The Greater Miami Convention & Visitors Bureau PRESENTS

2nd Annual International Multicultural & Heritage Tourism Summit & Trade Show

July 17th-19th, 2015

Miami Marriott Biscayne Bay Hotel - Miami, FL

Learn How to Grow Your Share of the $90 Billion+ Multicultural & Heritage Tourism Market!

www.MulticulturalTourismSummit.com
What better way to discover Miami, than with tips from Miami natives? Get suggestions from locals, and discover what makes each of our neighborhoods so special and so worth a visit. Get a rich taste of our great heritage and our neighborhoods at ItSoMiami.com

IT’S SO MIAMI® — PEOPLE AND PLACES
Proudly welcoming the International Multicultural & Heritage Tourism Summit & Trade Show.

Make togetherness a new family tradition. Plan your next reunion in Greater Fort Lauderdale. Get to know us at sunny.org/multicultural
Los Angeles is home to dreamers and doers. World-class hotels. Avant-garde restaurants. All players in real-life stories that bustle with energy and promise. What kind of story do you want to tell? What kind of stories do your clients want to tell? Start here and create an ending that’s both successful and happy.
discoverLosAngeles.com/meetings.

MAKE PHL YOUR CHOICE
Combine our 11,000+ hotel rooms, countless dining and entertainment options, and a vibrant arts and culture scene - all within a dynamic, historic and walkable downtown - and the choice is easy.
Learn more about bringing your next meeting to Philadelphia at PHLDiversity.com.
The Distinguished Service
BLACK MEETINGS & TOURISM
APEX Awards Dinner
International Multicultural & Heritage Tourism Summit & Trade Show

Miami Marriott Biscayne Bay Hotel - Grand Ballroom
Saturday, July 18th 6:30pm - 10:00pm

Hours of Operation
Sunday-Wednesday 6:30am-8pm
Thursday-Saturday 6:30am-10pm
Eat in - Carry Out - Delivery

Bahamian Connection Restaurant
4400 NW 2nd Avenue Miami, FL 33127
Phone: (305) 576-6999 | Fax: (305) 576-3595 | www.bahamian-connection-grill.com
Congratulations on being selected to receive the 2015 APEX Award for Distinguished Service. This award is presented by Black Meetings & Tourism magazine to individuals who have made outstanding contributions in their particular fields of endeavor, which have positively impacted travel and tourism.

BM&T would like to personally present you with this award at a Gala Dinner Event during the International Multicultural & Heritage Tourism Summit & Trade Show on Saturday, July 18th at the Marriott Biscayne Bay Hotel in Miami, FL.

2015 APEX DINNER & GALA
Presented by:
Black Meetings & Tourism Magazine
at the
2nd Annual International Multicultural & Heritage Tourism Summit & Trade Show

Saturday, July 18th 2015
6:30PM - 7:30PM - Sparkling Wine Reception
7:30PM - 10:00PM - Multicultural Tourism Apex Awards Dinner

SPONSORS:
Black Meetings & Tourism Magazine
International Multicultural & Heritage Tourism Summit Network
National Association of Black Hotel Owners, Operators & Developers
Greater Miami Convention & Visitors Bureau

AWARDEES:
Charles Jeffers, COO, Destination Marketing Association International (DMAI), Washington, DC
Stephanie Mays-Boyd, VP Sales, Marketing & Convention, SMG-Pennsylvania Convention Center Authority
Caletha Powell, President, Nouveau International Education Strategies, LLC, New Orleans, LA
Beverly Bentley, Owner, Travel Professionals of Color Association (TPOC)
John Oros, Executive VP/COO, Memphis CVB/President, Greater Birmingham CVB
Cheryl Richards, Sr. VP/Chief Diversity & Inclusion Officer, Dallas CVB
Robert Countryman, Meeting Planner, Countryman Planning Group, San Diego, CA
Matt Thomas, Mice Editor, BM&T Magazine, San Francisco, CA
Iona Vargas, Founder, Family Reunions Institute; Dean of Social Administration-Temple University, Philadelphia, PA
Selma Brown-Bramble, Director, Caribbean Tourism Organization (CTO), New York, NY
Carol Ann Taylor, Chair for the Black Hospitality Initiative-Greater Miami CVB
Dr. Enid C. Pinkney, Chairman, Historic Hampton House Community Trust, Inc., Miami, FL
Nicki E. Grossman, President/CEO, Greater Fort Lauderdale CVB
Keon Hardemon, Commissioner, City of Miami
T. Willard Fair, President/CEO, Urban League of Greater Miami, Inc
Honourable Fred Mitchell MP, Minister of Foreign Affairs & Immigration, Government of The Bahamas
Les Brown
Motivational Speaker

