td><strong>Unleashing Excellence: How To Deliver World-Class Service!</strong> — Teri Yanovitch</td>
<td></td>
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</tr>
<tr>
<td>4:15 pm — 5:15 pm</td>
<td>Tennessee Association of CVBs Meeting</td>
<td>KCC Meeting Room 301-A</td>
</tr>
<tr>
<td>6:00 pm — 9:00 pm</td>
<td>Opening Night Event — <strong>Sponsored by Visit Knoxville</strong></td>
<td>Knoxville Convention Center</td>
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<tr>
<td></td>
<td>Shuttles depart from Holiday Inn and Hilton beginning at 5:30 pm</td>
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</tbody>
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#### THURSDAY, OCTOBER 9

*Check the Educational Seminar schedule on Page 10 for specific topics and locations.*

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am — 5:00 pm</td>
<td>Registration Office Open</td>
<td>KCC Lobby</td>
</tr>
<tr>
<td>7:30 am — 8:15 am</td>
<td>Opening Breakfast — <strong>Sponsored by Southern Living</strong></td>
<td>KCC Ballroom E,F,G</td>
</tr>
<tr>
<td>8:15 am — 9:30 am</td>
<td>Keynote Address</td>
<td>KCC Ballroom E,F,G</td>
</tr>
<tr>
<td></td>
<td><strong>State of the Industry/Department of Tourism Presentation</strong></td>
<td></td>
</tr>
<tr>
<td>9:30 am — 9:45 am</td>
<td>Break</td>
<td></td>
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<tr>
<td>9:40 am — 9:45 am</td>
<td>TN Hospitality and Tourism EXPO Ribbon Cutting</td>
<td>KCC Ballroom A,B,C,D</td>
</tr>
<tr>
<td>9:45 am — 5:30 pm</td>
<td>TN Hospitality and Tourism EXPO Open</td>
<td>KCC Ballroom A,B,C,D</td>
</tr>
<tr>
<td>9:45 am — 5:00 pm</td>
<td>Silent Auction Open</td>
<td>KCC Ballroom A,B,C,D</td>
</tr>
<tr>
<td>9:45 am — 10:45 am</td>
<td>Morning Educational Seminars*</td>
<td>KCC Meeting Rooms 301 A-D</td>
</tr>
<tr>
<td>10:45 am — 11:45 am</td>
<td>EXPO Trade Show Session</td>
<td>KCC Ballroom A,B,C,D</td>
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<tr>
<td></td>
<td><strong>Visit with our outstanding exhibitors!</strong></td>
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<tr>
<td>11:45 am — 1:15 pm</td>
<td>Lunch/Keynote Address — <strong>Sponsored by Miles and Ruf Strategic Solutions</strong></td>
<td>KCC Ballroom E,F,G</td>
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<tr>
<td></td>
<td><strong>Be Inspired!</strong> – Inky Johnson</td>
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<tr>
<td>1:15 pm — 1:45 pm</td>
<td>Dessert in EXPO Tradeshown</td>
<td>KCC Ballroom A,B,C,D</td>
</tr>
<tr>
<td>1:45 pm — 2:45 pm</td>
<td>Afternoon Educational Seminars*</td>
<td>KCC Meeting Rooms 301 A-D</td>
</tr>
<tr>
<td>2:45 pm — 3:15 pm</td>
<td>Break with Exhibitors</td>
<td>KCC Ballroom A,B,C,D</td>
</tr>
<tr>
<td>3:15 pm — 4:30 pm</td>
<td>Afternoon Educational Seminars*</td>
<td>KCC Meeting Rooms 301 A-D</td>
</tr>
<tr>
<td>4:30 pm — 5:30 pm</td>
<td>Reception in EXPO Tradeshow</td>
<td>KCC Ballroom A,B,C,D</td>
</tr>
<tr>
<td>5:00 pm</td>
<td>Silent Auction Closes, Winning Bids Declared</td>
<td></td>
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<tr>
<td>5:30 pm</td>
<td>Tradeshow Closes</td>
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<tr>
<td>5:30 pm — 7:00 pm</td>
<td>Women in Tennessee Hospitality &amp; Tourism Reception</td>
<td>Holiday Inn World’s Fair Park</td>
</tr>
<tr>
<td>5:30 pm — 9:00 pm</td>
<td>Knoxville Dine-Around</td>
<td>Knoxville Area Restaurants</td>
</tr>
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#### FRIDAY, OCTOBER 10

