God Alone

“For you are great and do wondrous things; you alone are God.”
Psalm 86:10  ESV

Greenville, South Carolina
April 15 – 17, 2019 • Hyatt Regency
Welcome to Yeah, THAT Greenville!

We’re looking forward to our time together at CMCA and hope you will use your free time on Monday to explore downtown. Printed maps will be available at registration, or can be viewed online at www.visitgreenvillesc.com/CMCA.

Put on your walking shoes and head outside!
The Hyatt Regency’s NOMA (North Main) Square is a great place to gather with CMCA friends and the start of your walking adventure on Main Street!

Experience a 40-foot waterfall from the one-of-a-kind Liberty Bridge at Falls Park on the Reedy.

Along the way, leisurely browse the shops, galleries, museums, restaurants, gelato, coffee shops and additional hotel options in downtown.

How far is THAT?
Using your downtown map, exit the Hyatt and turn left and enjoy Main Street. Estimated walking times:
• 10 min. walk to Peace Center (at Broad St)
• 15 min. walk to Liberty Bridge in Falls Park on the Reedy (at Falls Park Dr)
• 20 min. walk to Fluor Field in the West End (a replica of Fenway Park!)
• 6 min. walk (on College St) to Heritage Green museum district

Need a lift?
Look for our two CMCA Hop-In Shuttles as well as a shuttle van, just for CMCA attendees! Look for the CMCA logo — then show your registration badge or mention CMCA for a free ride! They will be roaming Main Street and happy to give you a lift.

Planners Only Tours
Planners who signed up for the Greenville tours on Monday should have received a separate email with instructions. If you did not receive an email please email dwilson@visitgreenvillesc.com for confirmation as space is limited.

Wednesday Lunch 12 noon – 2pm
We recommend one of the 40+ restaurants within a 10 min walk from Hyatt Regency (to Broad St.), to ensure you’re back in time for the 2pm afternoon sessions. Look for a list on www.visitgreenvillesc.com/CMCA and in your registration materials on arrival.

Questions about Greenville? Stop by the staffed Information Table in the Hyatt Regency Lobby on Monday 7am-5pm, or call our Visitors Center at 864-233-0461 or text/call Diane Wilson’s cell phone at 864-704-6850.

Enjoy your stay!
VisitGreenvilleSC sponsored several items for this show, including two meals and opening reception, bus and shuttle transportation, and the Living Gallery performance.

Thank you to our Registration Sponsors!

Name Badge Holders: Visit Colorado Springs Convention & Visitors Bureau
Prayer Partner Photos: Hampton Convention & Visitors Bureau
Show Bags: Ocean Center
Snack Bags: Experience Kissimmee

Thank you to the many volunteers who helped with this year’s event!

Your service is noticed and appreciated!
# 2019 CMCA Showcase Schedule

## Monday, April 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Sponsor/Legal Advice</th>
<th>Music</th>
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</thead>
<tbody>
<tr>
<td>10:00 AM</td>
<td>CMCA Registration Open</td>
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<tr>
<td></td>
<td>Planners registered for the Greenville pre-tours should meet at the</td>
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<td></td>
<td>Hyatt Valet circle at 10:20 am or 1:20 pm.</td>
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<td></td>
<td>Enjoy walking/shopping on Main Street</td>
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<tr>
<td>5:15 PM</td>
<td>Orientation</td>
<td>Regency B</td>
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<tr>
<td>6:00 PM</td>
<td>Beverage Reception (Hyatt Courtyard – Noma Square)</td>
<td></td>
<td>VisitGreenvilleSC</td>
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<tr>
<td>6:30 PM</td>
<td>Opening Dinner/Program</td>
<td>Regency Ballroom (C – H)</td>
<td>VisitGreenvilleSC</td>
<td>The Martins</td>
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<tr>
<td>9:00 PM</td>
<td>Afterglow (Optional Prayer Time)</td>
<td>Think Tank (2nd floor)</td>
<td></td>
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## Tuesday, April 16

