

2014 LEADERSHIP CONFERENCE
April 27-29, 2014 | Shore Lodge | McCall, Idaho
**“From Aerospace to Zinfandel;
the Economic Power of the Travel Industry”**

Sunday, April 27th:

- 6:00 p.m. HOSTED WELCOME RECEPTION: Upper Pavilion
 -sponsored by Shore Lodge
- 7:30 p.m. Dinner on your own at McCall restaurants

Monday, April 28th:

- 8:00 a.m. REGISTRATION OPENS
- 8:30 a.m. NETWORKING CONTINENTAL BREAKFAST Upper Pavilion
- 9:00 a.m. OPENING SESSION & KEYNOTE ADDRESS Lower Pavilion
Remarks from the Conference Chairman:
Scott Kreiling, President & CEO, Regence BlueShield of Idaho
Chairman of the Board, Boise Metro Chamber of Commerce
- Keynote Introduction: **Rebecca Hupp**, Boise Airport
“The United States Travel Industry in 2014”
Speaker: **William S. Swelbar**, MIT’s Center of Air Transportation
Executive Vice President, InterVISTAS Consulting
- 9:45 a.m. networking break
- 10:00 a.m. GENERAL SESSION Lower Pavilion
“Trends in the Hospitality/Visitor Industry”
Panel Introductions: **Randy Hill**, URS Corporation
Speakers:
Kevin Settles, President & CEO, Bardenay Restaurants and Distilleries
Board member, National Restaurant Association
LeAnn Hume, Principal, Cushman & Wakefield | Commerce
David Wali, Partner, Hotel 43 and The Riverside Hotel,
Executive Vice President, The Gardner Company
- 11:45 a.m. networking break
- 12:00 p.m. LUNCH SESSION Upper Pavilion
“Changes and Trends in the Airline Industry”
Introduction: **Dave Fisher**, Republic Services
Speaker: **Kathleen Paulson**, General Manager/Global Sales/West Region, Delta Airlines
- 1:15 p.m. networking break
- 1:30 p.m. GENERAL SESSION Lower Pavilion
“Bringing Visitors and Commerce to Idaho and Boise”
Panelist Introductions: **Scott Madison**, Intermountain Gas Company
Speakers:
John Cohen, Executive Director, Boise Convention and Visitors Bureau
Cliff Clinger, Director of Marketing & Sales, Boise Centre
Diane Norton, Tourism Manager, Idaho Department of Commerce
Karen Ballard, U.S. Commercial Service of the U.S. Department of Commerce

2:45 p.m.	<u>GENERAL SESSION</u> "Techno Travel-related Companies" Panelist Introductions: Barry Brooks , University of Phoenix-Idaho Campus <i>Speakers:</i> Tom LaJoie , Founder and President, eTripTrader Kristin Muchow , Vice President, Meeting Systems, Inc. Tracy Lotz , Founder & CEO, LiveRez.com	Lower Pavilion
3:45 p.m.	adjourn	
6:30 p.m.	<u>RECEPTION</u>	Edwards Ballroom
7:15 p.m.	<u>DINNER SESSION</u> Sponsored by Northwest Nazarene University "The Economic Potential of Unmanned Aircraft Systems" Introduction: Joel Pearsall , Northwest Nazarene University Speaker: Steve Edgar , President & CEO, ADAVSO-Advanced Aviation Solutions	Upper Pavilion

Tuesday, April 29:

8:00 a.m.	<u>BREAKFAST SESSION</u> Career Development Programs for the Travel Industry Introduction: Rep. Rick Youngblood Speaker: Bert Glandon , President, College of Western Idaho	Upper Pavilion												
9:00 a.m.	networking break													
9:15 a.m.	<u>GENERAL SESSION</u> "Compelling Reasons to Travel Here" Panelist Introductions: Geoff Baker , United Heritage Insurance <i>Speakers:</i> Alan Moore , General Manager, Bogus Basin Recreational Association Moya Shatz Dolsby , Executive Director, Grape Growers and Wine Producers Commission Mike Francis , Owner/Brewer, Payette Brewing Company Tom Dale , Former City of Nampa Mayor, Ford Idaho Horse Park	Lower Pavilion												
10:30 a.m.	networking break													
10:45 a.m.	<u>THREE BREAKOUT SESSIONS:</u> Brainstorming Sessions: "Branding our Region" <table> <tr> <td><u>last name</u></td><td><u>location</u></td><td><u>facilitator</u></td></tr> <tr> <td>A – H</td><td>Ford Theater</td><td>Joel Pearsall, Northwest Nazarene University</td></tr> <tr> <td>I – P</td><td>Mill Room</td><td>Kristin Muchow, Meeting Systems, Inc.</td></tr> <tr> <td>Q – Z</td><td>Upper Pavilion</td><td>Leslie Yoest, Zions Bank</td></tr> </table>	<u>last name</u>	<u>location</u>	<u>facilitator</u>	A – H	Ford Theater	Joel Pearsall , Northwest Nazarene University	I – P	Mill Room	Kristin Muchow , Meeting Systems, Inc.	Q – Z	Upper Pavilion	Leslie Yoest , Zions Bank	
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11:30 a.m.	<u>CLOSING GENERAL SESSION</u> "Reports from the Three Facilitators" Joel Pearsall , Northwest Nazarene University Kristin Muchow , Meeting Systems, Inc. Leslie Yoest , Zions Bank	Lower Pavilion												
12:00 p.m.	Adjournment: Scott Kreiling , Conference Chairman													