

# CONFERENCE

## WORKING AGENDA

DAY & TIME	SESSION & LOCATION	SPEAKER(S)
SUNDAY   4:30 PM	<b>Registration Opens</b> ROOM CHECK IN AT HOTEL LOBBY CONFERENCE CHECK IN AT WILSON BAY LOBBY	
SUNDAY   5:00 - 7:00 PM	<b>Networking Social (for those arriving Sunday)</b> WILSON BAY LOBBY	
MONDAY   7:00 - 9:00 AM	<b>Continental Breakfast (Voucher/Hotel ID required)</b> WILSON BAY ROOM	
MONDAY   9:00 - 9:15 AM	<b>Welcome &amp; Association/Foundation Updates</b> GOVERNOR'S ROOM	Angie Whitcomb   <i>Hospitality MN</i>
MONDAY   9:15 - 10:30 AM	<b>Great Leaders Make Sure Monday Morning Doesn't Suck</b> GOVERNOR'S ROOM	Erik Harkins   <i>Author, GKG Search &amp; Outplacement</i>
MONDAY   10:30 - 10:45 AM	<b>Break</b>	
MONDAY   10:45 - 11:45 AM	<b>Panel: The Future of Hospitality Marketing a Digital World</b> GOVERNOR'S ROOM	Brittany Woikas   <i>Kövlly Studio</i> Frank Soukup   <i>Whitebox Marketing</i> Shelby Stahl   <i>Beloved Social</i>
MONDAY   11:45 AM - 12:00 PM	<b>Break</b>	
MONDAY   12:00 - 1:00 PM	<b>Panel: Workforce Development in the Hospitality Industry</b> GOVERNOR'S ROOM	Paula Soderberg   <i>Morrissey Hospitality</i> Howard Anderson   <i>Odyssey Resorts</i> TBD Panelist
MONDAY   1:00 - 2:00 PM	<b>Networking Lunch</b> GOVERNOR'S ROOM	
MONDAY   2:00 - 3:15 PM	<b>Leveraging AI for Enhanced Guest Experiences</b> GOVERNOR'S ROOM	Dahlia El Gazzar   <i>Dahlia+ Agency</i>
MONDAY   3:15 - 3:30 PM	<b>Day 1 Closing Remarks</b> GOVERNOR'S ROOM	Angie Whitcomb   <i>Hospitality MN</i>
MONDAY   3:30 - 4:30 PM	<b>Guided Tour of Madden's Resort (Optional)</b> START IN GOVERNOR'S ROOM	Madden's Staff
MONDAY   6:00 - 9:00 PM	<b>Networking Dinner</b> GOVERNOR'S ROOM	
TUESDAY   7:00 - 9:00 AM	<b>Continental Breakfast (Voucher/Hotel ID required)</b> WILSON BAY ROOM	
TUESDAY   9:00 - 10:00 AM	<b>Panel: Leadership in Hospitality</b> GOVERNOR'S ROOM	Cathy Bovard   <i>D'Amico Catering</i> Jesse Ross   <i>Mr. Jesse Ross LLC</i> Brittney Klass   <i>Soul Bowl, Classics Kitchen + Cocktails</i>
TUESDAY   10:00 - 10:15 AM	<b>Break</b>	
TUESDAY   10:15 - 11:15 AM	<b>2024 Election Preview</b> GOVERNOR'S ROOM	Tony Kwilas   <i>T.K. &amp; Associates</i>
TUESDAY   11:15 - 11:30 AM	<b>Closing Remarks &amp; Conference Wrap</b> GOVERNOR'S ROOM	Angie Whitcomb   <i>Hospitality MN</i>