

# 2017 TPOC CONFERENCE AGENDA

## *Pre – Conference Agenda* Program subject to change

### WEDNESDAY, May 17 Pre-Conference Activities

12:30p – 15:30p Kissimmee Cultural Tour with Lunch (Kissimmee/Orlando Area) - Sponsored by Experience Kissimmee

7:30p Welcome Reception - Eleven Restaurant - Sponsored by Reunion Golf and Spa Resort

## *Conference Agenda* Program subject to change

### THURSDAY, May 18

8:00a Conference Registration Open - Reunion Grande Conference Center Lobby

8:00a – 11:00a CTA Testing - Test Administrator - Yvonne Brooks, TPOC National Assoc. Conference Committee

9:30a – 11:00a CLIA WORKSHOP - Put the Person Back Into Personal Selling  
Presenter: Heidi Olson - Manager, Training and Certification, CLIA

11:30a – 2:30p OPENING LUNCHEON - Reunion Grande Ballroom - Sponsored by Reunion Golf and Spa Resort  
Presiding - Betty Jones, TPOC National Association President  
Welcome - Mary Brantley, TPOC National Association Program Chair  
Opening Prayer – Colin Jones, TPOC National Association, Publications  
Greetings from Kissimmee, Florida – Commissioner Peggy Choudhry, District 1  
Welcome to Reunion – Carlton W. Grant, Managing Director, Reunion Golf and Spa Resort  
Introduction of Honorary Guest  
Honorary Guest – Shelia Johnson, CEO, Salamander Hotels and Resorts  
  
Lunch is Served  
  
Greetings – Pam Inman, President, National Tour Association (NTA)  
Introduction of Keynote Speaker  
Keynote Address – The Power of Passion in Your Travel Business  
Keynote Speaker: Keith Powell, The Business Revivalist

2:45p – 4:00p WORKSHOP SESSION I (Select One)

- Panel Discussion: *Working Collaboratively with Our Industry Partners*  
(CVBs, Tourist Boards, Hoteliers, Tour Operators)  
Moderator: Dawn Warner, President, TPOC Atlanta Chapter  
Panelists: Danielle Ackerman – Sales Manager, Experience Kissimmee  
Brenda Bryant – Domestic Sales & Marketing Development Rep., VISIT FLORIDA  
Freda Casillas – Associate Director Audience Dev., Oregon Shakespeare Festival  
Wendy Wade – National Sales Director, Reunion Golf and Spa Resort  
Luciana Cherques - South American Division Manager, Holidays With Downtown
- Seizing the Keys to Your Success*  
Presenter: Anita Pagliasso - President and Founder, Ticket to Travel
- Social vs Traditional: Slaying the Media Dragon*  
Presenter: Michael Bennett - TPOC National Association Marketing Director

## THURSDAY, May 18 (Continued)

- 4:15p – 5:30p WORKSHOP SESSION II Select One
- What It Means To Be A Travel Entrepreneur: The Keys To Being A Successful Travel Advisor*  
Presenter: Keith Powell, the Business Revivalist
  - Tithing from a Tax Perspective*  
Presenters: Atty. Van Aislee Smith – Founder and CEO, TaxConcepts, and  
Atty. Charles D. Womack – Partner and COO, TaxConcepts
  - CLIA Workshop – Eat, Drink, and Cruise*  
Presenter: Heidi Olson, Manager, Training and Certification, CLIA
- 6:30p – 9:00p TPOC Pool Party at the Cove - The Cove at Seven Eagles, Reunion Resort  
Sponsored by Carnival Cruise Lines