As one of the world’s most renowned motivational speakers, Les Brown is a dynamic personality and highly-sought-after resource in business and professional circles for Fortune 500 CEOs, small business owners, non-profit and community leaders from all sectors of society looking to expand opportunity. For three decades he has not only studied the science of achievement, he’s mastered it by interviewing hundreds of successful business leaders and collaborating with them in the boardroom translating theory into bottom-line results for his clients.

As a premier Keynote Speaker and leading authority on achievement for audiences as large as 80,000—Les Brown energizes people to meet the challenges of the world around them. He skillfully weaves his compelling life story into the fabric of our daily lives. The thread is forever strengthened, touting why you can’t afford to be complacent and to aim high, achieve and actively make an impact on the world.

Les Brown’s straight-from-the-heart, passion and high-energy, motivates audiences to step beyond their limitations and into their greatness in many ways. Over the past decade, Les has expanded his role from keynote speaker to Master Trainer, creating the kind of workshop learning experience that got him committed to personal-and-professional development many years earlier. His charisma, warmth and humor have transformed ordinary people into extraordinary achievers by using his own life, and his in-depth study of others’ challenges, to build an understanding of what works, what doesn’t work, and why.

Revered as an icon by his colleagues, Brown received the National Speakers Association coveted Council of Peers Award of Excellence (CPAE), and ultimately, its most prestigious Golden Gavel Award for achievement and leadership in communication. Toastmasters International also voted him one of the top Five Outstanding Speakers. Worldwide, Legions of followers flock to stadiums and arenas to hear a man who never stops believing that with proper guidance and training you can achieve anything you desire in life.

Born in an abandoned building with his twin brother Wesley in Overtown, Miami Florida. A stumbling block in elementary school was when he was mistakenly declared, “Educable mentally retarded,” teachers did not recognize the true potential of little Les Brown. However, he used determination, persistence and belief in his ability to go beyond being a sanitation worker to unleash a course of amazing achievements including broadcast station manager, political commentator and multi-term state representative in Ohio.

Les Brown is committed to motivating and training today’s generation to be achievers and leaders as he introduces new audiences every day to It’s Not Over Until You Win, Up Thoughts for Down Times and Fight For Your Dream. Les Brown’s audio series, “Choosing Your Future,” remains his all-time bestseller for its acclaimed impact worldwide. In business as in real life there are always going to be ups and downs. However, where there is a will, there is always a way to achieve amazing results for your organization when Les Brown fills the room with his high-impact, customized message and standing ovation performance!
Elliott Ferguson serves as President and CEO of Destination DC, the official convention and tourism corporation for the nation’s capital. A twenty-year veteran of the CVB industry, Ferguson leads Destination DC’s efforts to generate economic development for the District through meetings and tourism, overseeing the organization’s convention and tourism sales, marketing, finance and business development operations. Ferguson began his tenure with Destination DC in 2001 as Vice President of Convention Sales and Services. Prior to working at Destination DC he served as Vice President of Sales at the Atlanta, Georgia CVB. Ferguson currently chairs the Hospitality Alliance of Washington, DC, the Washington Convention and Sports Authority, the Hotel Association of Washington, DC and the Restaurant Association Metropolitan Washington. Ferguson also serves as an official spokesperson for the DC hospitality industry and has been quoted in major media outlets including CNN, Fox Business News and the Washington Post. Ferguson received a Bachelor of Arts in Marketing and Business Administration from Savannah State University. His many memberships in the industry include the American Society of Association Executives, National Coalition of Black Meeting Planners, Religious Conference Management Association, Professional Conference Management Association, International Association of Exhibition Executives and Destination Marketing Association International. Ferguson is a resident of Capitol Hill, a member of Alpha Phi Alpha Fraternity and is an active mentor with Capital Partners Inc.

