

NABHOOD 2018 STUDENT SUMMIT AGENDA

*Subject to Change

Dress Code: Business

TUESDAY, JULY 24

02:00pm-05:00pm Corporate Suite Set up

WEDNESDAY, JULY 25

07:00am -11:00am HBCU Golf Tournament Miami Beach Golf Club
Benefit HBCU's & Minority Hospitality Student's Programs

08:00am – 04:00pm Corporate Suite Set up

10:00am - 06:00pm Registration Pre Function
Sponsor **G6 Hospitality**

11:15am -12:00pm Committee Meetings
Supplier/Vendor Committee Meeting Hibiscus Island
Financing, Franchising, Development Committee Meeting Bal Harbour Island
Women in NABHOOD (WIN) Committee Meeting Bayview Boardroom
Student Education & Career Opportunities Committee Meeting Watson Island
Young Professionals Committee Meeting Fisher Island

12:00pm – 12:15pm	Networking Break Sponsor: PepsiCo / La Quinta Inns & Suites	Pre Function
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12:15pm – 01:45pm **Introduction to the ABC's of Hotel Ownership** **Salon A/B/C/D**
New & Prospective Hotel Owners Orientation
Moderator: Mitch Miller, Attorney/CEO, Miller Law Group
Hotel Feasibility Study Edward L. Xanders, President, Interim Hospitality Consultants
Selecting a Brand Vinay Patel, President/CEO, Fairbrook Hotels/Secretary, AAHOA
Lester Adams, Director Franchise Development, Emerging Markets, Choice Hotels
Financing-SBA Beth Herdegen, V.P. Commercial Real Estate & SBA Lending, SEDCO
Walter Barela, Principal, Peak Hospitality LLC
Investing & Partnering Management Company Evens Charles, President/CEO, Frontier Devel. & Hospitality
Thomas Penny III, President, Donohoe Hospitality Services
Navroz F. Saju Esq., CEO / President, HDG Hotels
Structuring the Deal Mitch Miller, Attorney/CEO, Miller Law Group

02:00pm -03:00pm **Public Private Partnerships- All you need to know.** **Salon A/B/C/D**
Accessing Public Resources for Hotel Development & Negotiating a Fair Deal Structure For All Partners When Private Equity & Debt is Not Enough While Exercising Patience and Perseverance.
Understanding the process to creating a P3 that includes accessing public resources, TIEE and tax abatements, impact fees, waiver/reductions, parking facilities, land swaps, leases, debt & equity, EB5, political/community support, accurate & detailed analysis and other mechanisms.
Presenter: James Carras, President, Carras Community Investment

03:15pm -04:30pm **LODGING MAGAZINE DIVERSITY ROUND TABLE** **Salon A/B/C/D**
Why African American entrepreneurs are considering hotel ownership and development and what the industry is doing to attract them.
Moderator: Ed McNeill, Publisher, Lodging Magazine
Participants: Andy Ingraham, Founder/President/CEO, NABHOOD
 Brian Parker, RVP, Development, Equity Brand & Emerging Markets, Choice Hotels
 Norman Jenkins, President, Capstone Development LLC / NABHOOD Board
 Vinay Patel, President, Fairbrook Hotels / Secretary, AAHOA
 Julius Robinson, Sr. V.P. & Global Brand Leader, Marriott Hotels, Sheraton & Delta Hotels, Marriott Int'l.
 Tyronne Stoudemire, Vice President, Global Diversity & Inclusion, Hyatt Hotels
 Ken Fearn, Managing Partner, Integrated Capital LLC/ Chairman, NABHOOD
 Warren Fields, Principal & Chief Investment Officer, Pyramid Hotel Group

04:15pm - 05:15pm **NABHOOD Hospitality Students Orientation** **Watson Island**

04:45pm - 05:45pm **Opening General Session** **Grand Ballroom**
MC: Andy Ingraham, Founder/President/CEO, NABHOOD
Welcome: Connie Kinnard, V.P. Multicultural Sales & Development, Greater Miami CVB
Scholarship: Mitch Miller, Attorney/CEO, Miller Law Group
Membership: Edward L. Xanders, President, Interim Hospitality Consultants
Remarks: Norman Jenkins, President, Capstone Development LLC / NABHOOD Board
Pres. Report: Andy Ingraham, Founder/President/CEO, NABHOOD
Introduction: Andy Ingraham, Founder/President/CEO, NABHOOD
Speaker: Ken Fearn, Managing Partner, Integrated Capital LLC/ Chairman, NABHOOD