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 am — 1:00 pm</td>
<td>Registration Office Open</td>
<td>KCC Lobby</td>
</tr>
<tr>
<td>7:30 am — 8:15 am</td>
<td>Breakfast — <strong>Sponsored by AAA Auto Club Group</strong></td>
<td>KCC Ballroom E,F,G</td>
</tr>
<tr>
<td>8:15 am — 9:15 am</td>
<td>Keynote Address</td>
<td>KCC Ballroom E,F,G</td>
</tr>
<tr>
<td></td>
<td><strong>A Morning With Mitch Joel</strong></td>
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<tr>
<td>9:30 am — 10:30 am</td>
<td>General Session</td>
<td>KCC Lecture Hall (Lower Level)</td>
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<tr>
<td></td>
<td><strong>The Travel Effect</strong> – Gary Oster</td>
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<tr>
<td>10:30 am — 11:30 am</td>
<td>Break for Hotel Checkout</td>
<td>KCC Ballroom E,F,G</td>
</tr>
<tr>
<td>11:30 am — 1:00 pm</td>
<td>Governor’s Luncheon</td>
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<td></td>
<td><strong>Hon. Bill Haslam</strong></td>
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<tr>
<td>1:00 pm</td>
<td>Conference Adjourns</td>
<td></td>
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</tbody>
</table>
Join us for a night of hospitality... K’town Style!

Opening Night Event

Wednesday, October 8 • 5:30 PM – 9:00 PM

Our wonderful hosts at Visit Knoxville are going to make it well worth your visit to Knoxville! Opening Night Festivities for the 2014 Governor's Conference on Hospitality and Tourism will take place in one of the development hot-beds of the city near the Gay Street viaduct: the Southern Railway Station on Depot Avenue.

Enjoy fabulous food from All Occasion Catering, Holly's Eventful Dining and Bradford Catered Events as you visit with your industry partners from across the state. Learn the history of the railway station from one of our local conductors, and treat yourself to a Knox-Tail as you visit booths set up by members of Knoxville's thriving art community. It'll be the perfect setting to kick off a memorable conference!

Opening Night Event Transportation: Complimentary shuttles to the opening night event will run from the Holiday Inn World's Fair Park and Knoxville Hilton beginning at 5:30pm. Shuttles will continue running to the Southern Railway Station until 6:30pm. They will then begin returning guests to hotels at 8:30pm and run until 9:30 or until all guests have been returned.

Thursday Afternoon Reception

Wind down from your busy day and network with your friends and colleagues from 4:30 pm – 5:30 pm on Thursday evening at a special reception in the Tennessee Hospitality and Tourism EXPO Tradeshow in Ballroom A-D. Two complimentary beverage tickets are included with your registration materials (cash bar service available for additional beverages).

Knoxville Dine-Around

Thursday Night, October 9

The restaurants of Knoxville are rolling out the red carpet just for our Governor's Conference attendees! There's no better way to get to know an area than by enjoying cuisine prepared by locals. In Knoxville, dining experiences range from down home cooking to fine cuisine served in charming settings. A list of local restaurants offering discounts and special offers to Governor's Conference attendees has been provided by our Visit Knoxville hosts in your registration materials.

Women in Tennessee Hospitality and Tourism Reception

Thursday, October 9 • 5:30 pm – 7:00 pm

Holiday Inn World’s Fair Park

Join other professional women from the state's hospitality and tourism industry for this complimentary networking opportunity. Special guest speaker for the event will be City of Knoxville Mayor Madeline Rogero.

Silent Auction • Thursday, October 9

Specialty items from across the state, gift baskets, travel and hotel packages, artwork, crafts, and so much more await you at the annual TnHTA Silent Auction, located in the Tennessee Hospitality and Tourism EXPO Tradeshow from 10:00 am – 5:00 pm. Proceeds from the Silent Auction benefit the various programs and activities of TnHTA.

To place a bid, simply write your name and amount of your bid on the bid sheet. Be sure to check back often during the day to see the status of your bid! Winning bids will be declared at 5:00 pm Thursday evening. Winning bidders may pay for and pick up their items from 5:15 pm – 6:00 pm. Payments may be made with VISA, MasterCard, Discover, or American Express credit cards or by check made payable to “Tennessee Hospitality and Tourism Association.”

An important part of the annual conference, the Tennessee Hospitality and Tourism EXPO Tradeshow provides you with a unique opportunity to meet personally with service providers to the industry. Make sure to stop by and visit with each of our exhibitors. While talking with them, have them initial your EXPO “Dance Card” for a chance to win one of five $100.00 prizes!
On November 2, 2010, Bill Haslam was elected governor of Tennessee with 65 percent of the vote – winning 90 of 95 counties and securing the largest victory of any non-incumbent gubernatorial candidate in Tennessee's history. Under Governor Haslam's results-driven, common sense leadership, Tennessee is recognized as a national leader in education, job creation and fiscal responsibility.

