



ARKANSAS HOSPITALITY ASSOCIATION

AHA CONVENTION AGENDA

MONDAY, SEPTEMBER 12TH

5:00 – 7:00 pm **Welcome Reception**
Location: Capital Hotel

TUESDAY, SEPTEMBER 13TH

**Breakfast opens at 8:00 am outside Wally Allen across from booths*

8:30 – 9:30 am: **Opening/Economic Impact Session**
Location: Wally Allen D

9:30 – 10:00 am: Break – Vendor Booth Engagement/Networking

10:00 – 11:00 am: **Mighty Rib – Kevin Shalin**
Location: Wally Allen A/E

11:00 am: Break/lunch buffet opens

11:30 am – 12:30 pm: **State of the Industry Keynote Luncheon Panel**
Location: Wally Allen D

PANEL: Aaron Frazier, Vice President of Public Policy, National Restaurant Association

Katie Wright, Senior Director, State and Local Government Affairs, American Hotel and Lodging Association

Dr. Michael Pakko, Chief Economist and State Economic Forecaster at the Arkansas Economic Development Institute at the University of Arkansas at Little Rock

12:30 – 1:00 pm: Break – Vendor Booth Engagement

1:00 – 2:00 pm: **7 Steps to Small Business Marketing Success for Hospitality Businesses**

Location: Wally Allen A/E

FEATURED SPEAKER: Mark Fortune, Owner/Chief Marketer, Fortune Marketing, LLC

A systematic approach to marketing is the only way to profitably grow your small business while maintaining your sanity.

This session is for hospitality business owners who:

- *Struggle to have enough qualified leads*
- *Can't find the time to "do marketing"*
- *Are stuck in "marketing tactic of the week" syndrome*
- *Are frustrated with their marketing partners and understanding what's happening*

2:00 – 2:30 pm: **BREAKOUT: Partnerships with Local Non-Profits – Workforce and Staffing Challenges**

Location: Wally Allen A/E

FEATURED SPEAKER: Paul Chapman, Executive Director, Restore Hope

2:00 – 2:30 pm: **BREAKOUT: Getting to Know Your Membership Benefits**

Location: Wally Allen B/C

2:30 – 4:30 pm: Vendor Booth Engagement/Networking

5:00 – 6:00 pm: **Taste of Hospitality – VIP Reception**

Location: Old State House Museum

6:00 – 8:00 pm: **Taste of Hospitality – Dinner Event**

Location: Old State House Lawn

Experience culinary creations by some of the state's finest chefs at the historic Old State House Museum.

WEDNESDAY SEPTEMBER 14TH

**Breakfast opens at 8:00 am outside Wally Allen across from booths*

8:30 – 9:45 am: **Workforce and Education Resources Panel/Q&A**

Location: Wally Allen A/E

9:45 – 10:00 am: Break/Vendor Booth Engagement

10:00 – 11:00 am: **Workforce Resources/Convention Concludes**

Location: Wally Allen A/E