5:45pm – 6:15pm **Asian American Hotel Owners Assoc.(AAHOA) Reception** **Pre Function**

6:15pm – 7:00pm **Asian American Hotel Owners Assoc.(AAHOA) Town Hall Meeting** **Grand Ballroom**
MC: Hemant Patel, Former Chairman, AAHOA
Welcome: Bharat Patel, CHO, Florida Regional Director, AAHOA
Welcome: Andy Ingraham, Founder/President/CEO, NABHOOD
Introduction of AAHOA Officers
Remarks: Hitesh “HP” Patel, Chairman, AAHOA

7:10pm ***Bus departs for Off Property Opening Reception from the front street side of hotel

07:30pm - 09:30pm **NABHOOD Opening Reception** **SLS Brickell, Miami**
Enjoy a creative cocktail of sophistication & relax with the playfulness of the elements of creativity & community all while enjoying a unique retreat in the center of downtown Miami
Location: SLS Brickell Hotel, Pool Deck, Level P
 1300 South Miami Avenue, Miami
Sponsors: SLS/SBE – Diageo, Scavi & Ray Prosecco, Greater Miami CVB

***Attendees will need to make their own way back to the hotel

07:00am - 03:00pm	Registration Sponsor G6 Hospitality	Pre Function
07:00am - 08:30am	Continental Breakfast Sponsor: PepsiCo / Red Roof Inns / RLJ Lodging	Pre Function
08:00am - 08:05am	OPENING REMARKS <i>Andy Ingraham, Founder/President/CEO, NABHOOD</i>	Grand Ballroom
08:05am - 08:45am	INDUSTRY OUTLOOK STATISTICALLY SPEAKING <i>A comprehensive Review on the Performance of the Lodging Industry....the past, the present and the future.</i> Presenters: <i>R. Mark Woodworth, Sr. Managing Director, Head of Lodging Research CBRE/CBRE Hotels Americas Research John Lancet, Senior Managing Director, HVS Consulting & Valuation, HVS Intl. Elyse Cottle-Curtis, Director of Sales SE Region, TravelClick</i>	
08:50am - 09:05am	BRAND USA UPDATE – What is Being Done to Attract International Visitors to the USA and What is the Impact of Our Travel Policy <i>Brand USA was established by the Travel Promotion Act in 2010. It is the destination marketing organization for the United States with the mission of increasing incremental international visitation, spend and market share to fuel the nation’s economy & enhance the image of the USA worldwide.</i> Presenter: <i>Mike Fullerton, Senior Director, Public Affairs, Brand USA</i>	Grand Ballroom
09:05am - 09:20am	AH&LA LEGISLATIVE UPDATE – GOVERNMENT & LEGISLATION HOW IT AFFECTS THE HOSPITALITY BUSINESS <i>AH&LA is focused on the needs of every segment of the lodging industry. Whether you are an owner, REIT, chain, franchisee, management company, independent property, supplier, or state association. AH&LA’s Government Affairs Department outlines a set of legislative and regulatory priorities to create a favorable framework for the U.S. hospitality industry to prosper.</i> Presenter: <i>Troy Flanagan, VP of Government Affairs, American Hotel & Lodging Assoc.</i>	Grand Ballroom
09:20am - 09:30am	NAACP HOTEL REPORT CARD, 20 YEARS LATER <i>What impact did the report card have and where is the industry today as it relates to diversity in Ownership, Employment, Supplier Participation, Philanthropy & Inclusion?</i> <i>Marvin Owens, Sr. Director of Economic Development, NAACP</i>	
09:30am - 09:40am	PARTNERS - BUSINESS FOR AFRICAN AMERICAN OWNED HOTELS <i>Many organizations are looking to increase their hotel spend and partner with minority owned hotels and bring additional business to the properties. We have entered into a number of partnerships through MOUs that is going to drive this new found business to African American owned hotels.</i> Panel: <i>Ted Withers, General Manager Supply Chain, Delta Airlines Thomas L. Battles Jr., Grand Polemarch, Kappa Alpha Psi Fraternity, Inc./Chairman, Devine Nine</i>	