His commitment to education is making a difference. Tennessee is the fastest improving state in the country in academic achievement. He has launched the “Tennessee Promise” – the only program in the country to give every graduating high school senior a chance to earn a certificate or degree beyond high school free of charge and with a personal mentor.

Governor Haslam has focused on making Tennessee the No. 1 location in the Southeast for high quality jobs, and Tennessee currently holds the title of “State of the Year” for economic development.

Working with the General Assembly, he has balanced the budget every year, kept taxes low, ensured Tennessee has the lowest debt in the country, and nearly doubled the state’s savings account.

Thanks to his work to make state government more customer-focused, efficient and effective, Tennessee is ranked the third best managed state in the nation.

Born and raised in Knoxville, Bill was blessed with parents who instilled their strong faith and work ethic in their children. As a young man, he excelled in academics and sports and was a leader in student government. When he was 16 years old, the sudden, unexpected death of his mother marked a turning point in his young life. His family leaned on each other and on their faith to get through the tough days.

Bill entered Emory University in 1976, and on the first day of class, met Crissy, a young woman from Memphis who would later become his wife. During college, Bill was a volunteer leader for Young Life, a Christian ministry that reaches out to adolescents, and today he serves on the Young Life Board of Trustees.

After graduating from Emory with a degree in History, Bill and Crissy married and moved to Knoxville, where Bill managed his family's chain of gas stations. While lots of politicians talk about creating jobs, Bill Haslam has actually done it. When he first went to work for the company, Pilot Corporation had 800 employees, and when he left, it had more than 14,000 employees in 39 states. In 2003, Bill ran successfully for mayor of Knoxville and was re-elected in 2007 with 87 percent of the vote. As mayor, he balanced eight consecutive city budgets, tripled the Rainy Day Fund, insisted that city government focus on providing services in an efficient manner, helped found key education initiatives, and recruited and retained thousands of jobs to Knoxville.

Bill and Crissy have been married for 33 years and are blessed with three children and four grandchildren. For more than three decades, they have been members of Cedar Springs Presbyterian Church (EPC) in Knoxville, where Bill serves as an elder.

Susan Whitaker, a veteran tourism marketing executive, was appointed in January 2011 to the cabinet of Governor Bill Haslam as Commissioner of Tourist Development. Whitaker was initially appointed to the position in 2003 by Governor Phil Bredesen and reappointed under his administration in 2007. Whitaker was named the 2013 National Tourism Director of the Year by the U.S. Travel Association's National Council of State Travel Directors.

As Commissioner, Whitaker is responsible for marketing Tennessee's tourism industry domestically and internationally. Tourism is one of Tennessee's largest industries with a $16.16 billion direct economic impact in 2012. A 5.2 percent increase over 2011. State and local tax collections reached a new high of $1.24 billion for tourism related businesses in 2012, which is the seventh consecutive year above $1 billion.

Whitaker oversees the development and implementation of the state's comprehensive marketing, public relations and promotions campaigns designed to stimulate growth of tourism in Tennessee. Of note is the state's award-winning consumer website, tnvacation.com, as well as the state's 14 Welcome Centers.

Under Whitaker's leadership, the Department of Tourist Development launched the Discover Tennessee Trails & Byways program, featuring 16 comprehensive, statewide trails that guide visitors from Tennessee's big cities to off-the-beaten path attractions throughout the state. Each of Tennessee's 95 counties is included in the Trails program as well as the state's five National Scenic Byways.

As co-chair of Tennessee's Civil War Sesquicentennial Commission, Whitaker is a strategic part of the planning and overseeing of Tennessee's 150th Civil War commemoration. In preparation for this Civil War milestone, Whitaker launched the Tennessee Civil War Trails Program. Markers are in place at more than 300 Civil War sites throughout the state with a goal to have the trail go into every Tennessee county. The commission also is responsible for annual Civil War Sesquicentennial Signature events during the 150th commemoration.

Whitaker launched Tennessee's Sustainable Tourism initiative with the 2008 Great Smoky Mountain Sustainable Tourism Summit, positioning the state as a national leader in sustainable tourism. Further outgrowth of the Summit has been Tennessee's launch of a sustainable tourism website, featuring a complete online toolbox, 10 statewide sustainable tourism workshops, and a six-part webinar series. Tennessee's program has been recognized by U.S. Travel Association as a national best practice.

Whitaker serves as the Secretary of the U.S. Travel Association's Board of Directors and sits on the Federal Reserve Bank of Atlanta Travel and Tourism Advisory Council. She also serves on the Executive Committee of the National Council of State Travel Directors. Travel South USA Board of Directors, the University of Tennessee's Retail, Hospitality and Tourism Management Advisory Board, and the Governor's International Advisory Council. She serves as the co-chair of Tennessee's Civil War Sesquicentennial Commission as well as the Tennessee State Fair Commission and is a member of the Smoky Mountains Park Commission. In September 2013, Whitaker was appointed to the Civil War Trust Board of Trustees.

