



ARKANSAS TOURISM: BUILDING BRIDGES FOR TODAY'S TRAVELERS

2012 PROGRAM

38TH ANNUAL ARKANSAS GOVERNOR'S CONFERENCE ON TOURISM

Southland Park Gaming & Racing • West Memphis • March 4-6, 2012

Sunday, March 4

11:00 a.m.-5:00 p.m.: REGISTRATION

Holiday Inn West Memphis, Delta 1 & II

6:00 p.m.-8:00 p.m.: EARLY BIRD RECEPTION— “Arkansas Delta—Diners, Drive-Ins and Dives”

Southland Park, Kennel Club

(See separate flyer for details)

Sponsored by: West Memphis Advertising & Promotion Commission and Southland Park Gaming & Racing

Monday, March 5

7:00 a.m.-6:00 p.m.: REGISTRATION

Southland Park, South Entrance Lobby

8:30 a.m.: RIBBON CUTTING CEREMONY

Southland Park, Kennel Club

9:00 a.m.: GENERAL SESSION

Southland Park, Kennel Club

Address: “Customer Experience in the Age of Social Media”

Featuring: Dave Carroll, musician, songwriter and YouTube sensation

10:00 a.m.-10:30 a.m.: REFRESHMENT BREAK

Southland Park, Kennel Club and the Steak House

Sponsored by: West Memphis Convention & Visitors Bureau

10:45 a.m.-11:45 a.m.: CONCURRENT SESSIONS

A. “Customer Experience in the Age of Social Media”

Southland Park, Kennel Club

Featuring: Dave Carroll, musician and YouTube sensation

B. “Brand Ambassador Programs, Social Media and What Really Works”

Southland Park, Market Square

Featuring: Spike Jones, Senior Vice President, Digital Division, Fleischman-Hilliard International Communications

C. Panel Discussion: “The 150th Anniversary of the Civil War and Its Impact on Arkansas Tourism”

Southland Park, Training Room

Featuring: John Scott, Superintendent, Pea Ridge National Military Park; Cathy Cunningham, “Civil War Helena;” Mark Christ, Community Outreach Director, Department of Arkansas Heritage

12:00 p.m.-1:30 p.m.: PARTNERS LUNCH

Southland Park, Starting Gate

Address: “Heritage Trails: A Mississippi Success Story”

Featuring: Allan Hammons, President Hammons & Associates

1:45 p.m.-2:45 p.m.: CONCURRENT SESSIONS

A. “Culinary Tourism: Eating The Natural State”

Southland Park, Market Square

Featuring: Kat Robinson, Communications Manager, Arkansas Department of Parks & Tourism

B. “Sustainability: Beyond the Green”

Southland Park, Training Room

Featuring: Waste Management of Arkansas Training Team

C. “Brand Ambassador Programs, Social Media and What Really Works”

Southland Park, Market Square

Featuring: Spike Jones, Senior Vice President, Digital Division, Fleischman-Hilliard International Communications

2:45 p.m.-3:15 p.m.: REFRESHMENT BREAK

Southland Park, Kennel Club and the Steak House

Sponsored by: The Arkansas Tourism Development Foundation

3:15 p.m.-4:45 p.m.: GENERAL SESSION

Southland Park, Starting Gate

Address: “The Art of Marketing in The Natural State”

Featuring: The Arkansas Tourism Marketing Team

5:30 p.m.-7:30 p.m.: ARKANSAS TOURISM DEVELOPMENT AUCTION—“Sold!”

Southland Park, Starting Gate



—Hospitality room will be open all three nights of the conference at the conclusion of scheduled activities.

(See separate flyer for auction donation information)

Featuring: Steve Sims, nationally recognized auctioneer

Tuesday, March 6

7:00 a.m.-6:30 p.m.: REGISTRATION

Southland Park, South Entrance Lobby

7:45 a.m.-9:00 a.m.: ARKANSAS TOURISM DEVELOPMENT FOUNDATION BREAKFAST

Southland Park, Starting Gate

Hosted by: Arkansas Tourism Development Foundation

Address: "From the Rolling Stones to Johnny Cash: My Experiences on Arkansas's Music Scene"

Featuring: Bill Carter, attorney to the famous and infamous and author of *Get Carter*

9:15 a.m.-10:15 a.m.: CONCURRENT SESSIONS

A. "Tweet it. Face it. Space it. Click it. Shoot it. Share it."

Southland Park, Kennel Club

Featuring: Hannah Paramore, President, Paramore Redd Online Marketing

B. "Creating Curb Appeal at Your Home or Business"

Southland Park, Market Square

Featuring: Janet Carson, Horticulture Specialist, University of Arkansas Cooperative Extension Service

C. "The Arkansas Legislature: What Can We Expect?"

Southland Park, Training Room

Featuring: Montine McNulty, President, Arkansas Hospitality Association; Ted Mullenix, President, Mullenix & Associates

10:15 a.m.-10:45 a.m.: REFRESHMENT BREAK

Southland Park, Kennel Club and the Steak House

Sponsored by: Arkansas Tourism Development Foundation

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Southland Park, Kennel Club

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C. "The Arkansas Legislature: What Can We Expect?"

Southland Park, Training Room

Featuring: Montine McNulty, President, Arkansas Hospitality Association; Ted Mullenix, President, Mullenix & Associates

12:00 p.m.-1:30 p.m.: REGIONAL ASSOCIATION LUNCH

Southland Park, Starting Gate

Address: The Honorable Mike Beebe, Governor of Arkansas

Presentation: "The Economic Recovery in 2012: Where Is This Recovery Going?"

Featuring: Kathy Deck, Director of the Center for Business & Economic Research, University of Arkansas

1:45 p.m.-2:45 p.m.: GENERAL SESSION

Southland Park, Kennel Club

Address: "The Psychology of Service: What Customers Want from a Service Interaction"

Featuring: Bradly Sax, Director, Guest Path, Delaware North Corporation

2:45 p.m.-3:15 p.m.: REFRESHMENT BREAK

Southland Park, Kennel Club and the Steak House

Sponsored by: The 2013 Arkansas Governor's Conference Host City—Hot Springs

3:30 p.m.-4:40 p.m.: GENERAL SESSION

Southland Park, Kennel Club

Keynote Address: "The New Normal: Leadership and Preparedness in The 21st Century"

Featuring: General Russel Honoré (Ret.), CNN contributor and author of *Survival: How a Culture of Preparedness Can Save You and Your Family from Disasters*

6:30 p.m.: CLOSING RECEPTION

Southland Park, Kennel Club

7:15 p.m.: ARKANSAS HOSPITALITY ASSOCIATION—CLOSING BANQUET

Southland Park, Starting Gate

Presiding: Montine McNulty, President, Arkansas Hospitality Association

Featuring: Kristin Glover, Miss Arkansas 2011

Special Recognition: Arkansas Tourism Industry Henry Awards

Sponsored by: Participating Media, City Promotion Organizations and Arkansas Tourism Development Foundation

9:00 p.m.: CLOSING CELEBRATION

Southland Park, The Juke Joint

Featuring: Live Karaoke!