

New Mexico Governor's Conference on Tourism

April 18-20 2010 ~ Hilton Buffalo Thunder Resort

"Enchantment Begins With You!"

Sunday, April 18

1:00 PM	Towa Golf Club	Golf tournament Tournament awards dinner
Noon-5:00 PM	Tewa	Tradeshaw set up

Monday, April 19

8:00-10:00 AM		Registration
10:00 AM		Welcome Remarks – Governor Richardson
10:15-11:30 AM		General Session I - Phil Bruno, 'Engaging the New Value Seekers'
11:30-noon	Tewa	Break - Tradeshaw
Noon-1:30 PM		Luncheon - TIARA Awards
1:30-2:30 PM		Concurrent Breakout sessions Killer committees - Phil Bruno Social Media Update - RA Burell, Internet Honey Generating Targeted Media Coverage: Measurable, Cost Effective Mkting Solutions for Challenging Times - Debbie Geiger, Geiger & Assocs Creative Tourism - Tom Aagason, NM Museum Foundation; Rebecca Wurzburger, Santa Fe City Councilor
2:35-3:45 PM		General Session II - Judy Randall, Randall Travel Marketing 'Top 10 Travel Trends for NM in 2010'
3:45-4:15 PM	Tewa	Break – Tradeshaw
4:15-5:15 PM		General Session III - Ann Rhoades, People Ink, Pres 'People-Centric Cultures Pay Big Dividends'
5:30-7:30 PM	Tewa	Welcome Reception in Tradeshaw area Dinner on your own Poker/slot tournament Karaoke night!

Tuesday, April 20

7:00-8:30 AM		Tourism Dept. Regional meetings - Richard Eeds
8:00 AM		Breakfast
8:30-9:30 AM		General Session IV - Steve Landeene, Spaceport America
9:30-10:30 AM		General Session V - David Trumble, Regional Director of Public Relations for Hilton Hotels presenting "The Art of Hospitality"
10:30-11:00 AM	Tewa	Break - Trade show
11:00-noon		Concurrent breakouts Generations in Change - Phil Bruno How to Create the Perfect Brochure - Judy Randall Grant Resources Near you - panel NM Scenic Byways/NM Arts/New Mexico Clean and Beautiful Tourism Dept. Cooperative Marketing Grant Program Optimizing your website - Jim Orr/Jon Bowman, Tourism Dept.
Noon-1:00 PM		Luncheon - Tourism Dept presentation
1:00-1:30 PM	Tewa	Break - Tradeshaw
1:30-2:30 PM		General Session VI - Dale Morris, American Airlines
2:30-3:30 PM		Roundtable discussions: <i>Travel/trade</i> - Mark Trujillo <i>Eco-tourism update</i> - Jen Hobson <i>PR</i> - Ballentine's <i>Native American Tourism</i> - Travis Suazo <i>Sports Tourism</i> - NM Sports Authority, Brian O'Neill
3:30-4:00 PM		General Session VII - Centennial 2012 Update - Jodi Delaney
4:00-5:00 PM		General Session VIII - Todd Conklin, PhD - "Humor at Work"
6:30-8:00 PM		Hall of Fame reception/silent auction
8-10:00 PM		Tourism Hall of Fame banquet/awards

Wednesday, April 21 **POST CONFERENCE MEETINGS**

9:00-11:00 AM		TANM board meeting
Noon-2:00 PM		Cooperative Marketing Grant Program workshop