Whitaker is a Chicago native and a direct descendent of Tennessee's first Governor, John Sevier. She holds a bachelor’s degree in communications from Northwestern University, Evanston, Illinois. Prior to her state cabinet post, Whitaker served as vice president of marketing for Dollywood, Tennessee's most visited manmade attraction.
Mitch Joel is President of Twist Image - one of the largest independent digital marketing agencies in North America (although he prefers the title, Media Hacker). Back in 2006 he was named one of the most influential authorities on blog marketing in the world. He has been called a marketing and communications visionary, interactive expert and community leader. He is also a blogger, podcaster, passionate entrepreneur and speaker who connects with people worldwide by sharing his marketing and innovation insights on the state of business.

Mitch is a past Chairman of the Board of Directors of the Canadian Marketing Association and a former Board Member of the Interactive Advertising Bureau of Canada. He has been involved with the content committee for both Shop.org and the Web Analytics Association, and is on the advisory council for many businesses and charitable organizations.

Mitch speaks frequently to diverse groups like Wal-Mart, Starbucks, Nestle, Procter and Gamble, Unilever and has shared the stage with former President of the United States, Bill Clinton, Sir Richard Branson, Malcolm Gladwell, Jack Welch, Anthony Robbins, Tom Peters and Dr. Phil. As a professional speaker, Joel has delighted audiences all over the world by delivering real content in an entertaining and customized way.

In 2008, Mitch was named Canada’s Most Influential Male in Social Media, one of the top 100 online marketers in the world, and was awarded the highly prestigious Canada’s Top 40 Under 40. Most recently, Mitch was named one of iMedia’s 25 Internet Marketing Leaders and Innovators in the world.


Gary Oster joined U.S. Travel in 2005, and is responsible for overseeing multiple member service functions including business development, membership, strategic partnerships, research publication/subscriptions, meetings/events, national travel coalitions and councils and program/marketing services. He also leads a dynamic team that manages Travel Effect, a multi-year, research-driven initiative to prove and communicate the social, business and personal gains that taking time off from work can deliver.

Mr. Oster is a travel industry professional with over 45 years of experience. Prior to joining U.S. Travel, Mr. Oster worked for Avendra, a company specializing in professional procurement for the hospitality industry. He served as Vice President Independent Hotels, Resorts and Casinos before assuming the role of Vice President of Native American Gaming. Retired in early 2002 from Marriott International, his last assignment was Vice President of Owner Relations. Prior to this assignment, Mr. Oster was Vice President Sales-Marriott Lodging, where he managed technology and information projects that supported the Global Lodging Sales Organization.

Mr. Oster joined Marriott through the acquisition of Renaissance, where he was Vice President Sales-America’s. During his tenure with Renaissance, he was the General Manager of the Renaissance Harborplace Hotel and Director of Marketing at the Renaissance Mayflower Hotel and the Renaissance Westchester Hotel. He joined the company (then known as Stouffer Hotels and Resorts) in June of 1982 as Director of National Sales, running the Washington, D.C. National Sales Office. Mr. Oster started his hotel career in 1968 at the Sheraton International Hotel, BWI Airport.

During his career, Mr. Oster has been an active volunteer within the travel industry. He was a founding board member for the Baltimore Academy of Travel and Tourism and served multiple years on the boards of the Baltimore Area Convention and Visitors Association, the Downtown Partnership of Baltimore and Marriott’s Employee Federal Credit Union. He has also served on the Greater Baltimore Committee as hospitality chairman and was founder and co-chairman of the Public Safety Coalition. Currently he is an active member of the Eastport Yacht Club, serving on the Marina Committee.

He has received recognition as Hotelier of the Year from the Maryland Hotel and Motel Association, the Mayor’s Outstanding Citizen Award for the City of Baltimore, Hospitality Professional of the Year by the Academy of Travel & Tourism as well as the President’s Award from the University of Baltimore.

Mr. Oster is a passionate boater and sport fisherman and earned the distinction of being a commercially rated, United States Coast Guard Certified Captain. He is an ordained minister, an award-winning photographer, and a published free-lance writer. He lives with his wife Lisa, near Chesapeake Bay in Annapolis, Md.
“Motivation” is often nothing more than forcing people to do something they don’t really want to do. In contrast, “inspiration” affects people from within, giving them the ability to accomplish what would otherwise be impossible. Through his walk and his talk, Inky Johnson embodies and imparts a truly inspirational message.

September 9, 2006. It started as a normal college football game in UT’s Neyland Stadium. If anything, the event was an afterthought, dropped into the schedule at the last minute.

