



2009 N.C. GOVERNOR'S CONFERENCE ON HOSPITALITY & TOURISM
 RALEIGH CONVENTION CENTER
 RALEIGH, NORTH CAROLINA

Agenda

NORTH CAROLINA RESTAURANT & LODGING ASSOCIATION
 RALEIGH MARRIOTT CITY CENTER

Sunday, March 1

10:30 a.m. – 11:30 a.m.

Registration/Check-in

11:30 a.m. – 12:15 p.m.

Luncheon: Welcome & introduction to conference

Paul M. Stone – President and CEO, NCRLA

Ken Conrad – Chair, NCRLA

MARRIOTT CITY CENTER

•STATE BALLROOM C

12:25 p.m. – 1:00 p.m.

Keynote Session

Tourism and Hospitality in North Carolina...an opportunity not to miss!

Arthur J. Gallagher, President

Johnson & Wales University, Charlotte Campus

Hospitality and tourism in NC presents a great opportunity for economic growth throughout the state. Success begins with educating young entrepreneurs in business, hospitality management and culinary arts. Together, the tourism and hospitality industry partnered with strong educational programming will create the Tar Heel State's new economic engine.

Sponsored by Pate Dawson Company and Piedmont Natural Gas

MARRIOTT CITY CENTER

•STATE BALLROOM C

1:00 p.m. – 1:15 p.m.

Time Out

MARRIOTT CITY CENTER

•STATE BALLROOM D

1:15 p.m. – 2:00 p.m.

Concurrent Sessions

Session A: *Food Cost Fitness*

Jim Laube – RestaurantOwner.com

This eye-opening program will clearly show the key to controlling food cost = usage. You can't miss the benefit of receiving scores of practical, proven ways to reduce theft, waste, spoilage, over-portioning and other problems to maximize the utilization of your food products and LOWER your cost.

Sponsored by SIA Group

MARRIOTT CITY CENTER

▪STATE BALLROOM A/B

Session B: *Giving Great Guest Service – The Biltmore Way*

Sonia Santana – Inn on Biltmore Estate

Biltmore's Spirit of Service training, a systematic approach in achieving great service delivery through a combination of training, use of metrics and rewards, is the focus of this session. Learn how HR Corporate and the Inn on Biltmore Estate (4 Star / 4 Diamond Property) work together in developing and implementing this systems to maintain a high level of service and guest experience.

Sponsored by BULK TV & Internet

MARRIOTT CITY CENTER

▪STATE BALLROOM E/F

2:00 p.m. – 2:20 p.m.

Time Out

MARRIOTT CITY CENTER

▪STATE BALLROOM D

2:20 p.m. – 3:05 p.m.

Concurrent Sessions

Session A: *Best Practices of Highly Successful Restaurants*

Jim Laube – RestaurantOwner.com

In this highly competitive market, take the time to examine a variety of common practices used by successful independent operators to maintain market share, attract good workers and prosper in the face of intense competition.

MARRIOTT CITY CENTER

▪STATE BALLROOM A/B

Session B: *State of the North Carolina Lodging Industry*

Duane Vinson – Smith Travel Research

Smith Travel Research (STR) will present the latest in lodging performance for the nation, South Atlantic and the state of North Carolina. Increased supply, lagging demand and room rates on the decline are just a few of the issues we face today. Which areas will see the largest increase in new hotel rooms? What will happen to room rates in 2009? STR has the facts and insight you need to know!

MARRIOTT CITY CENTER

▪STATE BALLROOM E/F

3:05 p.m. – 3:25 p.m.

Time Out

MARRIOTT CITY CENTER

▪STATE BALLROOM D

3:25 p.m. – 4:10 p.m.

Concurrent Sessions

Session A: *Common Sense Marketing for Independent Restaurants: How to Compete Against the Big Chains and Win!*

Joel Cohen – RestaurantMarketing.com

It's the little things that WOW your guests for life! We'll go over 29 easy to implement and inexpensive tactics to use that will make your guests say, "Wow!" For the restaurateur that needs simple ideas that are rewarding and easy to achieve this workshop is it!

