

THE NEXT STEP

Sometimes the
smallest
step in the right
direction ends up
being the biggest
step of your life.
Tip toe if you
must, but
TAKE THE STEP

~ CONFERENCE SCHEDULE ~

**9:15 CONFERENCE KICK OFF – WELCOME BY ABILENE
MAYOR ANTHONY WILLIAMS**

**9:30 KEYNOTE – SCOTT JOSLOVE, PRESIDENT & CEO OF THE
TEXAS HOTEL & LODGING ASSOCIATION**

– EXHIBIT HALL

9:30 SILENT AUCTION BIDDING OPENS

10:30 SOLUTION SEMINARS

11:30 – 12:00 NETWORKING BREAK – EXHIBIT HALL

12:00 LUNCHEON

**12:30 LEADERSHIP TMCN SCHOLARSHIP AWARDS &
INTRODUCTION OF NEW AWARDS PROGRAM**

1:20 SILENT AUCTION BIDDING CLOSSES

1:30 SOLUTION SEMINARS

**2:30 WRAP-UP & GIVE-A-WAYS – EXHIBIT HALL –
*MUST BE PRESENT TO WIN***

2021 TMCN Board of Directors

President – Erin Corbell, Brady

Vice President – Ray Tipton, Brownwood

Sec/Treas – Darwin Archer, Cisco

Immediate Past President. – Lauren Bush, Seymour

Executive Director – Lori Dodd

Directors:

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Julie Johncox – Abilene

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At Large Directors

Will Dugger, Jacob & Martin Engineering

Kirk Canada, Hendrick Health System

Gail Lawrence, Texas State Technical College

KEYNOTE

HOTEL OCCUPANCY TAX USES AND TOURISM PUBLIC IMPROVEMENT DISTRICTS: EVERYTHING YOU WANT TO KNOW



Scott Joslove has served as President and CEO of the Texas Hotel & Lodging Association (THLA) for the past 20 years. In that time, THLA has grown from the fourth largest state hotel association to the largest state hotel association in the nation, with over 5,000 lodging-related member businesses, from the smallest bed and breakfast properties to the largest convention center hotels.

Since joining THLA, Scott and his staff have passed every legislative bill they have offered over the last nineteen years and have defeated every legislative initiative opposed by the lodging industry. The International Society of Hotel Associations has recognized THLA ten times for having the Best Membership Program and the Best Governmental Affairs Program in the nation. Scott was recognized with the Top Watchdog award by the San Antonio Tourism Council, the Anthony G. Marshall Hospitality Law Lifetime Achievement Award, the Lifetime Achievement award from the Hotel & Lodging Association of Greater Houston, and the first non-elected official to receive the Friend of the Hotelier Award from the Asian American Hotel Owners Association.

Scott has a master's degree in public administration and has been a licensed attorney for over 25 years. Prior to joining THLA, Scott served as Chief of Municipal Affairs for the Texas Attorney General and as First Assistant General Counsel for the Texas Municipal League.

Every event, program, or facility funded with hotel occupancy tax revenues must be likely to directly promote tourism and directly promote the convention and hotel industry. Our Keynote Speaker is an expert in the lodging industry and on the proper uses of Hotel Occupancy Tax. He will dispel the myths of these uses as well as share the details of the emerging Tourism Public Improvement Districts which are initiated and overseen by area hoteliers, in partnership with their local destination marketing organization.

MORNING - SOLUTION SEMINARS

Conference Room A

Putting Your Best Foot Forward: Design to be Noticed

Presenter – Erin Corbell, Deputy City Manager, City of Brady, 325-597-2152, erin@bradytx.com and Lauren Bush, Director of Economic Development, City of Seymour, 940-889-0030, lbush@cityofseymour.org



What makes your community destination worthy for Texas tourists? How do you capture their attention in a single page? Join Erin and Lauren for an engaging “how-to” in attracting potential visitors through your community page in the 2022 Texas Midwest Guide.