For Inky, though, the game changed everything. A routine tackle turned into a life-threatening injury, and nothing has been normal for him ever since. Not with a paralyzed right arm. Not with daily pain. Not with constant physical challenges. His dream had always been to play professional sports. You might think his injury would have destroyed his motivation and crushed his spirit. But that’s only because you don’t know Inky.

Who is Inquoris “Inky” Johnson? He could be described as the survivor of an underprivileged past. He could be described as a refugee of poverty and violence. He could be described as a success story stained by tragedy. But if you look deeper, you’ll discover something else. You’ll see a man who looks in the face of defeat and says, “Am I really failing, or is God prevailing?” You’ll be inspired by his relentless determination, which he loves to impart to others through his dramatic story. Inky has a master’s degree in sports psychology from the University of Tennessee. He devotes much of his time to mentoring athletes and underprivileged youth. He and his amazing wife Allison live in Atlanta, Georgia with their beautiful children, Jada and Inky Jr.

Teri Yanovitch is a dynamic and insightful speaker. Her powerful combination of customer service expertise and real-world quality management helps her move organizations from the status quo of “business as usual” to creating a culture of excellence.

Teri honed her skills with the best of the best. As a former Disney Institute keynote speaker and seminar leader, she shared the best practices developed by the Walt Disney Company with global organizations. And, for more than a decade, she implemented cultural change with Fortune 500 companies as an executive with Philip Crosby Associates, the company that revolutionized total quality management. In 1999, Teri became one of the first consultants to merge best practices in customer service and quality management into a comprehensive system for designing and implementing world-class service on every level.

Much of what she has learned over the years is now available in her book Unleashing Excellence – The Complete Guide to Ultimate Customer Service. This book serves as a guidebook to leaders of organizations that are looking to create a culture of service excellence and quality. She is also the co-author of Retain or Retrain – How to Keep the Best Ones from Leaving.

Teri has helped many diverse organizations over the years such as Johnson & Johnson, Fiserv Technologies, AAA, Rollins College, Scania Trucks, Ernst & Young, Nyack Hospital, Florida’s Turnpike Enterprise, First Financial, Humana and America’s Blood Centers apply the best practices of continuous improvement in both quality and service to achieve their goals.

Teri began her career as a regional trainer with the Hertz Corporation. Today she continues to work as a speaker, trainer and consultant helping organizations dedicated to delivering on their promise and developing customer loyalty.
### Unleashing Excellence: How To Deliver World Class Service!

Destination, attraction, hotel, restaurant: one of the keys to success in any part of the hospitality and tourism business is superior visitor/customer service. It is the competitive edge in today's world of many choices. Everything your visitors/customers see, hear, smell and touch has an impact on the perception of their experience, your destination, your business and your organization.

This program, led by Teri Yanovitch (bio on page 9) shares techniques and tools that allow you to immediately apply and raise your current level of service to a higher level of extraordinary service. Attendees will learn how to create a seamless experience of service excellence for both internal and external customers.

Participants will:
- learn how to look through the lens of the visitor/customer
- recognize Everything Speaks in your physical environment
- learn how to create small but impactful Wows for your customers
- identify ways to make it easy to do business with your organization

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### Educational Seminar Schedule

**Thursday, October 9**

Most of this year's seminars are on topics of interest and value to all segments of the industry, while some seminars are industry-segment specific.

Conference registrants are free to attend any seminar of their choice.

Each seminar listed below has a designation indicating which industry segment(s) would most benefit from attending.

<table>
<thead>
<tr>
<th>TIME</th>
<th>LOCATION</th>
<th>SEMINAR</th>
<th>TOURISM</th>
<th>LODGING</th>
<th>RESTAURANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:45 am – 10:45 am</td>
<td>301-A</td>
<td>Made in Tennessee! The State's New Brand &amp; Marketing Program In Detail</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>9:45 am – 10:45 am</td>
<td>301-B</td>
<td>Generating Positive Social Media Reviews and Dealing With Negative Ones</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>9:45 am – 10:45 am</td>
<td>301-C</td>
<td>What You Don’t Know Can Hurt You: Tourism &amp; Hospitality Research</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>10:45 am – 11:45 am</td>
<td>Ballroom A,B,C,D</td>
<td>Hospitality and Tourism EXPO Tradeshow Session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>1:45 pm – 2:45 pm</td>
<td>301-A</td>
<td>Made in Tennessee! The State's Brand &amp; Marketing Program in Detail Repeated</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>1:45 pm – 2:45 pm</td>
<td>301-B</td>
<td>Mobile Technology: Where It Is and Where It’s Going</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>1:45 pm – 2:45 pm</td>
<td>301-C</td>
<td>What You Don’t Know Can Hurt You: Tourism &amp; Hospitality Research Repeated</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>1:45 pm – 2:45 pm</td>
<td>301-D</td>
<td>Don’t Cook the Books: Financial Management for Restaurants</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>3:15 pm – 4:30 pm</td>
<td>301-A</td>
<td>We Surf the Net, We Swim in Publications: Print Media in the 21st Century</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>3:15 pm – 4:30 pm</td>
<td>301-B</td>
<td>Human Trafficking: Tennessee’s Hospitality &amp; Tourism Industry Tackles a Tough Issue</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>3:15 pm – 4:30 pm</td>
<td>301-C</td>
<td>Playing It Safe: The New Tennessee Food Codes</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Made in Tennessee!
The State’s New Brand and Marketing Program in Detail
9:45 am – 10:45 am • 1:45 pm – 2:45 pm