09:45am - 11:00am **GENERAL SESSION** **Grand Ballroom**
EXECUTIVE FORUM - A VIEW FROM THE TOP
Thoughts & perspectives of experienced lodging leaders on a wide range of timely industry topics and its impact.
Moderator: *C. J. Arlotta, Associate Editor, Hotel Business Magazine*
Panel: *Bill Fortier, Senior V.P. Development, Americas, Hilton*
 Julius Robinson, Sr. V.P. & Global Brand Leader,Marriott Hotels, Sheraton & Delta Hotels, Marriott Int'l.
 Julienne Smith, Senior V.P. Devel./Owner Relations, Hyatt
 Rajiv Trivedi, Exec. VP & Chief Development Officer, La Quinta Inns & Suites
 Ken Fearn, Managing Partner, Integrated Capital LLC/ Chairman, NABHOOD
 Warren Fields, Principal & Chief Investment Officer, Pyramid Hotel Group

11:00am – 04:00pm **Corporate Suites: Want to make a connection, meet or learn about new opportunities?**
Stop by and meet with company representatives in their Corporate Suite to learn about investment and franchise opportunities and discuss your development and/or acquisition deal.

<i>Marriott International</i>	<i>Biscayne Island Room</i>
<i>Hilton</i>	<i>San Marco Island Room</i>
<i>Bahamas Ministry of Tourism</i>	<i>Bal Harbour Room</i>
<i>NABHOOD Green Room</i>	<i>Fisher Island</i>
<i>Scavi & Ray Prosecco Sponsor Lounge</i>	<i>Hibiscus Island Room</i>

11:00am – 11:15am **Networking Break** **Pre Function**
Sponsor: **PepsiCo / Choice Hotels International**

11:15am - 12:15pm **Student Workshop A** **Watson Island**
FIRST & SECOND GENERATION HOSPITALITY PROFESSIONALS USING EDUCATION AS A LADDER TO SUCCESS
A discussion on entering the hotel industry as a student, first or second generation executive, investor, owner or someone with family connection. What sort of commitment, partnership, and vision do you need to be successful. Where are our second & third generation of executive & owners coming from?

Moderator: *Bobby Bryant, Regional V.P. of Operations SE, Island Hospitality Management*
Panel: *Miraj S. Patel, CHIA, CHO, President/CEO, Mirage Hospitality*
 Marco Roco, Jr. Director of Business Development, Trust Hospitality
 Jenae Moore, General Manager, Island Hospitality Management
 Wesner St. Vil, General Manager, Hampton Inn & Suites Miami Midtown

12:30pm - 01:45pm **NABHOOD SCHOLARSHIP & AWARDS LUNCHEON** **Grand Ballroom**
Sponsor: **Marriott International**

MC: *Norman Jenkins, President, Capstone Development LLC/NABHOOD Board*
Welcome: *Dr. Jaffus Hardrick, Interim President, Florida Memorial University(FMU)*
Remarks: *Julius Robinson, Sr. V.P. & Global Brand Leader,Marriott Hotels, Sheraton & Delta Hotels, Marriott Int'l.*
Greetings: *The Hon. Dionisio James D'Aguiar, Minister of Tourism, The Bahamas*
Presentation: *Edith McCloud, Acting National Director, Minority Business Devel. Agency*

Presentation: NABHOOD AWARDS & SCHOLARSHIP PRESENTATION

Present Award Hitesh "HP" Patel, Chairman, AAHOA

Introduction: Andy Ingraham, Founder/President/CEO, NABHOOD

Speaker: H.T. Smith, Attorney, H. T. Smith, P.A.