Sponsored by Take Charge

MARRIOTT CITY CENTER

▪STATE BALLROOM A/B

Session B: *Cooking Up New Sales*

Doug Kennedy – Kennedy Training Network

This session will entice your taste buds with a cookbook of techniques for making new sales with ingredients you already have! This will prove to be an upbeat, fun alternative to "old-hat" sales basics presentations. While still covering the fundamental building blocks of success in all lodging industry sales environments, we'll provide alternative sales terminology that is surprisingly well-retained and useful in handling today's millennium-era callers.

MARRIOTT CITY CENTER

▪STATE BALLROOM E/F

4:10 p.m. – 4:30 p.m.

Time Out

MARRIOTT CITY CENTER

▪STATE BALLROOM D

4:30 p.m. – 5:15 p.m.

Combined Session:

Health Department Regulations Panel

This session give you the opportunity to hear directly from state and local experts about recent and future changes regarding food safety and sanitation inspections...and how it affects your business! Panel moderated by Alyssa Barkley, Director of Education, NCRLA

Larry Michael – NC Dept. of Environment and Natural Resources

Cris Harrelson – NC Dept. of Environment and Natural Resources

Jim Hayes – NC Dept. of Environment and Natural Resources

Beth Yongue – NC Dept. of Agriculture and Consumer Services

Frances Breedlove – Wake County Environmental Health

Sponsored by Hospitality Education Services and Orkin Commercial Service

MARRIOTT CITY CENTER

▪STATE BALLROOM C

Sunday, March 1

- 12:00 Noon – 4:00 p.m. ***Set-up: Tourism Education Foundation of N.C. Silent Auction***
RALEIGH CONVENTION CENTER ▪ RM 402
- 12:00 Noon – 5:00 p.m. ***Set-up: Exhibitor Marketplace***
RALEIGH CONVENTION CENTER ▪ BALLROOM B&C
- 3:00 p.m. – 6:30 p.m. **Conference Registration & Dine Around Assistance**
RALEIGH CONVENTION CENTER ▪ LEVEL 4 PRE-FUNCTION AREA
- 4:00 p.m. – 6:30 p.m. **Tourism Education Foundation of N.C. Silent Auction**
RALEIGH CONVENTION CENTER ▪ RM 402
- 6:00 p.m. – 6:30 p.m. **VIP Sponsor Reception**
RALEIGH CONVENTION CENTER ▪ RM 304
- 6:30 p.m. – 9:30 p.m. **Tailgate Party**
*Sponsored by Greater Raleigh CVB, Raleigh Convention Center, Marriott
Raleigh Convention Center*
RALEIGH CONVENTION CENTER ▪ BALLROOM B&C
- 9:30 p.m. **End Zone – Cash Bar**
MARRIOTT RALEIGH CITY CENTER ▪ POSTA BAR

Monday, March 2

- 7:30 a.m. – 5:30 p.m. **Exhibitor Marketplace**
RALEIGH CONVENTION CENTER ▪ BALLROOM B&C
- 7:30 a.m. – 5:30 p.m. **Tourism Education Foundation of N.C. Silent Auction**
RALEIGH CONVENTION CENTER ▪ RM 402
- 7:30 a.m. – 5:30 p.m. **Conference Registration & Dine Around Assistance**
RALEIGH CONVENTION CENTER ▪ LEVEL 4 PRE-FUNCTION AREA
- 7:30 a.m. – 8:05 a.m. ***Pre-Game Breakfast***
Sponsored by: Southern Progress
RALEIGH CONVENTION CENTER ▪ BALLROOM B&C

8:15 a.m. – 8:45 a.m.

Conference Kick Off

Opening Comments

Lynn Minges Assistant Secretary for Tourism, Marketing, and Global Branding,
North Carolina Department of Commerce
Secretary J. Keith Crisco, North Carolina Department of Commerce

Welcome

Denny Edwards, President & CEO, Greater Raleigh CVB
RALEIGH CONVENTION CENTER

▪ BALLROOM A

8:45 a.m. – 9:45 a.m.