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Sponsor/Legal Advice</th>
<th>Music</th>
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<tbody>
<tr>
<td>7:15 AM</td>
<td>Morning Prayer (Optional Prayer Time)</td>
<td>Think Tank, 2nd Floor</td>
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<tr>
<td>7:45 AM</td>
<td>Breakfast/Morning Program</td>
<td>Regency Ballroom (C – H)</td>
<td>Visit Colorado Springs CVB</td>
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<td></td>
<td>Emcee: Lyndy Phillips</td>
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<td></td>
<td>Sponsor: Visit Colorado Springs CVB</td>
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<tr>
<td>9:45 AM</td>
<td>Reverse Tradeshow</td>
<td>Galleries and Teal (2nd</td>
<td>Cabarrus County CVB</td>
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<td></td>
<td>Beverage Break Sponsors by Cabarrus County CVB</td>
<td>Floor)</td>
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<tr>
<td>Noon</td>
<td>Lunch and Program</td>
<td>Regency Ballroom (C – H)</td>
<td>Visit Virginia’s Blue Ridge</td>
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<td></td>
<td>Emcee: David Ferrell</td>
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<td>Sponsor: Visit Virginia’s Blue Ridge</td>
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<td>Speaker: Bruce Marchiano</td>
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<tr>
<td>1:45 PM</td>
<td>Education Opportunities</td>
<td>Regency B</td>
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<td></td>
<td>Overcoming the Past</td>
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<td>Leader: Eric Lind</td>
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<td></td>
<td>Hotel Contracts Training for Experienced Planners</td>
<td>Regency A (Enter through Crepe Myrtle at end of hall)</td>
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<tr>
<td></td>
<td>Improving Your Networking Skills</td>
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<td>Leader: Susan Turner, Lockheed Martin Aeronautics</td>
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<td>Selecting Cost Effective Menus</td>
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<td>Leader: John Deck, Corporate Director of Food and Beverage for Auro</td>
<td>Dogwood</td>
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<td>Hotels</td>
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**2019 CMCA Showcase Schedule**

**How to Access Complimentary Hyatt Wi-Fi**

Network: @CMCA
Secured Password: GodAlone

If facing problems connecting, search www.cnn.com in your web browser to redirect you to the secured login.

**Tuesday, April 16, continued**

2:45 PM   **Beverage Break**  
Sponsored by Cabarrus County CVB

3:00 PM   **Education Opportunities**

- **Making Jesus Real in Your Life & Experience**  
  Leader: Bruce Marchiano  
  Location: Regency B

- **How Current Trends are Impacting You**  
  Leader: Scott Falk, Arrowhead Conferences & Events  
  Location: Regency A (Enter through Crepe Myrtle at end of hall)

- **The Down & Dirty Real Life Sales Class**  
  Leader: Tami Forero, Forte Events  
  Location: Redbud

- **Small but Mighty: Benefits of Working with 2nd Tier Destinations**  
  Leader: Lauran Peoples, CSEP - Richmond CVB  
  Location: Dogwood

- **How to Write an Audio Visual RFP (Round Table)**  
  Location: Boardroom  
  Leader: Greg Turcotte, Harvest Productions

**Wednesday, April 17**

7:30 AM   **Morning Prayer (Optional Prayer Time)**  
Leader: Rex Tonkins  
Location: Think Tank (2nd Floor)

8:00 AM   **Breakfast/Morning Program**  
Location: Regency Ballroom (C – H)  
Sponsor: Daytona Beach Area CVB  
Emcee: David Ferrell  
Worship: Brandon Camphor  
Speaker: Bruce Van Natta

10:00 AM   **Reverse Tradeshow**  
Location: Galleries and Teal (2nd Floor)  
Beverage Break Sponsored by Dayton CVB

Noon   **Lunch – On Own on Greenville’s Main Street**  
Suppliers: Please invite planners to lunch  
Restaurant List available at VisitGreenvilleSC Table
## 2019 CMCA Showcase Schedule

### Wednesday, April 17, continued

**2:30 PM**  
**Education Opportunities**

**Hearing God’s Voice**  
**Leader:** Bruce Van Natta  
**Location:** Regency B

**Successful Business: Balanced Life**  
**Leader:** Tami Forero, Forte Events  
**Location:** Regency A (Enter through Crepe Myrtle at end of hall)