02:00 pm - 03:00pm	Workshop WOMEN EXECUTIVES IN THE HOSPITALITY INDUSTRY. WOMEN SHAPING AND INFLUENCING THE INDUSTRY <i>Learn about the roles women are playing in changing the hospitality industry.</i> Moderator: Michelle Tomlinson, Sr. Director & Sr. Counsel, Legal Dept., Hilton Grand Vacation, Panel: Agnes Pierre-Louis, Senior Consultant, Horwath HTL Denella Richard, Sr. Dir., Trade Communications/Engagement, Holland American Line Whitney Howell, Manager, Owner Events/Owner Relations, Hilton Valerie Ferguson, Regional General Manager, Walt Disney World	Salon A/B/C/D
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03:00pm - 03:15pm	Networking Break Sponsor: PepsiCo / Best Western International	Pre Function
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03:15pm - 04:15pm	STUDENT PLENARY SESSION Workshop 7 Internship & Work Experience Panel Discussion <i>Students, Faculty, and Industry talk about the importance of internships and relevant work experience. Learn what is expected, what it takes to land an opportunity and how to take full advantage of the opportunities.</i> Facilitator: Victor B. Younger, Dir. of Diversity & Inclusion/Office of Student Services Cornell University School of Hotel Administration Panelists: Ahmad Williams, Sr. Exec., Communications, Bahamas Ministry of Tourism Jan Duncan, Supplier Partnership Manager, Worldwide Events Vincent Oliver D'Aguilar, Student/Intern, Cornell University PJ Douglas Sands, Sr. Mgr, Business Development, Horizons International Group Genevieve Dixon, Executive Director, Dixon Consulting & Strategic Partners LLC	Watson Island
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04:30pm - 05:30pm	GENERAL SESSION - STUDENTS PROGRAM PANEL OF HOSPITALITY & INDUSTRY LEADERS <i>Industry professionals will talk about how Education, Graduate Studies, Internship & work experience can help you move up the corporate ladder and lead to success in the industry</i> Moderator: Dr. Lincoln Marshall, Teaching Associate Professor, University of Missouri Panel: Evens Charles, Managing Member, Frontier Development & Hospitality Group Nicole Henry, Front Desk Manager, Miami Marriott Biscayne Bay Hotel Julius Robinson, Sr. VP & Global Brand Leader, Classic Full Service Brands, Marriott Craig Livingston, Managing Partner, Exact Capital Group, LLC.	Watson Island
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FRIDAY, JULY 27

06:30am – 07:30am	STUDENTS BACK OF THE HOUSE TOUR Facilitator: Gregory DeShields, PHLDiversity Executive Director, PHL Diversity Philadelphia Multicultural Affairs Congress	Lobby
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07:00am – 08:30am	Continental Breakfast	Pre Function
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08:00am - 08:55am	<p>GENERAL SESSION DIVERSITY IN THE LODGING INDUSTRY – WHY IS IT SO CRITICAL TO THE GROWTH OF THE BRANDS AND WHAT IS THE VALUE? <i>With the demographic changes and interest in ownership by African Americans and other minorities, what are the challenges and opportunities?</i> Moderator: Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Magazine Panelist: Apoorva Gandhi, V.P. Multicultural Affairs, Marriott Intl. Tyronne Stoudemire, Vice President, Global Diversity & Inclusion, Hyatt Hotels Brian Parker, RVP Devel., Equity Brand & Emerging Markets, Choice Hotels Intl. John Koshivos, Vice President/Mgg. Director Devel. SE, Hilton</p>	Grand Ballroom												
09:00am - 10:00am	<p>PLENARY SESSION (A) STEPS TO BECOMING A SUCCESSFUL FIRST TIME HOTEL OWNER <i>Going into the business! – Steps you need to follow if you want to become a successful hotel owner.</i> Moderator: Brian Parker, RVP Devel., Equity Brand & Emerging Markets, Choice Hotels Intl. Panel: Evens Charles, President/CEO, Frontier Development & Hospitality Group John Koshivos, Vice President/Mgg. Director Devel. SE, Hilton Shane Platt, Managing Director SureStay Hotels, Best Western David Wilner, Senior V.P. Franchise Development, La Quinta Inns & Suites Azim Saju, Vice President/General Counsel, HDG Hotels</p>	Grand Ballroom												
09:00am – 04:00pm	<p>Corporate Suites: Want to make a connection, meet or learn about new opportunities? <i>Stop by and meet with company representatives in their Corporate Suite to learn about investment and franchise opportunities and discuss your development and/or acquisition deal.</i></p> <table border="0"> <tr> <td>Marriott International</td> <td>Biscayne Island Room</td> </tr> <tr> <td>Hilton</td> <td>San Marco Island Room</td> </tr> <tr> <td>USVI Department of Tourism</td> <td>Sunset Island Room</td> </tr> <tr> <td>Bahamas Ministry of Tourism</td> <td>Bal Harbour Room</td> </tr> <tr> <td>NABHOOD Green Room</td> <td>Fisher Island</td> </tr> <tr> <td>Scavi & Ray Prosecco Sponsor Lounge</td> <td>Hibiscus Island Room</td> </tr> </table>	Marriott International	Biscayne Island Room	Hilton	San Marco Island Room	USVI Department of Tourism	Sunset Island Room	Bahamas Ministry of Tourism	Bal Harbour Room	NABHOOD Green Room	Fisher Island	Scavi & Ray Prosecco Sponsor Lounge	Hibiscus Island Room	
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10:00am - 11:00am	<p>PLENARY SESSION (B) INVESTOR FORUM – LOOKING FOR CAPITAL FOR PROJECTS. <i>Looking for investors or equity! Let the experts tell you how you can attract capital and what are some of the hot buttons investors look for before putting their capital at risk.</i> Moderator: Jerry C. Butler, Executive Dir. Caribbean Countries, Inter-American Devel. Bank Panel: Roland Mouly, Principal, Hospitality Advisors Craig Livingston, Managing Partner, Exact Capital Group, LLC. Richmond McCoy, President/CEO, UrbanAmerica Advisors, LLC. Fernando Fernandez, VP of Development, Apple Leisure Group</p>	Grand Ballroom												
10:00am – 04:00pm	NABHOOD Trade Show Open	Pre Function												
11:00am – 11:30 am	<p>Networking Break Sponsor: PepsiCo / InterContinental Hotels Group (IHG)</p>	Pre Function												
11:30am – 12:30pm	STUDENT WORKSHOP	Watson Island												