After years of study, research, and the input of the entire tourism industry, the Department of Tourist Development, the Tennessee Tourism Committee, and the state’s new advertising agency (VML), have launched a new exciting brand and marketing and media plan. Following Commissioner Susan Whitaker’s keynote presentation on Thursday morning, this seminar by the Department and advertising agency will specifically address particular areas of the plan and how the state’s tourism-related businesses and organizations can participate in and profit from the plan.

Brian Yamada
Executive Director, Channel Activation, VML

Brian joined VML in 1999 and helped lead one of the first major online media campaigns. Today as Executive Director of Channel Activation, Brian leads this integrated VML team to leverage VML capability and expertise across media, social, search, mobile and emerging media.

Brian brings a passion for planning and strategy. He loves the pursuit of the big idea. He hates shiny-object—because-everyone-else-is-doing-it tactics. And he finds it ironic that the faster technology moves, the less time people think they have. His portfolio of past and present client partners includes BP/Castrol, Dell, Ernst & Young, Gatorade, H&R Block, Hallmark, HSBC, Intuit, Revlon, Southwest Airlines, State Farm Insurance, Warner Bros. and Western Union.

Brian is a graduate of the University of Missouri School of Journalism. Away from the office, he spends most of his time with his wife, Kyla, and children, Jack, Annie and Callie. Occasionally Brian scares fish and fishermen alike with his rudimentary fly-fishing skills.

John Godsey
Managing Director, Branded Content, VML

John focuses on creating brand ideas that shift our clients from the interruption to engagement model. He believes that advertising should stop interrupting what people are interested in and become what they are interested in.

His 20 years of brand-building expertise includes stints at FCB-Chicago and JWT-Detroit. At FCB, he created the “It’s Not Delivery. It’s Di-Giorno.” campaign, which resulted in six years of double-digit growth. Other work includes the rebranding of Bull’s-Eye BBQ Sauce and launching Kraft’s new Easy Mac. He also created the Coors Light “Twins” campaign that that was parodied on “Saturday Night Live,” reviewed in The New York Times Magazine and debated on “60 Minutes.”

More recently, John led the Brand Experience group at JWT-Detroit that created content such as music videos, short films and online social movements, which helped Ford make the most dramatic turnaround in automotive history. He started his career in Kansas City and is happy to be back home at VML where he feels he’s found the future and one of the most exciting opportunities in advertising today.

Shali Wade
Group Director, Client Engagement, VML

A relationship-builder with a strategic mind. Shali is driven by integrated, innovative work that tells honest stories and surfaces human truths. She is a Group Director of Client Engagement at VML and specializes in cross-channel marketing solutions for partners with specific expertise in brand development.

Shali is responsible for overseeing the strategy and execution of her team’s projects and campaigns, including 360-degree marketing initiatives for Cobra Puma Golf, the Tennessee Department of Tourist Development and U.S. Soccer. Shali is also the account lead for Version, a VML Company, where her key focus is on brand engagement, digital advertising and website development for small to midsize businesses.

Shali joined VML in 2007 and brings 12 years of diverse client engagement experience to VML. Partners include the American Jazz Museum, B. E. Smith, Bushnell, City Year, Cobra Puma Golf, Executive AirShare, Eloqua, Hill’s Pet Nutrition, Hotel Phillips, Heart to Heart International, Houlihan’s, the Nashville Convention & Visitors Bureau, Rotary International, Sonic Drive-in, ServiceSource, Soluta Performance Films, Tom Watson, TEDxKC, the Tennessee Department of Tourist Development and U.S. Soccer. She graduated from the University of Kansas in 2002 with a Bachelor of Arts degree in journalism and a minor in theater and film.