**RFPs that Produce the Best Proposals**  
**Leaders:** Todd Morris – Hip, Historic…Almost Heaven Charleston  
Mindy Lallier – Visit Overland Park; Kathleen Borgne – Visit Tulsa  
**Location:** Redbud  
**Leader:** Todd Morris and Team

**3:30 PM**  
**Beverage Break**  
Sponsored by Dayton CVB

**3:45 PM**  
**Education Opportunities**

**Living the Victorious Life**  
**Leader:** Bruce Marchiano  
**Location:** Regency B

**How Working with Christian Groups Differs from Working with Other Groups**  
**Leaders:** Jeffrey Perrin, CMP – Hyatt Hotels & Resorts; Scott Falk – Arrowhead Conferences and Events  
**Location:** Regency A (Enter through Crepe Myrtle at end of hall)

**4:45 PM**  
**Free Time**

**6:30 PM**  
**Closing Dinner/Program**  
**Location:** Regency Ballroom (C – H)  
**Sponsor:** VisitGreenvilleSC and Hyatt Regency Greenville  
**Emcee:** Lyndy Phillips  
**Song:** Caleb Serrano  
**Worship:** Brandon Camphor  
**Speaker:** Kechi Okwuchi  
**Interviewer:** Jeremy Wilson, The Broadmoor

**9:00 – 11:00 PM**  
**Hospitality**  
**Location:** Presidential Suite, 8th Floor  
**Sponsored by:** Hip, Historic…Almost Heaven Charleston, WV; Fayetteville Area CVB, Visit Overland Park and Visit Tulsa

**Please Return your Name Badges to CMCA Registration Counter**

Thank you for Attending!
The Ocean Center is located in the heart of one of America’s favorite family destinations. It’s the perfect venue for meetings and conventions large and small, exhibitions, entertainment events and sporting competitions. And when the meeting breaks, the ocean awaits. Book the Ocean Center and the best staff in the business will make your next event your best event.
2019 CMCA Showcase Schedule

A Special Thanks!

A special thank you to this year’s program team:

- Brad Jankowski – Cru
- Celia Anderson – Experience Columbus
- Jayne Kuryluk – CMCA
- Jeffrey F. Perrin, CMP – Hyatt Hotels & Resorts
- Jeremy Wilson – The Broadmoor
- Karen Woods – The Billy Graham Evangelistic Association
- Kathryn York – Visit Franklin
- Rachel Eble – Arrowhead Conferences & Events
- Sara Melendez-Davis – Experience Kissimmee
- Steven Cauble - ICFG

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* Certain restrictions may apply.

Submit an RFP and receive a special ‘thank you’ gift!

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Interim Director of Sales & Services, CMP CHSE
Dayton Convention & Visitors Bureau
937.226.3162 | cwalker@daytoncvb.net

daytoncvb.com | 800.221.8235
Kechi Okwuchi

From plane crash victim to a finalist on NBC's *America's Got Talent*, 27-year-old Nigerian-born singer Kechi Okwuchi has overcome a lot. Through her love of music, Kechi has made a name for herself amongst other superstars, singing covers like “By the Grace of God” and “Don't Worry About Me” and more. There’s no doubt that adversity has only made Kechi Okwuchi stronger.

On December 10th 2005, Kechi was headed home from boarding school for the Christmas holidays aboard a local airplane, which crashed and killed 107 out of 109 passengers, 60 of whom were fellow classmates and friends. Kechi suffered third-degree burns over 65% of her body, and she’s since had to undergo multiple intensive surgical procedures. America’s Got Talent was a huge and miraculous opportunity for Kechi, the kind she could only dream of in the past, and she still can’t believe she became a top 10 finalist on the show! *America’s Got Talent* opened new doors for Kechi, and now she intends to press onward in faith with music as her primary goal.

Bruce Marchiano

Bruce Marchiano is an actor, producer/director, author, and ministry director, best known for his actor’s portrayal of Jesus in *The Visual Bible: The Gospel According to Matthew* and in the Pure Flix hit, *The Encounter*. Matthew is regarded as one of the most landmark Jesus films of all time, with distribution in China alone long surpassing one million.