William D. Talbert III
President & CEO
Greater Miami Convention & Visitors Bureau (GMCVB)

As President & CEO of the Greater Miami Convention & Visitors Bureau (GMCVB) for the past 10 years, and as Chief Operating Officer for the prior nine years, William D. Talbert, III has distinguished himself as a highly respected visitor industry and community leader. Talbert’s nineteen years of experience at the GMCVB includes major accomplishments such as assisting with the passage of the Food and Beverage tax to fund the GMCVB’s advertising budget, negotiating inter-local government funding agreements and preparing four successful Super Bowl bids and three Pow Wow bids. Talbert holds a master’s degree in Public Administration from Florida Atlantic University and bachelor’s degree in Business Administration from the University of Florida. In 2006, he earned the Certified Destination Management Executive.
Laura Mandala is Managing Director of Mandala Research, LLC, a firm that conducts studies for Fortune 500 companies, non-profit organizations, and government agencies. She is a former Vice President of Partnership Research with the former Travel Industry Association of America (TIA). She led the organization’s efforts in providing diverse research products and services, meeting the needs of all sectors of membership. While at TIA (now U.S. Travel Association), Laura became known for her expertise and work in niche travel markets. She helped research topics like the economic value of the gay and lesbian market; the size and impact of wine and culinary tourism in the United States; the role of shoppers as an economic driver; emerging markets and the African American Traveler and the importance of attractions visitors to an area’s economy. She continues that work now, with partners like the U.S. Cultural & Heritage Tourism Marketing Council, and helps clients develop strategies and programs that reflect the changing marketplace and the niche segments within. Laura received her bachelor’s and master’s degrees in sociology from DePaul University and is completing her doctoral work at Northwestern University.

Roy Jay
President/CEO
Oregon Convention Bureau
Portland African American Chamber of Commerce of Oregon (AACCO)

Recognized by Black Meetings and Tourism Magazine for the 17th consecutive year as one of the most influential African Americans in the convention and tourism industry. Roy Jay is considered a pioneer in convention hospitality and has shared his expertise with thousands over the years. In Oregon, some people, simply refer to him as “Mr. President” because he heads various private and public sector companies and joint ventures. He is a sought after speaker, workshop facilitator, mentor and motivator.

Caletha Powell
President
Nouveau International Education Strategies, LLC

Recognized for outstanding accomplishments in the education and not-for-profit industries and management, personal/business development, and diversity orientation and training services. Appointed by the President of the US to Co-Chair the Education and Training Task Force of the White House Conference on Travel and Tourism, Appointed by the Secretary of Commerce to serve on the U.S. Commerce Travel and Tourism Board, served as Chair of the Governor’s Commission on the Status of Education and Training for Women. Also served as Treasurer of The Travel Industry Association of America. Caletha while heading the Greater New Orleans Black Tourism Network created the first Multicultural Tourism Conference in the early 90s. She also had the vision 1993-1994 to pitch the Essence Music Festival to come to New Orleans, which is now the largest event celebrating African-American culture and music in the United States.
Connie W. Kinnard
VP of Multicultural Tourism & Devel.
Greater Miami CVB

Connie Kinnard began her tenure at the GMCVB on June 1, 2015. She will lead the newly formed department in efforts to promote the multicultural neighborhoods, attractions and events of Miami’s diverse communities as well as support the convention and travel sales efforts in securing business. Prior to joining the GMCVB, Connie Kinnard held the position of Senior Vice President of the Nashville Convention & Visitors Corporation. She has been with the Nashville organization since 1996, when she started in Convention Sales and was subsequently promoted to Vice President of Multicultural Sales & Development. She holds a Masters of Management from the University of Phoenix and a Bachelor of Business Administration in Management from Tennessee State University. Connie is an active member of numerous hospitality and civic/service organizations.

Albert A. Tucker
Vice President of Multicultural Business Development
Greater Fort Lauderdale Convention & Visitors Bureau

Albert Tucker serves as vice president of Multicultural Business Development for the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB). It is Tucker’s vision to expose ethnically diverse individuals and groups to Greater Fort Lauderdale so that GFL becomes the destination of choice for individuals of color.

Tucker currently serves on the Executive Board of the Urban League of Broward County the 100 Black Men of Greater Fort Lauderdale and is intimately involved with the expansion of Jazz in the Gardens musical festival, which brings in more than 50,000 visitors to South Florida.