Coaches Corner

Keynote General Session: *Made to Stick*

Dan Heath

What Sticks? Whether you're a CEO, marketing manager, coach, or a parent, you've got ideas you need to communicate: a new product coming to market, a strategy you want to sell your boss, values you are trying to instill in your children. But it's hard—fiendishly so—to transform the way people think and act. Learn from New York Times Bestselling Author, Dan Heath, the six key qualities of an idea that make it stick.

RALEIGH CONVENTION CENTER

▪ BALLROOM A

9:45 a.m. – 10:05 a.m.

Time Out

Refreshment Break & Spotlight on Sponsors

RALEIGH CONVENTION CENTER

▪ BALLROOM B&C

10:20 a.m. – 11:20 a.m.

Face Off

General Session: Tourism Policy Panel

Moderator: Eszter Vajda, UNC-TV

Panelists: Paul Stone, NC Restaurant & Lodging Association
Dana Simpson, NC Travel & Tourism Coalition
Connie Wilson, NC Travel Industry Association

RALEIGH CONVENTION CENTER

▪ BALLROOM A

11:30 a.m. – 1:00 p.m.

Halftime Show & MVP Awards

Winner's Circle Luncheon

Winner's Circle and Bill Sharpe Awards

Sponsored by: UNC-TV & College Foundation of North Carolina

RALEIGH CONVENTION CENTER

▪ BALLROOM B&C

1:15 p.m. – 2:15 p.m.

Huddles

Concurrent Sessions:

Research - Dodging Asteroids and Mining Gold

An uncertain economic environment, rise in gas prices, changes in both the travel market and consumer preferences, and other such figurative “asteroids” have presented travel industry professionals with some of the most challenging circumstances in recent memory. Hear from those who can provide insights and perspectives from current research findings that can help you mine gold—even in challenging times.

Moderator: Chris Cavanaugh, President, Magellan Strategy Group

Panelists: Dr. Suzanne Cook, Vice President of Research, US Travel Assn.
John Packer, Vice President of TNS Travel & Leisure Research, "The Whats and Whys" of current economic trends.

Scott Gilmore, Vice President, LKM “ Insights from recent focus group study: What motivates consumers to visit North Carolina and how are they considering and planning travel.”

RALEIGH CONVENTION CENTER

▪ RM 305A

Get To Know The Freelance Writers You Need To Know

Media outlets throughout the nation are cutting positions and relying more and more on freelance writers for their editorial development. Many North Carolina destinations believe in the power of PR and are eager to work with staff writers, but working with freelancers poses some challenges. However, it can also bring greater rewards. We’ll introduce you to some of the top freelancers in the industry and give some candid answers to how to determine which freelancers are worth your time and which are not.

Moderator: Wit Tuttell, Division of Tourism, Film & Sports Development

Panelists: Lynn Seldon, NC writer who freelances for Southern Living, Our State, USAirways magazine, the AJC and others.

Diane Daniel, NC writer who freelances for several major newspapers including the New York Times, Boston Globe and others.

Amber Nimocks, former food and travel editor of the News & Observer

Cindy Hatcher, travel editor, Cooking Light magazine

RALEIGH CONVENTION CENTER

▪ RM 305B

1:15 p.m. – 2:15 p.m.

Huddles (cont.)

Sports Marketing

Don Schumacher, National Association of Sports Commissions

With numbers down on business and leisure travel, it might be the right time to dive into the sports market. The one proven stability in travel is sports. Sports marketing is relatively recession proof. When teams qualify for an event, it is reasonable to assume some members of the family will travel to that event. Come learn how to capitalize on these events and keep occupancy high.

RALEIGH CONVENTION CENTER

▪ RM 306A

The Quest for Relevance

All too often, local governments, stakeholders, and partners of DMO's face confusion and uncertainty regarding their role and the value the DMO offers. Hear how some DMO's and their strategic community partners have succeeded in overcoming this challenge to accomplish win-win solutions for their communities and local tourism-related businesses and non-profits.

