

## CenStates TTRA Conference Schedule at a Glance

As of 10/28/21

<b>Wednesday, November 3, 2021</b>		
8:30 am – 12:00 pm	Board of Directors Meet	
3:00- 5:00 pm	Conference Registration	
5:30 – 7:00 pm	Welcome Reception Sponsored by Missouri Division of Tourism	Albrecht-Kemper Art Museum
<b>Thursday, November 4, 2021</b>		
7:30 – 8:15 am	Exhibitor Set Up	
7:30 – 8:15 am	Conference Registration	
8:30 – 8:45 am	Welcome to CenStates TTRA	Ashley Garoutte, President
8:45 – 9:15 am	Welcome to Missouri & Missouri Tourism Case Study	Stephen Foutes, Director, Missouri Division of Tourism
9:15 – 10:30 am	Burning at Both Ends	Rachel Sheerin
10:30 – 10:45 am	Networking Break	
10:45 – 11:45 am	What Research is Right for You?	Case Study Vignettes
11:45 am -12:30 pm	Make Geolocation Information Work for You	Jordan Musall, Hamilton County Tourism, Kelsey Waite, Near
12:30 – 1:30 pm	Annual Meeting Lunch	
1:45 – 2:15 pm	Public Health Strategies in Tourism	Debra Bradley, Director of Health, City of St. Joseph
2:15 – 3:15 pm	Delivering the Right Message, to the Right Visitor at the Right Time	Kirk Hulstein, Travel South Dakota; Carly Hegstad, L&S; TJ Walz, MMGY
3:15 – 3:30 pm	Networking Break	
3:30 – 4:30 pm	Hot Topics	Round Table Discussions
4:30 – 5:00 pm	Walk the Talk, Part 1: Pony Express Museum	Cindy Daffron, Executive Director, Pony Express National Museum
5:15 pm	Bus Departs from Hotel Lobby	
5:30 – 7:00 pm	Walk the Talk, Part 2 & Reception	Pony Express National Museum
7:15 pm	Dine Around St. Joseph	
<b>Friday, November 5, 2021</b>		
8:15 – 8:30 am	Wake up with CenStates; Event Index Discussion	CenStates Research Committee
8:30 – 9:30 am	Diversity, Equity and Inclusion in Tourism	Greg DeShields, Tourism Diversity Matters
9:30 – 10:30 am	Data Aggregation: The Future of Actionable Data and Insights	Dee Ann McKinney, Missouri Division of Tourism, Wendy Kheel, Tourism Economics; Esra Calvert, Zartico; TJ Walz, MMGY
10:30– 10:45 am	Networking Break	
10:45 – 11:30 am	Travel into Aging	Vicki Levy, AARP
11:30 – 11:45 am	Closing Remarks, Winners Announced	Ashley Garoutte