Gerald Fernandez, Sr.
President & Founder
Multicultural Foodservice & Hospitality Alliance

Gerald A. “Gerry” Fernandez, Sr., is president and founder of the Multicultural Foodservice & Hospitality Alliance (MFHA), a national non-profit organization that promotes the social and economic benefits of diversity and inclusion in the restaurant, foodservice and hospitality industry. He founded the Alliance by garnering support from premier sponsors Cargill, Coca-Cola Company, General Mills Corporation, National’s Restaurant News and PepsiCo, Inc. to create the MFHA charter in 1996. Gerry began his career with General Mills in 1992 and was eventually promoted to National Account Manager, Foodservice Sales. He founded the Alliance, after which he became a loaned executive to MFHA. Prior to joining General Mills, he spent more than 10 years as senior manager, opening and operating fine-dining restaurants for many companies, including The Waldorf-Astoria Hotel in New York City. Gerry holds a Bachelor of Science degree in foodservice management from Johnson & Wales University, where he also earned a culinary arts degree in 1976. The university awarded him an honorary Doctorate in business administration in 1999. Gerry is married, has three sons, three grandchildren and lives with his wife, Debra (Jackson), in Warwick, Rhode Island.
Gregory DeShields
Exec. Dir., PHL Diversity, Philly Multicultural Affairs Congress

Greg DeShields currently serves as the Executive Director at PHL Diversity Multicultural Affairs Congress a division of the Philadelphia Convention and Visitors Bureau (PHLCVB) and is a Graduate of Johnson & Wales University in Providence, Rhode Island, with an A.S. Degree in Hotel & Restaurant Management; and B.S. Degree in Hospitality Management. Greg DeShields most recently served as the Managing Director of Business Development for Temple University, Fox School of Business & School of Tourism and Hospitality Management. His professional certifications include: American Hotel & Lodging Association, Educational Institute – Certified Hospitality Educator – 2013 Asian American Hotel Owners Association – Certified Hotel Owner 2013.

Mike Fullerton
Director, Public Affairs
BRAND USA

Mike Fullerton is director of public affairs at Brand USA, the nation’s public-private partnership dedicated to increasing international visitation to the United States through marketing and promotional efforts. In this role, Mike represents Brand USA and keeps key stakeholders and others apprised of the work of Brand USA by responding to requests for information and providing timely updates. These stakeholder groups include federal partners and congressional representatives (House Energy & Commerce Committee, Senate Commerce, Science, Transportation Committee, individual offices and the House & Senate Travel & Tourism Caucuses), Customs & Border Protection and other components within the Department of Homeland Security, the Departments of State and Interior, state & local governments/associations as well as various industry (travel & tourism) related associations. He graduated from the University of Connecticut with a Bachelor of Arts in political science and a minor in history.

Solomon J. Herbert
Publisher & Editor-in-Chief
Black Meetings & Tourism Magazine

Solomon Herbert created Black Meetings & Tourism Magazine, an award-winning, international monthly industry trade publication for the African American Meeting Planner, Incentive Manager, Travel Agent and hospitality/tourism professional. Prior to that, Mr. Herbert was a full time self-employed freelance print and photojournalist. During that period, over 800 of his articles appeared in numerous regional, national and international publications, including Black Enterprise, Ebony, Essence, The Black Collegian, Black Elegance, Crisis, Travel & Leisure, Conde Nast Bride’s, Los Angeles Times, Los Angeles Magazine, Daily News, Hollywood Reporter, Family Circle, Successful Meetings and Meetings & Conventions. Solomon Herbert is past President of the Black Journalists Association of Southern CA, and is on the Board of Directors of NABHOOD.
Jeanne Rogers-Vanterpool
Minister of Tourism
ST. Martin, FWI

A graduate in business studies in Paris, Mrs. Rogers-Vanterpool started her professional career as a civil servant as Head of the Communication and PR Department in St-Martin, then went on to be an entrepreneur starting a very unusual business for a woman in the vehicle maintenance sector. She has always had a very busy life style, accepting new challenges and going beyond what is accepted. Very well known for her involvement in public life, where she has contributed to many foundations within her community. In 2012, she was elected as part of the RRR political party list. She is now President of the French Tourist Office. But her ambition doesn’t end here, Mrs. Rogers-Vanterpool strives for success in all her endeavors and wants to be a role model for all young women in St-Martin and abroad.