Jason Cooper
Director, Client Engagement, VML

In his role as Director, Client Engagement, Jason provides overall account leadership and helps partners bring their strategic marketing initiatives to life. While owning the day-to-day client relationship, he also provides oversight into multiple channels within VML to deliver on and exceed expectations for all work—big or small. This is accomplished through his trusted relationships with senior-level contacts, an absolute understanding of each partners business objectives and industry along with the desire to see smart, strategic and fun work be successful.

Jason joined VML in early 2011 and currently has over 9 years of agency experience. His portfolio of past clients includes Hostess, Farmland Foods, Honeywell, HughesNet, San Diego Zoo and Oklahoma Joe’s. While still part of VML, Jason most recently spent the last year living in Chicago helping newly formed WPP agency Cavalry get off the ground in support of the MillerCoors business. In that time he was the primary point of contact for all digital initiatives for Coors Light, while also supporting Coors Banquet and Redd’s Apple Ale. While leading all digital work for Coors Light, Jason was also tasked with implementing digital thinking into more traditional channels to provide cohesive, integrated creative and campaigns. During his time leading the Coors Light business, he also coordinated with multiple traditional and digital agency partners as well as channel contacts at Facebook, Twitter, YouTube amongst others. Currently, Jason’s sole focus is leading the Tennessee Department of Tourist Development account.

You’ve Got To Accentuate the Positive, Eliminate the Negative
Generating Positive Social Media Reviews and Dealing With Negative Ones
9:45 am – 10:45 am

(Information on the presenter of this seminar from TripAdvisor is available in the Conference Program Update.)

We live in a world where everybody has a voice. Your visitors and customers can talk—and do! Especially on social media. A quick visit to TripAdvisor or any one of the other social media sites frequented by travelers and you’re sure to find the latest public conversation on your destination or business. Of course, you welcome the positive. And you dread the negative. Even worse, you anguish over the untrue! This seminar will give you tools and tricks of the trade to help build and highlight the good buzz and to effectively deal with and minimize the damage of bad postings.

What You Don’t Know Can Hurt You
Tourism and Hospitality Research
9:45 am – 10:45 am • 1:45 pm – 2:45 pm

Without solid, factual research and the information it provides, tourism and hospitality businesses can’t make good decisions about which road to take with their programs, marketing, target audiences, or allocation of their budgets. This seminar will focus on basic hospitality and tourism research methods, new techniques, trends, and how to use that information in helping your destination or business grow.
Steve Morse, Ph.D.
Director, Hospitality & Tourism Program, Western Carolina University
In July 2013, Dr. Steve Morse was appointed Director of the Hospitality and Tourism program in the College of Business at Western Carolina University in Cullowhee, NC. He is an economist and professor and teaches courses in hospitality revenue management and price strategy, hotel & lodging management, and hospitality and tourism business demand analysis. He was previously on the faculty and director of the Tourism Institute at the University of Tennessee in Knoxville.

Dr. Morse is frequently quoted as an expert in hotel, restaurant, attractions, and tourism trends in leading news sources in the U.S. He tracks economic trends in the hotel, restaurant, attractions, and tourism sectors in the Southeast and U.S. economies. He has received numerous industry awards including the 2010 Shining Light Research Award from the Southeast Tourism Society, the 2011 Hospitality Professor of the Year from the Tennessee Hospitality Association, the 2011 Tourism Industry Spotlight Award from TACVB, and the 2007 TTR Gladiator Award. In April 2013, he was awarded Western Carolina University’s Center for Service Learning’s Shining Light Award. He is past president of the Southeast Chapter of the U.S. Travel and Tourism Research Association.

A native Georgian, he earned his B.S. from the University of Georgia, and his Ph.D. from the University of Tennessee. He and his wife, Dr. Mary Morse, and their 12 year old son Chance live in the beautiful mountains of Cullowhee, NC. When he is not teaching, researching, traveling or speaking to groups, he can usually be found hiking, fishing or boating with his family somewhere on a lake or river.

Matt Greene
CEO, Populace, Inc
Matt Greene oversees day to day operations of Populace, Inc. Populace specializes in Award-Winning mobile Apps, Interactive Visitors Guides, Mobile Walking and Driving Tours and other great products for CVBs, DMOs, Festivals & Events and Conferences
Matt has repeatedly demonstrated his ability to take a fledgling company and rapidly grow it into a unique brand. After selling his former company of 10 years and (narrowly) escaping the recent real estate collapse. Matt believes necessity is the mother of (RE)invention. Matt enjoys playing multiple instruments with his longtime bandmates and the occasional trip to the gym.

Don't Cook The Books
Financial Management for Restaurants
1:45 pm – 2:45 pm
Money is a major concern for most restaurateurs, both old and new. And good money management -- and yes, profitability -- is based on understanding the unique financial requirements and needs of the food service industry. Managing day to day expenses and tracking your inventory and sales important components of running a restaurant. This seminar is designed to provide restaurateurs with solid and proven tools and tips for managing their business' finances.