As Matthew gained international acclaim, doors exploded open for Bruce in Christian films, as well as speaking, writing, and ministry. Following the counsel of his mentors, the iconic Disney actor Dean Jones and renowned Christian leader Dr. Jack Hayford, Bruce turned his focus in these directions. As a result, Bruce's many Christian and biblical films are too numerous to list.

As an author, Bruce has penned several books on the Person of Jesus. Among them are *Jesus Yesterday, Today & Forever; Jesus Wept*, and the best-selling *In the Footsteps of Jesus*, all of which have been honored by the Evangelical Christian Publishers Association as Gold Medallion finalists. Other titles include *Jesus the Man Who Loved Women, Meeting Jesus*, and *The Character of a Man*. 
Featured Speakers

Bruce Van Natta

Author of *Saved by Angels, A Miraculous Life*, and founder of Sweet Bread Ministries, Bruce Van Natta has been a guest on over 100 talk radio shows and over 30 TV shows, with several being nationally-syndicated.

When the logging truck Bruce was working on fell off the jack across his mid-section, crushing him under the 10,000-pound axle, no one thought he would live. But, in 2006, while he was on the verge of life and death, Bruce had an “out of body” experience. God sent two angels to keep him alive. As Bruce’s body was almost cut in half and his main arteries were completely severed in five places, the doctors said there was no medical record of anyone surviving longer than a few minutes with injuries like his. Though Bruce should have died before the ambulance arrived, he lived to tell his amazing story today.

Eric Lind

Eric Lind practiced law for 16 years and then took a horrible fall as a result of a sin pattern in his life. Eric was convicted on four counts of theft and forging the signature of a judge, and he was sentenced to 28 months in prison. While Eric believed his professional life was over, the Lord had other plans.

Eric has since had tremendous successes and failures, and the Lord has carried him through the darkest of times. At a point when he thought he had zero chance of professional or business success, you will hear how the Lord opened doors of opportunity that Eric never could’ve imagined or dreamed possible.

After Eric’s fall, he made the determination that he would always be transparent in everything he did or said. The doors that opened as a result of that decision illustrate God’s plan for restoration and redemption in all our lives.

Rex Tonkins

Rex Tonkins grew up in North Carolina and serves as the State Coordinator for Billy Graham Evangelistic Association and the State Coordinator for the National Day of Prayer. He received a Master of Arts from the University of Phoenix and a Bachelor of Arts from Lenoir Rhyne University. Rex and his wife Vickie spent almost three decades leading youth ministry and evangelism across the United States. He is also Co-founder and Director of The Destiny Project, Inc. (youhaveadestiny.org)

Prayer Leader
Caleb Serrano

Caleb Serrano will give us a short encore performance. Seven year old Caleb joined us last year in Roanoke and left a big impression on CMCA attendees. He has had numerous TV appearances and sang with some of today’s greatest Gospel stars.

The Martins

Siblings, Joyce, Jonathan and Judy, collectively known as The Martins, have enjoyed countless radio hits and performances at concert halls, arenas, auditoriums and churches worldwide.

During the 1990s, The Martins rose to national and international success, showcasing their stunning and distinctive harmonies before a vast array of audiences, from legendary singer/songwriter Bill Gaither’s multi-award winning Homecoming Video and Concert Series to the White House to Carnegie Hall.

Over the years the Trio garnered eight Dove Awards from the Gospel Music Association, as well as a prestigious Grammy nomination.

Brandon Camphor – Worship Leader

Brandon Camphor has flashed many musical faces over the course of his career. He's soloed for the Grammy® Award winning Brooklyn Tabernacle Choir; he's fronted the Urban Pop group, Brandon Camphor & One Way; and he's even had a successful side hustle as an in-demand wedding singer at private events. Now, the smooth-voiced singer has struck out on his own as a solo gospel artist.