THE HUMAN RESOURCES PANEL – HIRING LEADERS

A discussion about what does talent look like in the hospitality industry from a senior operations and HR leaders perspective. Students - What does your brand reflect?

Moderator: Genevieve Dixon, Executive Director, Dixon Consulting & Strategic Partners LLC

Panel: Ainsley Dixon, Director of Beach Club Operations, Fisher Island Club
Maria Alfaro, HR Manager, Hilton Miami Airport Blue Lagoon
German Marroquin, V. P. of Learning & Talent Devel., HHS Resorts & Hospitality
Lisa Lombardo, Chief People and Culture Officer, HDG Hotels
Claudette Renee Thompson, Exec.Dir., Senior Training & Devel. Consultant, Facilitating Opportunities & Resources, Inc

12:45pm – 02:00pm

Luncheon

Grand Ballroom

Sponsor: Hilton

MC: Jerry C. Butler, Exec. Dir. Caribbean Countries, Inter-American Devel. Bank

Welcome: Oliver Gilbert, Mayor, City of Miami Gardens, FL

Greetings: Hon. Beverly Nicholson-Doty, Commissioner, U.S. Virgin Islands Dept. of Tourism

Remarks: Bill Fortier, Senior V.P. Development, Americas, Hilton

Introduction: Andy Ingraham, Founder/President/CEO, NABHOOD

Speaker: Daniel Gibbs, President, Saint Martin

02:15pm – 03:30pm

PLENARY SESSION

Salon A/B

CARIBBEAN INVESTMENT & DEVELOPMENT FORUM

Learn about new opportunities for investing and developing in the Caribbean and how you can work with government entities to make your investment a success.

Moderators: Roland Andy Burrows Jr., Chief Investment Officer, Bermuda Tourism Authority

Panel: Louis Alicea, Senior Director of Devel Latin America & The Caribbean, Wyndham

Carol Straw, Manager, Tourism & Services, JAMPRO

Rogério Basso, Principal Investment Officer/Head of Tourism, IDB Invest

Pablo Maturana, Director, Development Latin America & Caribbean, Hilton

Rochelle Thompson, Investment Executive, Invest Turks and Caicos

04:00pm - 05:00pm

GENERAL SESSION A

Grand Ballroom

HOSPITALITY & TOURISM EXECUTIVE ROUNDTABLE - A VIEW FROM THE TOP

Thoughts & perspectives from industry leaders on tourism and why they want to explore Multicultural & Heritage Tourism & its Impact

Moderator: Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Magazine

Panel: Hon. Beverly Nicholson-Doty, Commissioner, U.S. Virgin Islands Dept. of Tourism

Donnie Dawson, Deputy Director Tourism-The Americas, Jamaica Tourism Board

The Hon. Dionisio James D'Aguilar, Minister of Tourism, The Bahamas

Apoorva Gandhi, Vice President of Multicultural Affairs, Marriott Intl.