Dorothy Jenkins Fields
Founder/Historian
Black Archives
Foundation of South Florida, Inc

Archivist and Historian Dorothy Jenkins Fields was born on December 31, 1942 in Miami, Florida. In 1974 Fields then received her M.A. degree in Curriculum and Instruction through a local outreach program out of the University of Oklahoma. In that same year, in preparation for the nation’s bicentennial, Fields began a search for information from which curriculum materials could be developed on the black experience in South Florida. Fields was unable to find any information about South Florida’s black history in any school or public library. From this experience Fields established The Black Archives, History and Research Foundation, a photographic repository containing the legacies of Miami’s black community Of South Florida in 1977. Fields’ vision was to establish a manuscript and photographic repository for the African American community of Miami. She initially began collecting oral histories from older African American residents living in the communities of Overtown and the Brown Subdivision. From her efforts, the city of Miami later designated the community of Overtown as a National Trust “Main Street” community. Overtown is officially named the Historic Overtown Folklore Village. Fields is also responsible for the successful restoration of the landmark Lyric Theater located in Overtown.

Graylyn Swilley-Woods
Director Multicultural Heritage Tourism
Greater Miami CVB

Graylyn has worked with The Black Hospitality Initiative of Greater Miami for over seven years. Their mission is to advance economic participation and open doors of opportunity for African Americans and Black minorities of Africa descent in the Greater Miami Visitors Industry. For four years, Graylyn worked at Ohio State University developing programs to engage community and university resources. Swilley-Woods, Executive Director of the Black Hospitality Initiative of Greater Miami (BHI), was recently recognized as an Outstanding Community Leader at the South Florida Hispanic Chamber of Commerce’s Black History Month Celebration at the Hilton Bentley Hotel on February 23, 2012. Having spent more than 20 years in education, Ms. Swilley-Woods has developed educational programs that received both state and national recognition.
Matthew L. MacLaren, Esq.
Senior Vice President, Member Relation
American Hotel & Lodging Association

On November 1, 2014, MacLaren joined the American Hotel & Lodging Association as Senior Vice President, Member Relations. MacLaren is a part of the AH&LA executive team. He oversees membership sales, partner state association relations, allied and supplier partnerships, internal legal work, and is staff liaison to the General Counsel Committee and Owners Council. Prior to working for AH&LA, MacLaren spent 10 years working for the Ohio Hotel & Lodging Association. MacLaren is a graduate of The Ohio State University where he studied political science and business, and a graduate of Capital University Law School. MacLaren received his license to practice law in Ohio in May 2006.

Laurie Nelson-Choice
Director of Diversity & National National Sales
Visit Baltimore

Laurie joined Visit Baltimore in May 2010 as Director of Diversity & National Sales, based in Washington, DC. She focuses on developing the multicultural convention market for the city of Baltimore, as well as working with select association and government organizations in the Washington, DC area. Prior to Visit Baltimore, Laurie worked with VISIT Milwaukee for over 10 years as Director of Eastern Regional Sales in Washington, DC. Laurie has a BS in Communications from Ohio University and is a founding member of two industry organizations: Just Because – a networking group for meeting planners of color in the Washington, DC hospitality industry and the Network of Latino Meeting Professionals, a non-profit industry organization for Hispanic meeting planners. Laurie belongs to several industry associations including the American Society of Association Executives, Meeting Professionals International, National Coalition of Black Meeting Professionals and Professional Convention Management Association.

Sean Pittman, Esq.
Attorney and CEO

Sean Pittman is one of the most exceptional legal minds working within the environs of the State Capitol and throughout the State of Florida today. Noted as one of the Top Twenty-Five Most Influential People in Tallahassee, Florida by the Tallahassee Democrat, Sean Pittman is known to be one of the most thoughtful political analysts who possess “a valuable ability to cut through the muddle and articulate what’s really in play.” Sean attended Florida State University where he received his Bachelor of Science degree in Political Science in 1990 and a Juris Doctor degree in 1994 from the Florida State University College of Law. Sean founded ESPMedia Productions Corporation in Tallahassee, Florida in 2007. Today, ESPMedia has expanded to perform traditional marketing services with a non-traditional approach; penetrate the noise. In addition to mainstream marketing, Sean and his team have become experts in marketing to target audiences, especially as it relates to African Americans, Latinos, young professionals, women, and urban communities. Visit Florida is a current client of ESPMedia. In 2015 Sean Pittman was elected 2nd Vice Chair of the Orange Bowl Committee. Sean will serve as Orange Bowl Committee President in 2018-2019.
Gloria M. Herbert
Associate Publisher/Editor
Black Meetings & Tourism Magazine

Gloria M. Herbert is the associate publisher/editor of Black Meetings & Tourism magazine, the award winning, international bi-monthly industry trade publication for the African-American meeting planner, incentive manager, travel agent and hospitality/tourism professional. Herbert also serves as associate producer of “Globetrotting,” a television travel series that premiered in November of 2002 on BET on Jazz. Before creating Black Meetings & Tourism along with her husband, Solomon Herbert, who serves as the magazine’s publisher/editor-in-chief, Gloria was a part of their print and photo journalism team that produced over 800 articles which appeared in numerous regional, national and international publication.