Church is at the core of Camphor’s essence. He was raised around gospel music and graduated from the prestigious Duke Ellington School for the Performing Arts where he honed his skills as a singer and writer. After moving to New York City, Camphor joined the music department at the Brooklyn Tabernacle Church where he has supervised the creation and promotion of several projects, including the choir’s recent No. 1 hit, I Am Reminded. He’s also the featured vocalist on the album’s current Top 40 radio single, Psalm 34. Camphor has now begun work on his first full-length gospel recording, Look Out, World!

Lance Garrett

Lance is a talented pianist and born-again Christian of 52 years. He will join us in Greeneville for his seventh CMCA Showcase where we will once again be blessed by his musical talents. Lance's greatest goal is that God is honored through his music.
We help plan your meeting, you plan your adventure.

Rogers makes it easy for you to book your next meeting and our countless shops, restaurants, entertainment venues and outdoor activities are sure to please your attendees. With more than $400 million of development planned for the convention district, walkable access to entertainment and 125,000 square feet of flexible meeting space under one roof, Rogers is where possible meets. Plan your next meeting at www.MeetInRogers.com or call Luke today.

PLAN YOUR NEXT MEETING.

Get in touch with Luke Wiggins, our Convention Sales Manager at Visit Rogers, and he’ll be more than happy to help.
Lyndy Phillips, Emcee

Lyndy Phillips grew up in the farming community of Darrouzett, Texas, where he developed his creative and humorous imagination and began performing for audiences at the age of seven. Along the way, Lyndy learned how to tell humorous stories, participating in UIL Poetry and Storytelling competitions, and he also developed his sleight of hand skills while performing for family and community events.

An ordained minister, Lyndy served as Executive Director of Development for an international marriage ministry and television program based in Dallas, Texas. Prior to that, Lyndy served more than 15 years in the local church as a youth pastor, associate pastor, and church elder. Today, Lyndy speaks across the country for associations, companies, and organizations with his “Laugh More. Stress Less.” program (LaughMoreStressLess.com).

Lyndy and his wife currently live in the Dallas/Fort Worth area and volunteer with Network to Help ministry, opening their home to missionaries on furlough and others who need temporary housing. They are proud parents to two grown children, Lezlie and Taylor, and two dogs, Pepper and Zuzu. (And, they’re ready for grandkids!)

David Ferrell, Emcee

For over 20 years, comedian David Ferrell has shown audiences that comedy can be clean and funny! A three-time nominee for Inspirational Comedian of the Year by ICM, David can be heard on Sirius/XM’s “Laugh USA,” and he was also named one of five “Hot Acts in America” by Event Solutions Magazine. David is a multi-time nominee for Comedy Act of the Year by the Inspirational Country Music Awards, sharing the honor with Mark Lowry, Dennis Swanberg, Chonda Pierce, and some of the biggest names in Christian comedy. He is one of the most active touring Christian comedians working today, performing well over 150 dates a year.
**Spiritual Sessions**

[Note: The bios of these presenters are listed under the featured speakers section.]

**Hearing God’s Voice**  
**Presented by Bruce Van Natta**

This session reveals how the Lord reaches out to all people in various ways in order that we might have intimacy with Him. Using a testimonial-style approach, filled with numerous personal examples, this session addresses seven ways God communicates with His beloved children. This knowledge inspires all people to deepen their relationship with the living God as they realize that God’s grace and mercy are not reserved only for those who have made all the right choices, can recite 100 Bible verses, or stand behind a pulpit. God’s love is for everyday people, every day!

**Living the Victorious Life**  
**Presented by Bruce Van Natta**

The Bible shows us that there are weapons available to all believers—in fact, a complete arsenal—so that we can each live a victorious life in all five areas of our existence. Sometimes, we don’t get the answers or outcomes we desire in this life. But, even in those times, we can know God is faithful and will give us the strength and peace to not only get through the storm but remain triumphant, as God brings good from bad. The faith-building testimonies and Biblical references shared will instill boldness and help believers to live “supernaturally victorious” in every area of their lives—regardless of the circumstances—as God has created us to be overcomers in and through Him.