Connie Kinnard, V.P. Multicultural Sales & Development, Greater Miami CVB

Essence Harris-Banks, Executive Dir., New Orleans Multicultural Tourism Network

05:15pm – 06:00pm

Opening General Session

Grand Ballroom

MC: Andy Ingraham, Founder/President/CEO, NABHOOD

Welcome: Keon Hardemon, Chairman, City of Miami, FL

Welcome: Connie Kinnard, VP Multicultural Sales & Development, Greater Miami CVB

Greetings: Carole Ann Taylor, Chairwoman, Black Hospitality Initiative of Greater Miami

Remarks: Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Magazine
 Speaker: Cornelius A. Smith, Deputy Governor General, Former Minister of Tourism for The Bahamas & Former Ambassador to the United States

The Multicultural & Heritage Tourism Summit will open with a sensational welcome networking reception.
 06:30pm – 09:30pm An “Island Vibes” Sunset Tropical Cruise Reception

Sponsors

USVI Department of Tourism / BM&T Magazine / Heineken / Diageo / Scavi & Ray Prosecco

Boarding Time: 6:15pm South Beach Lady Yacht at Dock Behind Miami Marriott Biscayne Bay Hotel

SATURDAY, JULY 28

08:00am - 03:00pm	Registration	Pre Function
08:00am - 09:00am	Continental Breakfast Sponsor: PepsiCo /Avendra	Grand Ballroom
09:00am - 09:05am	OPENING REMARKS <i>Andy Ingraham, Founder/President/CEO, NABHOOD</i> Welcome: Goals for the International Multicultural & Heritage Tourism Summit	Grand Ballroom
09:05am – 09:30am	VISIT FLORIDA UPDATE <i>Visit Florida is a marketing agency for the State of Florida and is responsible for promoting the destination worldwide. This presentation will update attendees on how Visit Florida is viewing the African American and multicultural markets and what they are doing to attract more of this segment to the State of Florida.</i> Presenter: Ken Lawson, President/CEO, Visit Florida	Grand Ballroom
9:35am – 10:00am	BRAND USA UPDATE <i>Brand USA was established by the Travel Promotion Act in 2010 to spearhead the nation’s first global marketing effort to promote the United States as a premier travel destination and communicate U.S. entry/exit policies and procedures</i> Presenter: Mike Fullerton, Director of Public Affairs, Brand USA	Grand Ballroom
10:05am – 10:45am	MULTICULTURAL & HERITAGE TOURISM INDUSTRY UPDATE A comprehensive review on the performance & growth of the multicultural & heritage tourism industry looking at all the data & why we need to have a new study done. Presenters: Laura J. Mandala, Managing Director, Mandala Research LLC	Grand Ballroom
10:45am – 11:00am	Networking Break Sponsor: PepsiCo /Choice Hotels	Pre Function
11:00am - 12:00pm	GENERAL SESSION Workshop B HOW TO DEVELOP AN EFFECTIVE MULTICULTURAL TOURISM PROGRAM THAT EMPOWERS & EMBRACES ALL FACETS OF MINORITY COMMUNITY	Grand Ballroom

Thoughts & perspectives from industry leaders on the benefits of multicultural Tourism and how cities can explore best practices and implement them.

Moderator: *Dr. Dorothy Fields, Historian/Founder, The Black Archives, History & Research Foundation of South Florida, Inc.*

Panel: *Gloria Herbert, Associate Publisher/ Black Meetings & Tourism Magazine
Graylyn Swilley-Woods, Director, Overtown Children Youth Coalition
Abraham Metellus, Manager, Little Haiti Cultural Complex
Essence Harris-Banks, Executive Dir., New Orleans Multicultural Tourism Network
Gregory DeShields, PHLDiversity Executive Director, PHL Diversity Philadelphia
Multicultural Affairs Congress*

12:05pm - 1:05pm

**PLENARY SESSION
Workshop C**

Salon A/B/C

**NICHE MARKETING - AFRICAN AMERICAN, MULTICULTURAL
& HERITAGE TOURISM MARKETS. WHAT IS THE ECONOMIC IMPACT TO
COMMUNITIES?**

Destinations who are currently focused on this growing segment of the tourism industry will discuss the practices and economic benefits how local minority entrepreneurs can benefit.