Conference Room B
Keep Moving Forward During Slow Times – Do Something Fun & Meaningful

Presenter – Sara Nichols, Program Director, Keep Texas Beautiful
512-961-5260, sara@ktb.org and **Rachel Hering, Director, Keep Texas Recycling**, 512-872-6630, rachel@ktb.org



For more than thirty years, Keep Texas Beautiful, in partnership with the Texas Department of Transportation (TxDOT), has awarded the prestigious Governor's Community Achievement Awards to Texas communities for their outstanding overall efforts to keep their communities beautiful. Our Keep Texas Recycling (KTR) program provides a variety of services that help increase recycling opportunities throughout the state of Texas.

Conference Room C
How to Keep Yourself Mentally Healthy in Challenging Times

Presenter – Jason Groves, Founder & Curator, Refuge Ranch
806-775-2108, jason@myrefugeranch.org



Join Jason as he leads us to rediscover and focus on the three “R’s” of what matters most in life: 1) Rest - destroy busyness and stress by entering a space of peace and outdoor adventure; 2) Reconnect - stay rooted in relationships with others and yourself; 3) Rediscover - what inspires you and your purpose.

Conference Room D
Building Capacity in Your Community With Paid Volunteers

Presenter – Schuyler Noland, VISTA Program Manager, West Central Texas Council of Governments
325-672-8544, tnew@bcahec.org, snoland@westcentraltexas.org

Through capacity building activities such as fundraising, grant writing, research, and volunteer recruitment AmeriCorps members in the VISTA program serve in an office setting and gain experience and leadership skills. This opportunity prepares members for a life of service in the public, private, or nonprofit sector.



NETWORKING BREAK

PLAY NETWORKING BINGO – VISIT WITH PEERS & MEET EXHIBITORS

LUNCHEON

ANNOUNCEMENT OF NEW COMMUNITY AWARD PROGRAM – ROAD TRIP TEXAS!

LEADERSHIP TMCN SCHOLARSHIP AWARDS PRESENTATION



Baird



Breckenridge



Coleman

~ 2019~
1st Place – Snyder

2nd Place – Baird

3rd Place – Anson

 Leadership TMCN
Program provides students and business leaders exposure and inspiration on various leadership topics, opportunities to network with peer groups from other communities, and direction to develop and implement programs within their community to address a specific issue.

~ 2020~
1st Place – Anson

2nd Place – Stamford

3rd Place – Early

AFTERNOON - SOLUTION SEMINARS

Conference Room A

How to Move Your Community Upward with Technology

Presenter – Matt Wolski & Brian Perry, Co-Partners, Found Media
330-328-2731, matt@foundtx.com, brian@foundtx.com



FOUND

At Found, we understand how important it is for towns of all sizes to bring an increase in tourism, and the best way to do that is to get your town's story out there. With a specialized and customized digital marketing campaign, your small town can work to be at the forefront of the minds of those who are planning a trip to Texas.

Conference Room B

Tourism Is Economic Development

Presenter – Krisa De La Cruz, CEO, Graham Chamber of Commerce and Convention & Visitors Bureau
940-549-3355, krisa@grahamtexas.org



Tourism's positive ripple effect not only helps support local businesses but fosters entrepreneurship and new business ventures. It also help protect and finance the preservation of historic and cultural sites, and even prompt the creation of new community initiatives. Come hear how the tourism industry has influenced the economic prosperity of the City of Graham.

Conference Room C

Social Media: Moving Your Community or Business into Cyberspace

Presenter – Bailey Ferguson, Visitor Sales and Services Director, Abilene CVB
325-676-2556, bailey@abilenevisitors.com



Communities are social units that create a feeling of fellowship with others as a result of shared common interests, goals, and attitudes. Social Media allows community leaders the opportunity to engage their citizens and local businesses with valuable and relevant content. Come hear how you can build an effective social media presence and create positive interactions, each interaction building on the last

ALL DAY - SOLUTION SEMINAR

Classroom A

Senate Bill 3: Creating Your Mandatory Emergency Preparedness Plan

Presenter – Jason Knobloch, Environmental Service Director, Texas Rural Water Association

512-472-8591, jason.knobloch@trwa.org



All water systems that have residential customers or provide overnight accommodations to customers are affected. Therefore, water systems that provide water to customers that are either full-time or temporary residents of their water system will be required to submit an EPP for approval and implementation.