**Making Jesus Real in Your Life & Experience**  
**Presented by Bruce Marchiano**

The difference between believing in Jesus and experiencing Him is the difference of day and night. In this session, Bruce will share the keys he discovered to lifting Jesus out of the pages of Scripture and into your heart.

**Overcoming the Past**  
**Presented by Eric Lind**

Many—if not most of us—believe that one big mistake can totally derail our lives, at least in terms of ministry service. But, we serve a God who loves to restore “cracked pots.” While it may seem like the big mistake is the end, it is really just the beginning of what God has in store for you!
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You can be the best negotiator in the world, but the bottom line is whether your contract is legally clear, inclusive, and enforceable. Preparing well-written hotel contracts requires the strategic knowledge of what to negotiate and a strategy for preparing the wording in the contract. This session is for novices and pros who need a refresher on contract strategy. This session is presented by a 25+ year hospitality law specialist and will cover legal tips and pitfalls to avoid that every meeting professional must understand to survive in today’s business climate and avoid expensive lawsuits. Topics will include: John's golden rule of contracting; breach of contract issues, “penalties” vs. “damages,” and what’s enforceable; the importance of understanding profit margins in hotels; the two methods of calculating guest room attrition damages; a recommended formula for calculating attrition damages, the audit clause and privacy, cancellation vs. termination, plus much more. The session will be interactive, and your questions will be addressed.

**Learner Outcomes**
Upon conclusion of this session, attendees will be able to:

1. Identify and understand the issues and legal principles in hotel contracts that cause the most friction between planners and suppliers
2. Explain the difference between penalties vs. damages and what’s enforceable
3. Discuss the various methods of calculating Attrition and Cancellation damages in guestrooms and catered food and beverage functions

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The Sevierville Convention Center offers the perfect mix of meeting space and fun! Our beautiful, peaceful setting is just minutes away from Smoky Mountain adventures like Dollywood, NASCAR SpeedPark, Sevier Air and so much more! Happy attendees and renewed spirits!

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Industry Sessions

How Current Trends Are Impacting You

Presented by Scott Falk, Arrowhead Conferences & Events

In an ever-changing hospitality marketplace, numerous factors affect the outcome of our events. This session will present an overview of the forces, trends, and factors that bear down on planning, negotiating, and success. This roundtable format is designed for senior-level planners to interact with their own responses and experiences with these trends.

Scott Falk is the president of Arrowhead Conferences & Events and has been with the organization for 22 years. Arrowhead Conferences & Events was founded in 1986, and is a 501(c)(3) nonprofit conference-and event-planning company, primarily serving Christian ministries. With 300 plus years of combined conference-planning experience, Arrowhead annually books more than 140,000 room nights and 400 conferences. When Scott is not working, he enjoys spending his time with his wife Suzanne and their six children who range in age from 6–16 years old.

How to Fix Unfair or Vague Hotel Contract Clauses

Specific Tips for Reviewing or Correcting Contracts and Avoiding Pitfalls for Experienced Meeting Professionals

Presented by John S. Foster, Esq., CHME

The devil is in the details when preparing or revising hotel contracts. Terms that appear to be reasonable or standard may contain serious and expensive pitfalls for the unwary and untrained. This session is an intermediate to advanced approach on how specific terms in hotel contracts should be specifically written to allocate risk fairly between the parties. Prepare to analyze and discuss contract clauses dealing with attrition (rooms and catering), cancellation, and force majeure, indemnification, meeting room assignments, audit clauses, and more.

Learner Outcomes

Upon conclusion of this session, you will be able to:
1. Identify what clauses are typical problem areas between meeting sponsors and suppliers
2. Discuss the two different methods for calculating performance damages
3. Demonstrate the best practices for writing attrition, cancellation, force majeure clauses, and audit clauses

How to Receive Maximum Value from a Convention & Visitors Bureau

Presented by Kathy Reak, Visit Colorado Springs CVB

This session will help planners learn all the capabilities a Convention & Visitors Bureau offers. You will find out how to shop destinations quickly and conveniently. We will discuss every facet of planning your meeting—from site selection to promoting your conference.

