



ANDERSON JAPANESE GARDENS

## ROCKFORD, ILLINOIS

**TUESDAY, MAY 18, 2021**

TIME	LOCATION	SESSION/ACTIVITY	DETAILS
6 - 9 a.m.	Breakfast Room	Complimentary Embassy Suites Breakfast	Breakfast is served in the Breakfast Room <i>(for Monday night overnight guests only)</i>
9 - 11:30 a.m.	Outside of Ziock Ballroom	Registration Opens	
10 - 11:15 a.m.	Munthe Room	Board of Directors Meeting	
11:25 a.m.	Ziock Ballroom	Welcome/Opening Remarks	Jayne DeLuce, ICCVB Chair & Mayor Tom McNamara, City of Rockford
11:30 a.m. - 12:30 p.m.	Ziock Ballroom	3 P's of Culture, 4 Attributes of Strong Leaders and 5 Focused Business Objectives  <i>Sponsor Welcome - AAA Living</i>	Leonard Hoops has served as president & CEO of Visit Indy since 2011. He leads a team of 65 industry professionals who are charged with growing Central Indiana's economy through the region's \$5 billion convention, tourism and event industry.
12:30 - 1 p.m.	Ziock Ballroom	Lunch	Lunch is provided
1 - 2 p.m.	Ziock Ballroom	Advocacy is a 10-Letter Word  <i>Sponsor Welcome - McD</i>	Linda John, longtime CEO of Visit Eau Claire, and Deb Archer who recently retired as the CEO of Destination Madison, will deliver this program connecting Destination Organization advocacy best practices with leadership strategies through a combination of case studies and shared tools for improving stakeholder engagement.
2:15 - 3:30 p.m.	UW Health Sports Factory	The Power of Sports Tourism	Meet in the hotel lobby and walk across the Rock River to the UW Health Sports Factory for a tour and hear from a panel of experts on how to be successful in growing sports tourism in your destination.  Panel includes Greg Mihalich, IL Office of Tourism; Lindsay Arellano, Rockford Area CVB; Dave Herrell, Visit Quad Cities; Evert Sers of Tough Mudder; and Danielle Potter, facility manager of the UW Health Sports Factory. Session begins at 2:30 p.m.
4 - 5 p.m.	Ziock Ballroom	Stay Afloat! Accessing Federal Aid Programs  <i>Sponsor Welcome - Simpleview</i>	Julie Hart, CFO by Design, will draw on her experience helping DMOs across the country navigate the financial impacts of the pandemic in this session. You'll learn how to navigate the maze of federal programs to take advantage of from which programs you should be, how to apply, and, very importantly, how to ensure that you meet the qualifications for using those funds.
5 - 6 p.m.	Tower Kitchen & Bar	Embassy Suites Complimentary Evening Reception	Optional complimentary evening reception for overnight guests at The Tower Restaurant.



(Continued on next page)

