

## AGENDA: Tuesday, April 22, 2025 - EARLY ARRIVALS

- Registration open noon to 5 PM -

1:00 PM	<a href="#">FLXperience FAM Tours</a>	
	FAM #1: Canandaigua   FAM #2: Geneva - see FAM Tab	
4:30 PM	<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>
7:00 PM	Lifestyle and/or Hotel Canandaigua dining - attendees on their own - trivia/networking/desserts in the bar	

## AGENDA: Wednesday, April 23, 2025

- Registration open 9 AM to 5 PM -

<b>Pre-Conference Programming: Breakout Spaces</b>		
10:00 AM	<b>FLRTC - Tentative</b>	<b>TAP - Haunted History</b>
10:50 AM	- break -	
11:00 AM	<b>TBA</b>	<b>TBA</b>
11:30 AM	- break -	
11:45 AM	<b>Welcome to the 2025 New York State Tourism Conference - Luncheon</b>	
	Noon - Opening Remarks: Greg LaDuca, Chair NYSTIA Board of Directors; Welcome to Ontario County: Valerie Knoblauch, President & CEO, Finger Lakes Visitors Connection Welcome to the Hotel Canandaigua: Melissa Oliver, General Manager	
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	Stewardship from an Advocacy Perspective , Josiah Brown	
3:15 PM	- break -	
3:30 PM	<b>- Market Updates -</b>	
4:00 PM	- break -	
4:30 PM	First Time Attendees Meet & Greet with Board, Committee Chairs & Ambassadors	
5:00 PM	<b>Welcome Reception: Meet The Makers?</b>	
	Locally sourced F&B	
6:00 PM	<b>Freestyle Dining</b>	
	TO BE ADDED SOON: Links and suggestions for nearby dining opportunities	
6:00 PM	<b>Skal Meeting / Social Event (tentative)</b>	<b>Harriet Tubman Byway Meeting / Dinner (tentative)</b>
8:30 PM	<b>Nightcaps &amp; Nibbles: Hotel Canandaigua Hospitality</b>	
	Special drink & hospitality pricing from our host hotel - join us in the lobby cocktail lounge	

## 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 -

7:30 AM

### Brunch Buffet

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

*Legislative Updates - US / NYS*

9:00 AM

### Reflections & Group Feedback from the Immersion Experience

*Responses to questions posed during the tours - QR Codes link to questions\**

9:45 AM

- break -

10:00 AM

#### Track: Best of Weekly Webinars

***Bridget Cerrone - Advance Media***

*Lead Generation Through Audience Engagement*

***Seth Orozco - Sojern***

*The State of Destination Marketing*

#### Track: Stewardship Initiatives

***Fatima Finnegan - ORHMA***

*Building The Hospitality Workforce for Tomorrow*

***Arturo Gaona - Wheel The World***

*Verified Accessibility*

11:00 AM

- break -

11:15 AM

### 2025 Plans & Programs

Various speakers will 'set the stage' for May through September programming / Advocacy Priorities, Tourism Excellence Awards, 250 Summit, 2025 Golf Tournament

12:00 PM

### Adjournment: 2025 New York State Tourism Industry Conference

12:00 PM

### Canal NY M&BA Luncheon Meeting