Kathy Reak is the Director of Sales with the Colorado Springs Convention & Visitors Bureau. Kathy is a twenty-one year CVB veteran, with 36 years of hospitality industry experience.
How Working with Christian Groups Differs from Working with Other Groups

Presented by Jeffrey Perrin, CMP, Hyatt Hotels & Resorts and T. Scott Falk, Arrowhead Conferences and Events

What makes the Christian Meetings Market different from other markets? In this session, we will explore the specific needs of the Christian Meeting Market and what incentives and concessions best fit this market. We will also help identify the true decision-makers of the organization and give tips on how to best communicate with planners in this market.

Jeff Perrin currently serves as the Global Director, Americas with Hyatt Hotels & Resorts. Jeff has been with Hyatt since 1984, where he started his career at the Hyatt Regency Dearborn.

How to Write an Audio Visual RFP (Round Table)

Presented by Greg Turcotte, Harvest Productions

In this session, you will learn:

1. How to get what you want from an AV provider
2. The advantages of relationships
3. How to write an RFP to find a vendor that will result in a long-term relationship

Greg Turcotte serves on the Leadership Team at Harvest Productions. Greg’s unique understanding of production—combined with his ability to design—allows him to take a client’s vision for an event and make it a reality. He has developed many lasting relationships, ranging from national clients to local ones. Gturcotte@harvestkc.com

Improving Your Networking Skills

Presented by Susan Turner, Lockheed Martin Aeronautics

Networking is a required element for today’s successful professional. In this breakout session, you will learn skills to make them most of your networking opportunities. We will discuss each aspect of networking, including how to enter a room with confidence, how to ensure your physical appearance adds to (rather than detracts from) your professional presence, and how your body language silently but powerfully communicates.

We also cover tough topics, such as how to enter an existing conversation, how to exit a conversation gracefully, how to properly meet and create quality dialogue with a stranger, and how to make a lasting impression with those to whom you would like the opportunity to reengage later.

Susan Turner oversees a team of customer engagement professionals who plan and execute hundreds of high-level U.S. and foreign military, government, and industry visits to Lockheed Martin Aeronautics annually. She also leads coordination efforts with customers to celebrate first aircraft deliveries around the world that are regularly attended by U.S. and foreign heads of state, cabinet officials, senior military officers, elected officials, and global leaders of industry.
Legal Questions Answered with John Foster, Esq., CHME

This is a time for one-on-one time with John. Bring him your questions or difficult contracts.

RFPs that Produce the Best Proposals
Presented by Todd Morris, Mindy Lallier, and Kathleen Borgne

Do you often receive a long list of questions from a destination or hotel after submitting an RFP for your meeting? Chances are you are missing the information needed to receive a complete proposal and possibly not revealing the true value of your meeting. In this session, we will cover information and details needed to compose an efficient RFP that will help you get competitive proposals from destinations and hotels.

Kathleen Borgne has been in the hospitality industry for 27 years. She started her career at the front desk of the local Marriott after receiving a BBA in Meetings and Destination Management. After three years at the hotel, she worked as the meeting planner for Sweet Adelines International for 11 years. She is currently the Director of Sales with the Tulsa Convention & Visitors Bureau where she just celebrated her 13th year with the organization.

Mindy Lallier’s career began in hospitality at the Hotel Thayer on West Point in New York. After six years, the family moved back to her husband’s home state of Iowa, where she gained a position as Director of Sales and Catering with Kinseth Hospitality Companies. As her responsibilities grew with Kinseth Hospitality, the company offered her a job in Overland Park as a Director of Catering. Mindy joined Visit Overland Park 15 years ago as a sales manager, was promoted to Director of Sales, and now holds the title of Vice President of Business Development.

Todd Morris is currently serving as the Director of Faith-based, Association and Military Sales at the Charleston West Virginia Convention & Visitors Bureau. Todd was honored to be selected to serve on the Advisory Boards of Collinson Media and Religious Conference Management Association’s (RCMA) new tradeshow Emerge. Todd received the prestigious Crystal Cup, presented by Collinson Media President Chris Collinson during the 2008 Rejuvenate Marketplace.