Jim White
Katz Sapper Miller
Jim White is a member of the Katz, Sapper & Miller’s Restaurant Services Group, and brings 25 years of experience serving the accounting and financial needs of privately held businesses. He provides tax, accounting and consulting services to restaurant owners throughout the Midwest. These services include traditional tax return and financial statement preparation, as well as tax planning and tax strategies, financing assistance, mergers and acquisitions, business plans and forecasts/projections.
Jim graduated cum laude with a Bachelor of Science degree in management from Indiana Wesleyan University. He is a member of the Indiana CPA Society and is actively involved in the Indiana Restaurant Association.

The Future Is In Your Hands
Mobile Technology: Where It’s Been and Where It’s Going
1:45 pm – 2:45 pm
This seminar will cover the brief history of smartphone and mobile technology, current trends, and what the future holds for mobile technology in the hospitality and tourism industry. Specifically discussed during this session will be how to engage the visitor or customer through mobile media, mobile apps, and mobile responsive websites. Choosing the right mobile landscape will also be discussed. Participants will have the opportunity to ask questions, share ideas, and get caught up on this fast-paced section of your business or organization’s marketing strategy.

Andy Marshall
A. Marshall Family Foods
Andy Marshall was born in Memphis, Tennessee, and at 13 years old moved to Franklin, where he began learning the grocery business with his father. Clifton H. Marshall, Sr. He graduated from Franklin High School and then Middle Tennessee State University with a degree in business and marketing. At the age of 26, Marshall purchased his first grocery store in Kentucky. Over the next several years, Marshall purchased two additional grocery stores in Nashville.


A. Marshall Family Foods was recognized in 2014 on the Inc. 5000 list of America’s fastest growing companies. He has also won several professional awards including Nashville Business Journal’s 2014 Williamson County Impact Award, Small Business of the Year in Hopkinsville for two years in a row and the National Spirit of America Award for Entrepreneurship.

We Surf the Net – We Swim in Publications
Print Media in the 21st Century
Technology has certainly changed the way we do business, and with the growth of online marketing many have considered print a dead medium. The print industry is far from dead, however -- in fact, print as a marketing strategy and tool has only continued to grow and evolve alongside new technologies.

This seminar will offer you with suggestions to effectively integrate your digital and print programs, give you tips that will assist you in the print production process, and provide you money-saving ideas that will help you lower print costs.

Twyla Lambert Clark
Lithographics, Inc.
Twyla Lambert Clark likes to say that she was “Not Made in Tennessee” – but she followed her heart to Tennessee, fell in love with Tennessee, and made it her forever home.

Creative and hard-working by nature, since 1991. Twyla has been a student of the printing...
Human Trafficking: Fighting Back

Human trafficking is a $32 billion industry that enslaves an estimated 27 million people worldwide. It occurs both abroad and at home—and yes, sadly, even in Tennessee. Unfortunately, travel and tourism can easily become an unwitting accomplice in the human trafficking infrastructure as hotels and tourism businesses and events often provide cover for pimps and venues for the exploitation of their helpless, often very young, victims.

Through this seminar, all segments of the Tennessee tourism industry can learn about the scope of the problem, how to recognize the signs of human trafficking, how to train staff and volunteers in recognizing the signs of human trafficking, and the positive steps that can be taken to assist victims.

Tubby Kubik
Chocklett Press
Tubby Kubik, TMP started his printing career 30 years ago operating hand fed letterpress and Multi Lith duplicators. He became a journeyman pressman and operated 6 color sheet-fed printing presses.

Later he became a customer service representative and after learning that aspect of the industry he became a salesman. Chocklett Press has been his home off and on for 13 years and he specializes in tourism.

Tubby is a graduate of the Southeast Tourism Society’s Marketing College and attends the alumni classes each year to stay current on trends and what is evolving in the marketing to tourist world. He is a father of two daughters, 4 grandchildren with one on the way! He lives on the Lake in Smith Mountain Lake, VA.

Tennessee’s Hospitality and Tourism Industry Tackles A Hard Issue

Jerry Redman
Chief Executive Officer, Second Life Chattanooga

Jerry’s primary responsibilities with Second Life include long-term organizational and strategic development, fund-raising, and as acting as the primary liaison between Second Life of Chattanooga and the various governmental and law-enforcement representatives and agencies with which Second Life partners.

As CEO of Second Life of Chattanooga, Jerry serves as Chair of the Greater Chattanooga Coalition Against Human Trafficking Executive Committee.

Jerry holds a Master’s Degree in transformational leadership from Bethel Seminary in St. Paul, Minn., and a Bachelor of Science degree in business from Lee University in Cleveland, Tennessee.
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