Moderator: *Laura J. Mandala, Managing Director, Mandala Research LLC*

Panel: *Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Magazine
Connie Kinnard, VP Multicultural Sales & Development, Greater Miami CVB
Sandy Dorsainvil President, Maximillian Consultants Inc.
Sherri Brown, M.A., Multicultural Business Development Exe., Visit Tampa Bay
Maxine Jeminson, National Sales Manager, Nobu Eden Roc Miami Beach Hotel*

1:10pm - 02:35pm

MULTICULTURAL TOURISM LUNCHEON

Grand Ballroom

MC: *PJ Douglas Sands, Sr. Mgr, Business Development, Horizons International Group*

Welcome: *Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Magazine*

Greetings: *Hortensia Simmons, Senior Sales Manager, St. Petersburg/Clearwater Area CVB*

Greetings: *Gregory DeShields, PHLDiversity Executive Director, PHL Diversity Philadelphia
Multicultural Affairs Congress*

Remarks: *Jean-Robert D. Baguidy, Sr. Business Development Specialist, Minority Business
Development Agency (MBDA)*

Introduction: *Andy Ingraham, Founder/President/CEO, NABHOOD*

Speaker: *Elliott Ferguson, President/CEO, Destination DC/Vice Chair, US Travel*

02:40pm - 03:30pm

Workshop C

Salon A/B

**MEETING PLANNERS AND THE IMPACT THEY CAN HAVE ON
BRINGING BUSINESS TO A CITY**

*This panel will explore the impact of relationships by working with
planners both locally and nationally and the payoff in securing
meetings & conventions for the host city.*

Moderator: *Darlene C. Davis-Hord, DOS, Courtyard by Marriott Fort Lauderdale Coral Springs*

Panel: *Hortensia Simmons, Senior Sales Manager, St. Petersburg/Clearwater Area CVB
Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Magazine
Tawanda Sims, Founder/CEO, Elite Events Management
Jan Duncan, Supplier Partnership Manager, Worldwide Events*

03:30pm - 05:30pm **Miami's Multicultural & Heritage Tour** *(Must be pre-registered)* *Front of Hotel*
Sponsor: **Greater Miami CVB Multicultural Tourism & Development Dept.**
Hosted by: **Greater Miami CVB Multicultural Tourism & Development Dept.**
 Sandra Carey, International Multicultural & Heritage Tourism Network
Tour Led by: **Dr. Paul George, History Miami**
 Greater Miami CVB Multicultural Tourism & Development Department will host the Heritage Tour to showcase the rich cultural tapestry of Miami's ethnic communities including Historic Overtown and Little Havana. Stops will include the newly opened Dunns Josephine Hotel and Copper Door B&B, both new boutique hotel showcasing Harlem Renaissance and Black Miami Legends.
 (Pick up at front entrance of the Miami Marriott Biscayne Bay Hotel)

06:30pm – 07:30pm	Scavi & Ray Winery Reception	Pre Function
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07:30pm – 09:30pm **MULTICULTURAL TOURISM APEX AWARDS DINNER** **Grand Ballroom**

Sponsor: **Black Meetings & Tourism Magazine & NABHOOD**
MC: *PJ Douglas Sands, Sr. Mgr, Business Development, Horizons International Group*
Welcome: *Connie Kinnard, VP Multicultural Sales & Development, Greater Miami CVB*
Greetings: *Gregory DeShields, PHLDiversity Executive Director, PHL Diversity Philadelphia Multicultural Affairs Congress*
Remarks: *Cornelius A. Smith, Deputy Governor General, Former Minister of Tourism for The Bahamas & Former Ambassador to the United States*
Introduction: *Andy Ingraham, Founder/President/CEO, NABHOOD*
Speaker: *Dr. William "Bill" Pickard, Co-Managing Partner, MGM Grand Casino Detroit, CEO, Global Automobile Alliances*

<p>Presentation: APEX Awards for Distinguished Service</p> <p>"A Tribute and celebration of individuals who have made significant Contributions in their particular fields of endeavor & have positively impacted travel & tourism; thereby, making a difference"</p>
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SUNDAY, JULY 29

09:00am – 11:00am	Continental Breakfast	Hibiscus Island
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SAVE THE DATE
JULY 26-28, 2019

NOTE: All students must be checked out off their rooms via front desk by 12:00 noon