Selecting Cost Effective Menus
Presented by John Deck, Corporate Director of Food and Beverage for Auro Hotels

How to work with hotel partners to develop creative solutions for maximizing your menu potential, while reducing spend for your organization.

John Deck currently oversees Food and Beverage for Auro Hotels, with his focus being culinary and mixology support, as well as food and beverage innovation. He has previously worked as a Food & Beverage Director, Operations Director, and General Manager on the property level. John is a graduate of Georgia Southern University and enjoys experiencing food, sports, travel, and spending time with his family.
Small but Mighty: Benefits of Working with 2nd Tier Destinations

Presented by Lauran Peoples, CSEP, Richmond CVB

You’re familiar with the glitz and glamour of first tier destinations, but want to know more about the “it” factor surrounding smaller destinations. This workshop will share the ‘Triple A’ trifecta when sourcing second tier cities: Affordability, Accessibility, and Authenticity. You’ll learn about the benefits of establishing relationships with smaller destinations to create big experiences (and savings) for your groups.

Lauran Peoples is a firm believer in purpose and provision. She began her hospitality career nearly 20 years ago as a hotel Front Desk Agent and knew immediately that her life’s journey was rooted in service and hospitality. From learning the ropes as a Sales Manager for Marriott International and Hilton Hotels and Resorts to working as a Marketing Director for a boutique hospitality group Lauran has always been driven by connecting people and ideas through hospitality. In her current role as a Sales Manager for Richmond Region Tourism, Lauran represents the Richmond Region as a distinctive meeting and convention destination to planners across the country. She lives in Henrico, Virginia with her 13-year-old rescue pup, Mayci.

Successful Business: Balanced Life

Presented by Tami Forero, Forte Events

Do you work excessive hours? Do you do everything in your company? Are you making the money you deserve? Are you hoping that all your hard work will someday pay off? If so, attend this session on how to have a successful business while living a balanced life.

Learn how to grow your business or career in such a way that you are creating a better life for you and your family. It is possible to be financially successful and personally-fulfilled while working in the event industry. Don’t waste another year hoping for change; make it happen now!

Tami Forero, CEO of Forte’ Events Inc., speaks annually at event conferences, as well as numerous industry chapters and nationwide associations. With over twenty-six years of experience in the event industry and a corporate background, Tami is a knowledgeable source in the areas of sales, marketing, experiential learning, and obtaining a successful business and balanced life.
The Down & Dirty, Real Life, No Holds Barred SALES class

Presented by Tami Forero, Forte Events

I always say: If you know how to sell, you’ll NEVER be poor in your life! Many people hate the thought of selling. I did, too, until I learned that we are all selling something every day—ourselves, products we like, places we like, etc. In the event industry, sales can be challenging. If you’re interested in learning effective tools for selling your product or service, this is the session for you. Come hear real-life, current examples of the sales process that can have an immediate, dramatic effect on your bottom line. Brainstorm with your peers on additional ideas that are working for event companies worldwide. Let’s help each other get to the next level!

[Bio previous page]

Travel Safely and Look Great Doing It! (for Women Only)

Presented by Shonna Nitzel, CMP, HMCC-Experient/Maritz Global Events

This session has tips and tricks for women to travel comfortably while still looking fabulous and staying safe. Learn practical fashion and packing hints for business women to remain modest, business-like, and comfortable while they travel. We will also discuss a few simple apps that can really make life easier and safer while we travel the globe.

This is a lighthearted, interactive class. During this class, I bring in samples of luggage, packing aids, clothing samples. We also will pull out our cell phones and download apps for medical safety, travel security, inspiration, business networking, etc. No guys allowed.

Shonna Nitzel, CMP, HMCC with Experient/Maritz Global Events brings over 18 years of experience in the meeting industry. MGE negotiates over 1.4 billion dollars on behalf of their clients each year. She has been a pioneer in the industry, spending the first half of her career in the technology field for groups and meetings. Her specialization is planning full-service corporate meetings around the globe, contract negotiations, as well as developing complex corporate and association meetings solutions. Her hobbies also include decades as a theatre director and costumer, as well as being in church music ministry since childhood. Her office is based in Twinsburg, Ohio.
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