

**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**

3:30 – 4:30 PM

**General Session Ballroom II
Welcome to LuLu's! The Story Behind the Brand**

This is the story of our nationally famous local hero Lucy Buffett. LuLu's began as a "local dive" at the mouth of Fish River and has grown to be one of the largest and most successful restaurants in Alabama. LuLu's also now has locations in Florida and South Carolina. In each location, LuLu's offers an experience beyond dining. The atmosphere, from the friendly, well-trained staff, to the carefully executed allergy-aware menus, to the children's activities and live music venues, is designed to make guests welcome, comfortable and happy! Hear the LuLu's story and the magic behind the success.

4:30 – 4:45 PM

America250AL
Speaker Melanie Poole, American Village

5:00 – 6:00 PM

**Opening Reception in the Trade Show/Silent
Auction Ballroom III & IV
Sponsored by**

5:15 PM

Wine Pull

6:30 PM

**Cash Bars Open at 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 open on the Dunes Terrace and Ballroom Foyer at 6:30 PM- 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** **Ballroom I & II**
AI's Biggest Questions, Myths and Mysteries
Beth Z, Your Nerdy Best Friend

Artificial Intelligence often feels like a blend of buzzwords and bewilderment. Will robots take our jobs? Does Chat GPT steal our data? Are AI tools big fat liars? Join Beth Z, Your Best Friend, in a lively exploration of AI's most puzzling questions and common myths.

With nerdy humor mixed with practical tips, Beth Z makes the enigmatic world of AI a tad less intimidating and a lot more intriguing. The session will give participants a framework for a commonsense approach to creating the guardrails needed to make the most of AI.

10:30 – 11:30 AM **“Local Heroes” Panel**
How Local Heroes Create Tourism Success

Moderator: Colette Boehm,

**Panel: Michelle Russ, Gulf Shores/Orange Beach
Tourism**
Steve Jones, Coastal Alabama Business Chamber

From volunteers to sponsors to employees, tourism takes a village! Sports tourism initiatives, annual events, special programs, and even daily operations depend on support from a wide range of people from a variety of local sectors.

Hear how local involvement builds successful events, attractions and businesses and what impact those tourism products have on local and regional economies.

11:30 AM – 12:00 PM

**Trade Show Viewing
Wine Pull**

Ballroom III & IV

12:00 – 1:30 PM

**Scholarship Luncheon
Special Guest, The Honorable Governor Kay Ivey**

**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, Christy Baranovics and
Pam Swanner**

2:00 – 4:00 PM

AGCT Beach Games '25

Dunes Terrace

Friendly competition is the theme during this afternoon of fun and rivalry on the beach. Whether you want to be in the heart of the competition or cheering on your team from the sidelines, there's a place for you here. This afternoon of beach fun is the perfect complement to our excellent slate of educational sessions, offering a chance to enjoy Alabama's number one tourism attraction while networking – and fighting for bragging rights – with peers from around the state.

Sponsored by

6:00 – 7:00 PM

**Reception in the Trade Show/Silent Auction (Cash
Bar)
Sponsored by**

Ballroom III & IV

7:00 PM

Celebrating the Luaus of the Past!

In this throw-back celebration, the Gulf State Park luaus of old will be made new again. Back in the day, The Lodge was home to weekly luaus enjoyed by locals and visitors alike. **Gulf Shores/Orange Beach Tourism and The Lodge at Gulf State Park** are partnering to bring this special local event back with a new flair. Seafood, entertainment, and beautiful views will highlight this magical night on the coast.

Dunes Terrace

Tuesday, August 26

8:00 - 9:00 AM **Breakfast in the Trade Show and Final Bidding for the Silent Auction** **Ballroom III & IV**
Sponsored by

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** **Ballroom I & II**
Kristy Durso “Why Accessibility”

Kristy’s ultimate goal is to inspire change in the travel industry to make a more inclusive atmosphere, so that travel is accessible to all.

Kristy works directly with DMOs, tourist boards, resorts, etc. to increase awareness of disability travel, and to help them improve their accessibility

Her work aims to improve accessibility options for travelers with disabilities, and to also help travel advisors better communicate with potential clients and destinations so that the travelers’ needs are met, and expectations of the level of accessibility are accurate. As a member of the advisory board for Travelability,

She is the owner of Incredible Memories Travel. As a full time wheelchair user and mom to three kids with disabilities and food allergies, she understands the complexities of accessible travel on a personal level. Kristy is passionate about helping others with disabilities travel. Over the last several years, Kristy has noticed a disconnect between what is labeled as accessible, and what is truly disability friendly. Accommodations are often labeled as accessible when, in fact, they meet the needs of very few people with disabilities.

11:00 AM **Silent Auction Payment at Convention Registration Desk** **The Burrow**

Revised 4/2/2025