## FRIDAY, May 19

- 8:00a Conference Registration Open - Reunion Grande Conference Center Lobby
- 8:30a – 10:30a General Assembly with Breakfast - Reunion Grande Ballroom  
Sponsored by: VISIT FLORIDA, Discover the Palm Beaches, and Westgate Lakes Resort  
Presiding – Beverly Bentley, TPOC National Association Treasurer  
Presentations: Ken Lawson, President and CEO, VISIT FLORIDA  
Brenda Bryant, Domestic Sales Marketing and Development Rep., VISIT FLORIDA  
Eda Ruddock, Director of Leisure Sales, Discover the Palm Beaches  
Paul Williams, Director of Group and Leisure Sales, Westgate Lakes Resorts
- 10:45a - 12:00p WORKSHOP SESSION III (Select One)
- TPOC Heritage Tourism Specialist Program (Repeated)*  
Presenter: Sia Chandler-Garcia, TPOC Heritage Program Coordinator
  - Panel Discussion: *Building a Successful Travel Business:*  
Home-Based, Brick and Mortar, or Host - What You Need to Know  
Moderator: Anita Pagliasso, President and Founder, Ticket to Travel  
Panelists: Gladys Smith – Travel With GG, TPOC National Association Secretary  
James Kimble – Boersma Travel Services, TPOC Chapter Member  
David Moody – David's Cruise Vacation, TPOC New York Chapter Secretary  
Raashida Smith – Fanfare Travel, TPOC New York Chapter Member  
Cheryl Bailey-Garner – Doro Travel, TPOC National Capital Area Chapter
  - Return on Storytelling (Facebook, Twitter and Instagram to Grow Your Business)*  
Presenter - Jomary Jimenez – Social Media Strategist, Salamander Hotels and Resorts
- 10:45a - 12:00p Student Chapter Networking Social
- 12:15p – 2:15p General Assembly with Lunch - Sponsored by Oregon Shakespeare Festival (OSF)  
Presiding – Gladys Smith, TPOC National Association Secretary  
Presentations: Freda Casillas - Associate Director of Audience Development, OSF
- 2:30p – 3:45p WORKSHOP SESSION IV (Select One)
- TPOC Heritage Tourism Specialist Program*  
Presenter: Sia Chandler - Garcia, TPOC Heritage Program Coordinator
  - Powerful Life Changing Strategies to Become A Healthy Entrepreneur*  
Presenter: Gloria Goodwin, GI-GI Travel, TPOC New York Chapter President
  - Get Your Mind Right.... You Say "Business"....The Original Gangster Says "Hobby"*  
Presenters: Atty. V. Aislee Smith– Founder and CEO, TaxConcepts and  
Atty. Charles D. Womack – Partner and COO, TaxConcepts

4:00p – 5:15p WORKSHOP SESSION VI (Select One)

- Spotlight on Israel* – Mark Robinson, Sales Manager, Educational Travel Services (ETS)
- Spotlight on South America* – Luciana Cherques, South American Division Manager, Holidays with Downtown
- Spotlight on South Africa* – Robin Mountain, CEO and Founder, Ntaba African Safaris

6:30p – 10:30p Evening Extravaganza - Trip to Disney Springs - Dining and Entertainment (dinner on your own)

### SATURDAY, May 20

9:00a – 11:00a Student Chapter Volunteer Opportunity –Give Kids the World Village

12:30p – 3:30p Roundtable Trade Show and Lunch - Reunion Grande Pavilion

4:00p – 6:00p Members Only Annual Meeting - Reunion Grande Pavilion

8:00p – 11:00p TPOC GALA and Silent Auction - Reunion Grande Ballroom

Presiding – Mary Brantley, TPOC National Association Program Coordinator

2017 TPOC Miracle Globe Recipient - Give Kids the World Village

Greetings - Adrienne Philion, Development Manager, Give Kids the World Village

Presentation: Miriam Padilla – TPOC National Association Family and Friends Coordinator

Closing Remarks and Recognitions - Betty Jones, TPOC National Association President

The Smooth Jazz of *Sia* and *Party with DJ CYRAX*

### SUNDAY, May 21

8:00a – 10:30a Farewell Breakfast at Cracker Barrel Restaurant (NOTE: Buses depart at 7:45a)

10:30a – 4:00p TPOC Day at Universal Orlando (NOTE: Bus departs at 10:30)