Dottie Guise
General Manager
Montego Bay Convention Center, Jamaica, WI

Dottie is the General Manager of the Montego Bay Convention Centre and has been very instrumental in the start-up and growth of the facility since April 2011. Dottie has held various senior roles within the hospitality industry. She was the Chief Operating Officer at the Pennsylvania Convention Center Authority, General Manager at SMG-Greater Columbus Convention Center and President/General Manager at Homkar Inc-Kansas City Market Center. With over 35 years of experience in leading meeting and event professionals within the industry, Dottie has made her mark on the meeting industry. Educated in London, England, she holds a Bachelor’s Degree in Business Management and Fashion Merchandising. Dottie is currently a member of several international tourism and travel committees.

Velton Showall
President
Strategic Solutions LLC

For nearly three decades Velton Showall has been an expert in Sales Marketing and Leadership Development. An Author, Trainer, Business Consultant, and Motivational Speaker who is known for his wit and wisdom, Velton delivers dynamic and entertaining messages to organizations throughout the United States and the Caribbean. He combines research and theory with real life experience. He calls on his experience of 27 years, leading award winning sales operations, teaching, training, and making significant revenue gains. One of his greatest accomplishments was taking a sales operation from $24,000,000 to $98,000,000 in four short years. His past customers include the Phoenix Convention Center, the Convention & Visitors Bureau of Richmond, VA, Virginia Beach, Visit Orlando, FL, Ft. Lauderdale, FL, Lexington, KY, Global Hyatt and the National Sales Network.

Stella Beene-Venson
Meeting Planner/Travel Admin.
SL Beene & Associates

Stella Beene-Venson, who has been planning religious conferences since 1986, has pretty much seen it all. For most of that time she’s worked as meeting administrator for the United Methodist Church’s General Board of Higher Education and Ministry, managing a wide variety of meetings, across the country and around the world. Now she takes on a new challenge as an independent planner. Beene-Venson is a long time member of the National Coalition of Black Meeting Planners and previous served as the organization president.
FRIDAY, JULY 17

01:00pm - 06:00pm  Registration  Pre Function

09:00am-04:00pm  Corporate Suites Set Up Time

02:15pm – 05:00pm  Multicultural & Heritage Tour  (Must be pre-registered)  Front of Hotel
   Sponsor: Greater Miami Convention & Visitors Bureau
   Black Hospitality & Initiative of Greater Miami
   They will host the Heritage Tour to showcase the rich culture of
   Miami ethnic communities including areas in Coconut Grove,
   Little Havana, Little Haiti and Overtown.
   (Pick up at the front entrance of the Miami Marriott Biscayne Bay Hotel)

Committee Meetings
04:00pm - 05:00pm  Heritage Tourism Committee Meeting  Bayview Boardroom
   CVB Committee Meeting  Fisher Island
   APEX Awards Committee Meeting  Lumus Island

05:30pm - 06:30pm  Opening General Session  Grand Ballroom
   MC: Andy Ingraham, Founder/President/CEO, NABHOOD
   Welcome: William Talbert, President/CEO, Greater Miami CVB
   Welcome: Keon Hardemon, Commissioner, City of Miami, FL
   Welcome: Carole Ann Taylor, Chairwoman, Black Hospitality Initiative of Greater Miami
   Introduction: Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Magazine
   Speaker: Caletha Powell, President, Nouveau International Education Strategies, LLC

07:00pm - 08:30pm  Welcome Reception - “A Celebration of Cultures”  Bayview Ballroom
   Sponsor: Greater Miami CVB / Bahamas Ministry of Tourism

