



Reboot: Tourism & Hospitality

Purpose: Today's Reboot is focused on our Tourism & Hospitality Industry. We will hear from industry leaders, change-makers, business owners, museum directors and more. You will learn about new developments in the area and what changes and challenges the industry is currently facing. Our goal is to inform and inspire you throughout this day.

7:45-7:55 AM

Arrive at Campus 805 & hop on the bus!

2620 Clinton Ave W, Huntsville, AL 35805

Please park in the back parking lot facing the green space

8:00-8:45 AM

Huntsville/Madison County Convention & Visitors

Bureau: The CVB's role in our city and region

Judy Ryals, L-2, President/CEO, Huntsville Madison County

Convention & Visitors Bureau

Breakfast will be served during this presentation

8:45-9:00 AM

Break & Travel to 106 Jefferson

9:00-9:45 AM

Hotelier Panel Discussion

- *Mary Beth Lewis*, Director of Sales & Marketing, 106 Jefferson
- *Harmony Heard*, Director of Sales and Marketing, Huntsville Marriott at the Space and Rocket Center
- *Marie Arighi, L-27*, Director of Sales & Event Services, Von Braun Center

Moderator: *Jamie Koshofer, F-37*, Vice President of Conventions, Huntsville/Madison County CVB

9:45-10:00 AM

Tour 106 Jefferson

10:00-11:00 AM

Tour Downtown Huntsville

We will stop by some of our favorite spots downtown, and you will have a little time to explore.

11:00-11:30 AM

Travel to Cook Museum of Natural Science

11:30 AM-12:15 PM

What is the Alabama Mountain Lakes Tourist Association?

Tina Lawler, Membership Recruitment & Development, Legislative Liaison, Alabama Mountain Lakes Tourist Association

Lunch will be served during this presentation

12:15-12:30 PM	Tell us more about Cook Museum! <i>Jeanne Payne, Ph.D., L-30</i> , Director of Development, Cook Museum of Natural Science
12:30-1:00 PM	Guided Tour of Cook Museum of Natural Science
1:00-1:30 PM	Travel to Huntsville International Airport
1:30-2:30 PM	Fly HSV! <i>Barbie Peek, L-7</i> , Director of Business Development, Port of Huntsville
2:30-2:45 PM	Travel to the U.S. Space & Rocket Center
2:45-3:45 PM	The Top Tourist Attraction in the State! The USSRC! <i>Dr. Kimberly Robinson</i> , CEO and Executive Director, U.S. Space & Rocket Center
3:45-4:00 PM	Travel Back to Campus 805
4:00-5:00 PM	Debrief from the day and social hour! Spend some time reflecting on the day and having a beer with your fellow LGH Alumni. Thank you for joining us!

Sponsored by:



Reboot Planning Committee

- *Katelyn Sides Baker, C-19*, Alumni, Focus & Spark Program Director, Leadership Greater Huntsville
- *Kristen Pepper Waldrop, C-20*, Marketing Director, Huntsville/Madison County CVB
- *Jennifer Moore, L-25*, Vice President of Tourism, Huntsville/Madison County CVB