Moderator: Loren Gold, Executive Vice President, Greater Raleigh CVB

Panelists: Kelly Miller, Vice President & Executive Director, Asheville CVB
Shelly Green, Chief Operating Officer, Durham CVB
Rick Guttenberger, General Manager, Shell Island Oceanfront Suites
G.Samuel Hobgood, President, Hobgood Hospitality

RALEIGH CONVENTION CENTER ▪ RM 306B

Winning at a Losing Game: Providing Solutions for a Changing Market

The hospitality industry is now faced with a number of challenges related to environmental protection. These challenges include everything from rising energy prices, increased government regulation, to changing consumer preferences. These challenges present an opportunity for the hospitality industry to stop being part of the environmental problem and begin being part of the solution by conserving energy, featuring local foods, and reducing waste. This breakout session will include four case studies (two from lodging and two from food service) that have implemented environmental solution.

Moderator: Alex Naar, Division of Tourism, Film & Sports Development

Panelists: Dan King, Boulder Outlook Hotel, Colorado
Uli Bennewitz, Weeping Radish Brewery, Jarvisburg
Daniel Whittaker, Green Planet Catering, Raleigh
Arthur Campbell, Cottages at Spring House Farm, Marion

RALEIGH CONVENTION CENTER ▪ RM 306C

2:30 p.m. – 3:00 p.m.

Time Out

Afternoon Break & Spotlight on Sponsors

Sponsored by National Cinemedia

RALEIGH CONVENTION CENTER

▪ Ballroom B&C

3:15 p.m. – 4:15 p.m.

Huddles

Concurrent Sessions:

Research - Dodging Asteroids and Mining Gold

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Scott Gilmore, Vice President, LKM " Insights from recent focus group study: What motivates consumers to visit North Carolina and how are they considering and planning travel."

RALEIGH CONVENTION CENTER

▪ RM 305A

Using New Technology to Maximize PR

Keeping up with and reaching out to mainstream and new media is a challenge for even the most sophisticated PR operation. But new technology is giving communication professionals more efficient approaches to managing this critical function. Learn the latest practices on maximizing media activities including new media database software, online marketing and social media.

Moderator: Wit Tuttell, Division of Tourism, Film & Sports Development
Panelists: Susan Dosier, PR Director LKM – Tech News You Can Use
David Potorti, Arts tourism manager for the NC Arts Council – Video Can Be Affordable
Jessica M. Icenhour, Visit Mayberry – Promoting Your Destination Through Social Media
Marla Tambellini, Asheville CVB – Promoting a Foodtopian Society

RALEIGH CONVENTION CENTER

▪ RM 305B

Turning your Event Green

According to the Environmental Protection Agency, the event and trade show industry rates second in creating waste in the United States. As consumer demand increases for change, more corporations are taking their environmental directives from the board room to the ballroom; asking planners to reduce waste and consumption when planning their organization's meetings and citywide events. But, does it cost more green to be green? Join us as we take an in-depth look at the new greening trends of meetings and events during an informative, fast-paced, interactive session.

Presenter: Mary Tribble, Tribble Creative Group and co-founder of the Charlotte Green Team, a consortium of facilities and planners dedicated to the greening of Charlotte events.

RALEIGH CONVENTION CENTER

▪ RM 306A

The Quest for Relevance

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Panelists: Kelly Miller, Vice President and Executive Director, Asheville CVB
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RALEIGH CONVENTION CENTER

▪ RM 306B

Playing the Neighborhood Game: How the tourism industry can contribute in creating community

For some communities, a tension between tourism resources and the local community exists, despite being mutually beneficial. The growing number of travelers that seek an authentic local experience are best served when local communities are in line with tourism development. In this breakout session, we will examine successful approaches to developing tourism that enhances local communities and how the negative impacts can be avoided.