SATURDAY, JULY 18

08:00am - 03:00pm  Registration  Pre Function

08:00am - 09:00am  Continental Breakfast  Pre Function

08:30am - 08:35am  OPENING REMARKS  Grand Ballroom
   Andy Ingraham, Founder/President/CEO, NABHOOD
   Welcome: Goals for the International Multicultural & Heritage Tourism Summit

08:40am - 09:20am  MULTICULTURAL & HERITAGE TOURISM INDUSTRY UPDATE  Grand Ballroom
   A Comprehensive Review on the performance & growth of the
   multicultural & heritage tourism industry looking at all the data.
   Presenters: Laura J. Mandala, Managing Director, Mandala Research LLC

09:25am – 09:45am  BRAND USA UPDATE  Grand Ballroom
   Brand USA was established by the Travel Promotion Act in 2010 to spearhead the
   nation’s first global marketing effort to promote the United States as a premier travel
   destination and communicate U.S. entry/exit policies and procedures.
   Presenter: Mike Fullerton, Director of Public Affairs, Brand USA

9:50am – 10:10am  AH&LA UPDATE  Grand Ballroom
   AH&LA is focused on the needs of every segment of the lodging industry.
   Whether you are an owner, REIT, chain, franchisee, management company,
   independent proprietary supplier, or state association. AH&LA’s Government
Affairs Department outlines a set of legislative and regulatory priorities to create a favorable framework for the U.S. hospitality industry to prosper.

**Presenters:** Matthew MacLaren, Esq., Senior VP, Member Relations, American Hotel & Lodging Assoc.

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<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>10:10am - 10:30am</td>
<td>Networking Break</td>
<td>Pre Function</td>
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<td>Sponsor: PepsiCo</td>
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<td>10:10am - 03:00pm</td>
<td>Multicultural &amp; Heritage Tourism Trade Show Opens</td>
<td>Pre Function</td>
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<td>10:30am - 11:30am</td>
<td>GENERAL SESSION</td>
<td>Grand Ballroom</td>
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<td>Workshop A</td>
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<td>EXECUTIVE ROUNDTABLE - A VIEW FROM THE TOP</td>
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<td>Thoughts &amp; perspectives from industry leaders on why their destinations continue to explore Multicultural &amp; Heritage Tourism &amp; its Impact.</td>
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<td>Moderator: Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings &amp; Tourism Magazine</td>
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<td>Jeanne Rogers-Vanterpool, Minister of Tourism, Saint Martin(French)</td>
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<td>Roy Jay, President, Oregon Convention Visitors &amp; Services Network</td>
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<td>11:35am - 12:25pm</td>
<td>PLENARY SESSION</td>
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<td>THE BUSINESS OF MULTICULTURAL &amp; HERITAGE TOURISM – WHAT IS THE ECONOMIC IMPACT?</td>
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<td>Cities &amp; States currently focused on multicultural tourism will discuss their practices and the economic benefits bring to their destination and how local minority business owners can benefit.</td>
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<td>Moderator: Gloria Herbert, Editor, Black Meetings &amp; Tourism Magazine</td>
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<td>Multicultural Affair Congress</td>
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<td>12:30pm - 01:45pm</td>
<td>MULTICULTURAL TOURISM LUNCHEON</td>
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<td>MC: Andy Ingraham, Founder/President/CEO, NABHOOD</td>
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<td>Remarks: Marilyn Holifield, Partner, Holland &amp; Knight LLP</td>
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<td>Remarks: Jerry C. Butler, Executive Dir. Caribbean Countries, Inter-American Development Bank</td>
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<td>Remarks: Ron Busby, Sr., President, U.S. Black Chambers, Inc.</td>
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<td>Introduction: Andy Ingraham, Founder/President/CEO, NABHOOD</td>
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<td>Speaker: Gerald A. Fernandez, Sr.,President, Multicultural Foodservice &amp; Hospitality Alliance</td>
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<td>02:00pm - 02:50pm</td>
<td>PLENARY SESSION</td>
<td>Salon A/B/C</td>
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<td>Workshop C</td>
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<td>TAPPING INTO THE LUCRATIVE AFRICAN-AMERICAN SPORTS &amp; OUTDOOR TOURISM MARKET</td>
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<td>Workshop will explore the opportunities and strategies for suppliers and service providers to grow their share of this multi-billion dollar niche segment.</td>
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<td>Moderator: Gloria Herbert, AssociatePublisher/Editor, Black Meetings &amp; Tourism Magazine</td>
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<td>Panel: Jose Solongo, Executive Director, Miami Dade Sports Commission</td>
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<td>Albert Tucker, VP of Multicultural Business Devel, Greater Fort Lauderdale CVB</td>
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<td>Audrey W. Peterman, President, Earthwise Productions, Inc.</td>
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<td>Linville J. Johnson, Deputy Director, African American Market, Bahamas Tourist Office</td>
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<td>03:00pm - 03:50pm</td>
<td>Workshop D</td>
<td>Salon A/B/C</td>
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<td>MARKETING TO &amp; BOOKING MULTICULTURAL BUSINESS – HOW TO DO IT AND WHERE TO FIND THE LEADS.</td>
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<td>Moderator: Velton Showall, President, Strategic Solutions LLC</td>
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<td>Panel: Laurie Nelson-Choice, Director of Diversity &amp; National Sales, Visit Baltimore</td>
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### 06:30pm – 07:30pm
**Sparkling Wine Reception**
**Sponsor:** Moreno BHLV
**Pre Function**