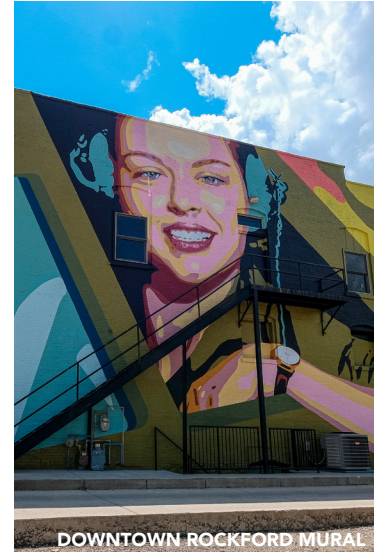


## TUESDAY, MAY 18, 2021 (continued)

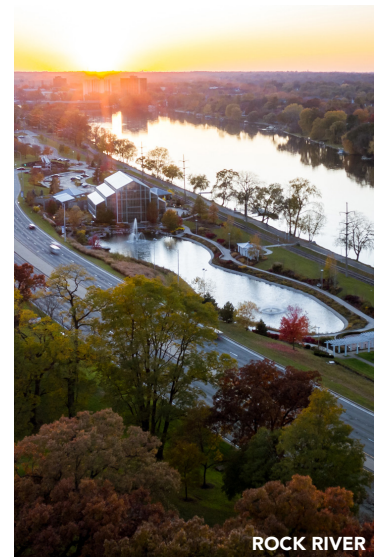
6 p.m.	Meet in the Lobby for shuttle bus	Depart for Anderson Japanese Gardens	Transportation to Anderson Japanese Gardens provided by RACVB
6:30 - 8:30 p.m.	Anderson Japanese Gardens	Private dinner, concert and tours at Anderson Japanese Gardens  <i>Sponsor Welcome - GrahamSpencer</i>	Anderson Japanese Gardens is considered the top Japanese Garden in North America. You'll enjoy a private, after-hours dinner, concert and tour in this twelve-acre oasis of streams, waterfalls, authentic Japanese gardens, winding pathways and koi-filled ponds.
8:30 p.m.		Depart for hotel	
9 - 11 p.m.		Optional evening drinks	

## WEDNESDAY, MAY 19, 2021

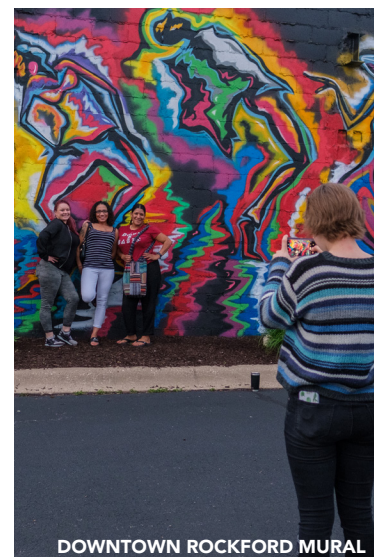
TIME	LOCATION	SESSION/ACTIVITY	DETAILS
6 - 9 a.m.	Ziock Ballroom	Complimentary Embassy Suites Breakfast	Breakfast is served in the Breakfast Room.
7 - 8 a.m.	Downtown Rockford	Morning Mural Walk	Enjoy time with friends as you start your morning on a walk throughout downtown Rockford. Along the way you'll see (and take selfies with!) Rockford's newest murals which are part of RACVB's CRE8IV public art program.
8:45 - 9:15 a.m.	Ziock Ballroom	Forest City Beautiful	Kristen Paul, RACVB's director of destination development, will inspire you to take up placemaking efforts in your own community. During this session you'll learn more about Rockford's Forest City Beautiful program including CRE8IV: transformational art and the impact more than a dozen new murals have had on downtown Rockford. Winnebago County Board Chairman Joe Chiarelli will also welcome attendees as we start Day 2 of the Spring Conference.
9:15 - 10:45 a.m.	Ziock Ballroom	Illinois Office of Tourism Update  <i>Sponsor Welcome - Time Zone One</i>	Karla Flannery, Deputy Director, Illinois Office of Tourism will provide an update on state marketing activities and campaigns.
10:45 - 11:30 a.m.	Ziock Ballroom	How to Plan: Forecasting for Financial Recovery  <i>Sponsor Welcome - AAA Living</i>	Julie Hart, CFO by Design: as the future is looking brighter, we will look at forecasts for financial recovery and will help to answer questions like: how do I know when to hire? How do I forecast future hotel revenue? How much of my reserves should I spend or keep? Should I rethink my reserve policy?
11:30 a.m. - 12 p.m.	Ziock Ballroom	Welcoming Diversity  <i>Sponsor Welcome - Madden Media</i>	Martasha Brown, RACVB director of advancement will showcase RACVB's work with welcoming diversity and share ideas on how you go further with your efforts to do the same.
12 - 1:30 p.m.	Ziock Ballroom	ICCVB Annual Business Meeting with Niche market reports & election	CEO Lunch and Business Meetings (working lunch will be provided)



DOWNTOWN ROCKFORD MURAL



ROCK RIVER



DOWNTOWN ROCKFORD MURAL