

# NYS Tourism Excellence Awards & NYSTIA Annual Meeting

## AGENDA

- **Wednesday, September 11:**
  - **9 AM - 2 PM - New York State 250th Commemoration Summit** - [Separate \(free!\) Registration](#) / Open to All
  - **2 PM to 4:30 PM FAM Tours** - [Separate \(free!\) Registration](#) / Open to all / Limited Capacity
  - **5 PM to 7 PM Saratoga Stakes** - [Learn More](#) / Free & Open to all
  - **Freestyle Dining** - Enjoy the many [dining opportunities](#) in Saratoga Springs!
- **Thursday, September 12:**
  - **8:00 AM to 9:30 AM Breakfast**
    - Welcome remarks begin at 8:45 AM
      - Corey Fram
      - Darryl Leggieri
  - **9:15 AM to 11:30 AM**
    - Morning programming: Tourism Excellence Case Studies
      - 9:15 - [A 360-Degree Strategy for Success: The Purple Cows of Orange County with Amanda Dana](#)
      - 9:30 - [Best Practices in Creative Development for Printed Materials with Kayla Lloyd from BBG&G Integrated Marketing & a TBD rep from NYS Canal Corporation](#)
      - 9:45 - [Creating Impactful and Transformative FAM & Itineraries with Claire Dunlap with Cayuga County CVB & Collen Onuffer with TAP](#)
      - 10:00 - BREAK
      - 10:15 - [Play Strong: A Canadian Marketing Initiative with Sara Poe from The Strong Museum of Play](#)
      - 10:45 - [Accessible Dutchess: ThinkDIFFERENTLY about welcoming travelers of all abilities with Melaine Rottkamp from Dutchess County & Arturo Gaona with Wheel the World](#)
      - 11:00 - [Content Studio](#)
      - 11:15 - Genesee County - Glenn Clark
  - **11:30 AM Break**
  - **NOON to 1:45 PM NYSTIA Annual Meeting Luncheon**
    - Election of Officers, Committee Reports, 2024 / 2025 Initiatives.
  - **2 PM to 4 PM 1:1 Meetings**
    - [Book your free sessions now!](#)
  - **4:00 PM to 7:00 PM Tourism Excellence Awards Reception & Ceremony at the Canfield Casino** – Open bar / heavy hors d'oeuvres, ceremony begins at 5:30 PM

- **7:00 PM Freestyle Dining**  
Enjoy the many walkable [dining opportunities](#) in Saratoga Springs
  
- **Friday, September 13:**
  - **8:00 AM to 9:30 AM Brunch**  
2024-25 NYSTIA officers introduced at 8:45 AM
  - 8:50 AM - Greg LaDuca making remarks
  - 9 AM - Chris Koetzle, Executive Director Association of Towns NY
  - **9:30 AM to 11:00 AM**
    - Morning programming
      - 9:15 AM to 9:55 AM - New York State Canal Corp - Brian Stratton, Jean Mackay, Bill Sweitzer, Shane Mahar
      - 10:10 AM to 10:45 AM - [Mastering Fam Tours: Crafting Partnerships through Experiences with Danae Jones-Persip from ESD/ILNY and Jennifer Ackerson from Alon Tourism Solutions](#)
  - **11:00 AM to Noon**
    - NYS Tourism Industry Initiatives, TPA Meeting
  - Skål luncheon