### 07:30pm – 10:00pm
**MULTICULTURAL TOURISM APEX AWARDS DINNER**
**Sponsor:** Black Meetings & Tourism Magazine
**MC:** Roy & Juanita Jay
**Remarks:** Carole Ann Taylor, Chairwoman, Black Hospitality Initiative of Greater Miami
**Remarks:** Connie Kinnard, VP Multicultural Sales & Development, Greater Miami CVB
**Introduction:** Andy Ingraham, Founder/President/CEO, NABHOOD
**Speaker:** Les Brown, Motivational Speaker
“**A Voice from Overtown**”
**Presentation:** APEX Awards for distinguished service
“A Tribute and celebration of individuals who have made significant contributions in their particular fields of endeavor & have positively impacted travel & tourism; thereby, making a difference.”
**Grand Ballroom**

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### SUNDAY, JULY 19

### 08:00am – 09:00am
**Continental Breakfast**
**Sponsor:**
**Pre Function**

### 09:00am – 10:00am
**PLENARY SESSION**
**Workshop E**
**HISTORY, HERITAGE TOURS, CULTURE, ENTERTAINMENT & PARTNERSHIPS. HOW TO UNDERSTAND AND DEVELOP A SUCCESSFUL PROGRAM TO PROMOTE AFRICAN AMERICAN CULTURE & HERITAGE**
**Moderator:** Greg DeShields, Exec. Dir., PHL Diversity, Philadelphia Multicultural Affairs Congress
**Presenters:** Sandy Dorsainvil, Cultural Arts Complex Manager, Little Haiti Cultural Complex David Brown, President, Urban Tours Miami Dorothy Fields, Historian & Founder, The Black Archives, History & Research Foundation of South Florida, Inc. Graylyn Swilley-Woods, Exec. Director, Black Hospitality Initiative of Greater Miami
**Salon A/B/C**

### 10:10am - 11:10am
**PLENARY SESSION**
**Workshop F**
**MAKING THE CASE FOR THE PRINCIPALS & FUNDING OF MULTICULTURAL & HERITAGE TOURISM & WHY IT IS SO IMPORTANT FOR THE DEVELOPMENT OF DESTINATIONS**
**Identifying & Building your heritage assets**
**Moderator:** Jerry C. Butler, Executive Dir. Caribbean Countries, Inter-American Development Bank
**Panel**
Andy Ingraham, Founder/President/CEO, NABHOOD
Roy Jay, President, Oregon Convention Visitors & Services Network
Audrey W. Peterman, President, Earthwise Productions, Inc.
Carole Ann Taylor, Chairwoman, Black Hospitality Initiative of Greater Miami
Solomon Herbert, Publisher/Editor-in-Chief, Black Meetings & Tourism Mag./NABHOOD Board
**Salon A/B/C**

### 11:30am – 01:00pm
**CLOSING TRAVELING LUNCHEON**
**Hibiscus Island**
National Association of Black Hotel Owners, Operators & Developers (NABHOOD)

SAVE THE DATE

20th Annual

Want to become a hotel owner or investor? Then join us at the Summit and meet African American hotel owners, top hospitality industry professionals and national leaders. Learn about opportunities in hotel ownership, investment, supplier diversity and employment.

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July 27th-29th, 2016
MIA-MI MARriott BISCAYNE BAY HOTEL
MIAMI, FLORIDA

Past Summit Presenters & Speakers

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