Moderator: Alex Naar, Division of Tourism, Film & Sports Development
Panelists: Dr. Pat Long, Center for Sustainable Tourism ECU
Dan King, Boulder Outlook Hotel, Boulder CO

Suzanne Dorsey, Bald Head Island Conservancy & Smith Island Land Trust

RALEIGH CONVENTION CENTER

▪ RM 306C

- 4:15 p.m. – 4:30 p.m. **Fast Break**
RALEIGH CONVENTION CENTER
- 4:30 p.m. – 5:30 p.m. **General Session**
Our Electronic Culture: Moving Your Brand Online
Hannah Paramore, President, Paramore | Redd Online Marketing
Many destinations are moving their marketing efforts and budget dollars online to capture an increasing share of the leisure travel market. As the travel market continues to evolve, the proliferation of free online content creates an intense “noise level” that makes it difficult for DMO’s to be *the* preferred information provider. DMO’s must become more visible to the visitor through all media sources. In this session, learn how to navigate the complexities of online marketing using principle-based strategies grounded in research.
RALEIGH CONVENTION CENTER ▪ BALLROOM A
- 6:30 p.m. **Post Game Reception at ArtSpace**
Home to 35 artists of varied media this is a reception to see..and touch! Sip North Carolina sparkling wine while you visit with working artists. A special presentation of local dancers will greet you and get you on your way!
Sponsored by Meredith Travel Group
- 7:30 p.m. **Dine Around Downtown Raleigh**
- Tuesday, March 3**
- 7:30 a.m. – 10:45 a.m. **Exhibitor Marketplace**
RALEIGH CONVENTION CENTER ▪ BALLROOM B&C
- 7:30 a.m. – 1 p.m. **Registration**
RALEIGH CONVENTION CENTER ▪ LEVEL FOUR PRE-FUNCTION AREA
- 7:30 a.m. – 10:45 a.m. **Tourism Education Foundation of N.C. Silent Auction**
RALEIGH CONVENTION CENTER ▪ RM 402
- 7:30 a.m. – 8:15 a.m. **Pre-Game Breakfast**
RALEIGH CONVENTION CENTER ▪ BALLROOM B&C
- 8:30 a.m. – 9:30 a.m. **Chalk Talk**
Division Update
Lynn Minges, Assistant Secretary
Of Tourism, Marketing and Global Branding
NC Department of Commerce
RALEIGH CONVENTION CENTER ▪ BALLROOM A
- 9:45 a.m. – 10:45 a.m. **Time Out**
Refreshment Break & Spotlight on Sponsors
Room Check-Out
RALEIGH CONVENTION CENTER ▪ BALLROOM B&C

11:00 a.m. – Noon

Tip Off

Keynote General Session: *Perception Design*

Kevin Kelley

Kevin Kelley is a founding partner of Shook Kelley, an atypical design firm that combines the disciplines of brand strategy, architecture, urban planning and communication design into an integrated approach called Perception Design. As a self proclaimed “anti-architect,” Mr. Kelley’s specialty is getting inside the minds of consumers and determining how the physical environment affects a consumer’s choices, comfort level, retention and purchasing behaviors. We’ll get inside Kelley’s mind to see how the principles of Perception Design have helped build more consistent and successful brand images for communities, retailers, attractions, restaurants and more.

RALEIGH CONVENTION CENTER

▪ BALLROOM A

12:15 p.m. – 1:15 p.m.

**Luncheon - Preview of the 2010 NC Governor’s Conference
on Hospitality & Tourism**

***Sponsored by New Bern/Craven County Convention & Visitors
Center***

RALEIGH CONVENTION CENTER

▪ BALLROOM B&C

1:30 p.m. – 2:30 p.m.

2009-10 Marketing Program One-on-One

Join the Division team, LKM and Journal Communications for one-on-one sessions to help you develop a cooperative program that meets all of your needs.

Discussions will focus on partner opportunities, as well as a viewing of the new VisitNC.com. From broad-based programs in new publications and mediums, to niche and state-of-the-art interactive programs, don’t miss this chance to sign up for more than 30 cooperative programs.

RALEIGH CONVENTION CENTER

▪ RM 302C

1:30 p.m. – 2:30 p.m.

Tourism Education Foundation of N.C. Silent Auction Pick-Up

RALEIGH CONVENTION CENTER

▪ RM 402