

<b>AGENDA: Tuesday, April 22, 2025 - EARLY ARRIVALS</b>							
- Registration open noon to 5 PM -							
1:00 PM	<b><u>FLXperience FAM Tours</u></b> <i>FAM #1: Canandaigua   FAM #2: Geneva - see FAM Tab</i>						
4:30 PM	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;"><b>Bites &amp; Boutiques</b></td> <td style="width: 50%; text-align: center;"><b>Val Knoblauch Reception</b></td> </tr> <tr> <td style="text-align: center;"><i>Enjoy Canandaigua's Main Street Businesses!</i></td> <td style="text-align: center;"><i>Celebrating the Career of Val Knoblauch</i></td> </tr> <tr> <td style="text-align: center;">Bus loops to Host Hotel every 30 minutes</td> <td style="text-align: center;"><a href="#">RSVP and Donate to the Named Scholarship Fund</a></td> </tr> </table>	<b>Bites &amp; Boutiques</b>	<b>Val Knoblauch Reception</b>	<i>Enjoy Canandaigua's Main Street Businesses!</i>	<i>Celebrating the Career of Val Knoblauch</i>	Bus loops to Host Hotel every 30 minutes	<a href="#">RSVP and Donate to the Named Scholarship Fund</a>
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<i>Enjoy Canandaigua's Main Street Businesses!</i>	<i>Celebrating the Career of Val Knoblauch</i>						
Bus loops to Host Hotel every 30 minutes	<a href="#">RSVP and Donate to the Named Scholarship Fund</a>						
7:00 PM	<i>Freestyle and/or Hotel Canandaigua dining - attendees on their own - trivia/networking/desserts in the bar?</i>						

<b>AGENDA: Wednesday, April 23, 2025</b>							
- Registration open 9 AM to 5 PM -							
<b>Pre-Conference Programming: Breakout Spaces</b>							
10:00 AM	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;"><b>FLRTC - Tentative</b></td> <td style="width: 50%; text-align: center;"><b>TAP - Haunted History</b></td> </tr> </table>	<b>FLRTC - Tentative</b>	<b>TAP - Haunted History</b>				
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10:50 AM	- break -						
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11:30 AM	- break -						
11:45 AM	<b>Welcome to the 2025 New York State Tourism Conference - Luncheon</b>						
<i>Noon - Opening Remarks: Greg LaDuca, Chair NYSTIA Board of Directors; Welcome to Ontario County: Valerie Knoblauch, President &amp; CEO, Finger Lakes Visitors Connection Welcome to the Hotel Canandaigua: Melissa Oliver, General Manager</i>							
Program:	<b>STEWARDSHIP: Exploring The Tourism Ecosystem</b>						
1:00 PM	<a href="#">Keynote Remarks: Don Welsh, President, Destinations International</a>						
1:45 PM	- break -						
2:00 PM	<a href="#">Sara Meaney, Managing Partner, Destination Wayfinder</a>						
2:45 PM	<a href="#">Stewardship from an Advocacy Perspective, Josiah Brown</a>						
3:15 PM	- break -						
3:30 PM	<b>- Market Updates -</b>						
4:00 PM	- break -						
4:30 PM	<i>First Time Attendees Meet &amp; Greet with Board, Committee Chairs &amp; Ambassadors</i>						
5:00 PM	<b>Welcome Reception: Meet The Makers?</b>						
<i>Locally sourced F&amp;B</i>							
6:00 PM	<b>Freestyle Dining</b>						
TO BE ADDED SOON: Links and suggestions for nearby dining opportunities							
6:00 PM	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;"><b>Skal Meeting / Social Event (tentative)</b></td> <td style="width: 50%; text-align: center;"><b>Harriet Tubman Byway Meeting / Dinner (tentative)</b></td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> </table>	<b>Skal Meeting / Social Event (tentative)</b>	<b>Harriet Tubman Byway Meeting / Dinner (tentative)</b>				
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8:30 PM	<b>Nightcaps &amp; Nibbles: Hotel Canandaigua Hospitality</b>						
<i>Special drink &amp; hospitality pricing from our host hotel - join us in the lobby cocktail lounge</i>							

