

**2025 TENTATIVE AGENDA
ALABAMA GOVERNOR'S CONFERENCE ON TOURISM
August 23-26
#25AGCTTheLodge**

Saturday, August 23

10:00 AM – 4:00 PM **Silent Auction and Wine Pull Set-Up
Ballroom III & IV**

Sunday, August 24

10:00 AM **Set-Up for Trade Show/Silent Auction/ Wine Pull
Ballroom III & IV**

9:00 AM – 5:00 PM **Registration The Burrow**

Coffee, Tea, and Soft Drinks Ballroom Foyer

**Sponsored by Coca-Cola Bottling Company and
Royal Cup Coffee and Tea**

10:00 – 11:35 AM **Alabama Travel Council Annual Meeting & Alabama
Tourism Partnership Update (open to all registrants)
Ballroom II**

11:45 AM - 12:15 PM **Grab and Go Boxed Light Lunch
Sponsored by
Foyer, Dunes Terrace, Ballroom II**

**Grab and Go will close at 12:20. The Opening
General Session begins at 12:30**

12:30 PM **Opening General Session Ballroom II
Welcome by Beth Gendler, President & CEO
Gulf Shores and Orange Beach Tourism
Gulf Shores Mayor Robert Craft
Orange Beach Mayor Tony Kennon
Bill Bennett, General Manager, The Lodge at Gulf
State Park**

1:00 PM **Alabama Tourism Department Advisory Board
Meeting with Director's Report**

**Mindy Hanan, JD, Chairman, ATD Advisory Board
and
Lee Sentell, Director, Alabama Tourism Department**

- 1:30- 3:15 PM **Alabama Tourism Department’s Update**
- 3:15 PM **Grab and Go Break Ballroom Foyer
Beverages Sponsored by Bottling Company and
Royal Cup Coffee and Tea
Snacks Sponsored by**
- 3:30 – 4:30 PM **General Session Ballroom II
“LuLu’s Story**
- 5:00 – 6:00 PM **Opening Reception in the Trade Show/Silent
Auction Ballroom III & IV
Sponsored by**
- 5:30 PM **Wine Pull**
- 6:30 PM **Reception (Cash Bar)
Dunes Terrace and Ballroom Foyer**
- 7:00 PM **Alabama Tourism Department Awards Banquet
Master of Ceremonies, Lee Sentell
Special Guest, Abbie Stockard, Miss America**
- (Cash Bars - will be closed during Awards and Miss America presentations- you may buy additional wine by the bottle at the bars)
Dunes Terrace and Ballroom Foyer
- 9:15 PM **Miss America Meet and Greet in the
Dessert and Cordials
Immediately Following the Awards Banquet
Viewing of the Silent Auction in the Trade Show
Sponsored by**

Monday, August 25

- 8:00 AM – 5:00 PM **Registration The Burrow**
- Refreshments
Sponsored by Coca-Cola Bottling Company and
Royal Cup Coffee and Tea**
- 8:00 – 9:00 AM **Breakfast in the Trade Show and Silent Auction**

	Sponsored by	Ballroom III & IV
9:15 – 10:30 AM	General Session Beth Z “My Nerdy Best Friend”	Ballroom I & II
10:30 – 11:30 AM	“Local Heroes” Panel	
11:30 AM – 12:00 PM	Trade Show Viewing Wine Pull	Ballroom III & IV
12:00 – 1:30 PM	Scholarship Luncheon	
	Sponsored by: Alabama Association of Destination Marketing Organizations (AADMO) and Compass Media Master of Ceremonies, David Clark, President AADMO, and Dustin Gontarski, President, Compass Media Presentation of 2025 Tourism Industry Scholarships by 2025 Chairwomen of the Scholarship Committee, Kelsey Rush and Pam Swanner	
2:00 – 4:00 PM	AGCT Beach Games Chairs on the Beach, Corn Hole Tournament, Mullet Toss Sponsored by	Dunes Terrace
6:00 – 7:00 PM	Reception in the Trade Show/Silent Auction (Cash Bar) Sponsored by	Ballroom III & IV
7:00 PM	Experiencing the Luaus from the Past Sponsored by The Lodge at Gulf State Park and Gulf Shores/Orange Beach Tourism	Dunes Terrace
<u>Tuesday, August 26</u>		
8:00 - 9:00 AM	Breakfast in the Trade Show and Final Bidding for the Silent Auction Sponsored by	Ballroom III & IV
9:00 – 11:30 AM	Beverages Sponsored by Coca-Cola Bottling Company and Royal Cup Coffee and Tea	

9:15 – 11:00 AM

Education Finale
Kristi Durso “Why Accessibility”

Ballroom I & II

11:00 AM

Silent Auction Payment at Convention Registration
Desk

The Burrow

03/11/2025