## AGENDA: Thursday, April 24, 2025

- Registration open 8 AM to 5 PM -

7:30 AM

### Breakfast Buffet

Program:

*Welcome to the Canandaigua/Ontario County: Guest Elected Official(s) Remarks*

8:45 AM

### Immersion Experientials: Exploring The Tourism Ecosystem / Stewardship

IMMERSION DESTINATION #1: Geneva

IMMERSION DESTINATION #2: Naples

IMMERSION DESTINATION #3: Canandaigua

IMMERSION DESTINATION #4: Victor

IMMERSION DESTINATION #5: Bloomfield

12:00 PM

### Luncheon - I LOVE NEW YORK UPDATE

Program:

I LOVE NEW YORK UPDATE - subject to confirmation

*Ross Levi, VP/ Executive Director of Tourism - Empire State Development - I Love New York*

*Rich Gagliano, SVP Marketing, Empire State Development - I Love New York*

1:40 PM

**New York City Update - Kelly Curtin, New York City Tourism + Conventions**

1:55 PM

- break -

2:00 PM

### Member-to-Member 1:1 Networking Sessions - [Book Your Sessions!](#)

2:00 PM - 2:15 PM      Session #1

2:15 PM - 2:30 PM      Session #2

2:30 PM - 2:45 PM      Session #3

2:45 PM - 3:00 PM      Session #4

3:00 PM - 3:15 PM      Session #5

3:15 PM - 3:30 PM      Session #6

3:30 PM - 3:45 PM      Session #7

3:45 PM - 4:00 PM      Session #8

4:00 PM

#### Track: TPA Meeting

Ross Levi - subject to confirmation

*Empire State Development / I LOVE NEW YORK*

#### Track: Telling Stories With Images

Glenn Clark

*Crafting A Brand*

5:00 PM

- break -

5:30 PM

### Networking Reception

6:30 PM

### 10th Anniversary Dinner Banquet & Scholarship Auction

Program:

*Featuring Auctioneer Carrie Hessney*

8:30 PM

- You're On Your Own! -

## AGENDA: Friday, April 25, 2025

*- Registration open 8 AM to 10 AM -*

<b>7:30 AM</b>	<b>Brunch Buffet</b>	
	<i>Welcome to the Canandaigua/Ontario County: Guest Elected Official(s) Remarks</i>	
	<i>Legislative Updates - US / NYS</i>	
<b>9:00 AM</b>	<b>Reflections &amp; Group Feedback from the Immersion Experience</b>	
	<i>Responses to questions posed during the tours - QR Codes link to questions*</i>	
<b>9:45 AM</b>	<i>- break -</i>	
<b>10:00 AM</b>	<b>Track: Best of Weekly Webinars</b> <i><b>Bridget Cerrone - Advance Media</b></i> Lead Generation Through Audience Engagement	<b>Track: Stewardship Initiatives</b> <i><b>Fatima Finnegan - ORHMA</b></i> Building The Hospitality Workforce for Tomorrow
	<i><b>Seth Orozco - Sojern</b></i> The State of Destination Marketing	<i><b>Arturo Gaona - Wheel The World</b></i> Verified Accessibility
<b>11:00 AM</b>	<i>- break -</i>	
<b>11:15 AM</b>	<b>2025 Plans &amp; Programs</b>	
	<i>Various speakers will 'set the stage' for May through September programming / Advocacy Priorities, Tourism Excellence Awards, 250 Summit, 2025 Golf Tournament</i>	
<b>12:00 PM</b>	<b>Adjournment: 2025 New York State Tourism Industry Conference</b>	
<b>12:00 PM</b>	<b>Canal NY M&amp;BA Luncheon Meeting</b>	