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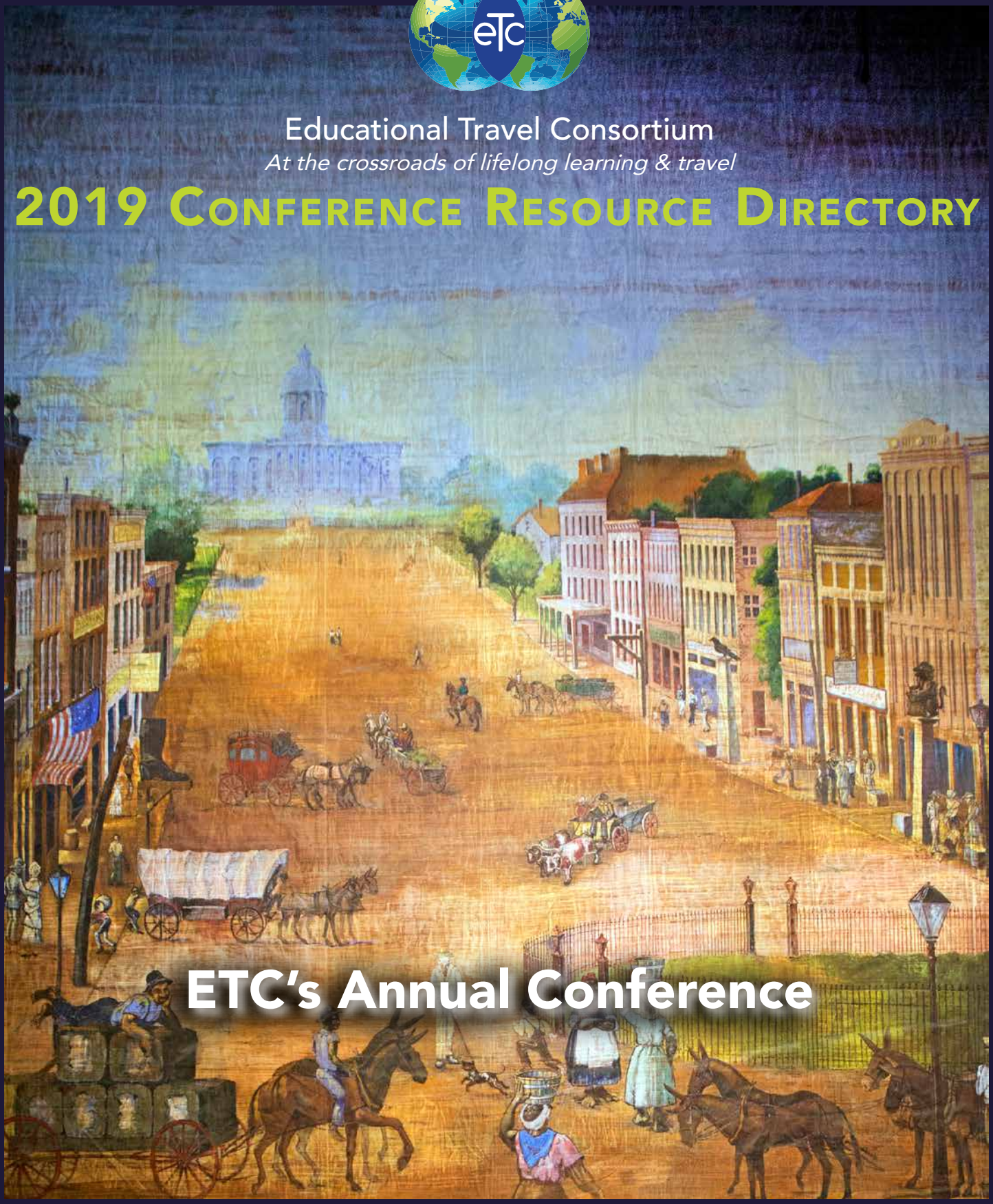
At the crossroads of lifelong learning & travel

2019 Conference Resource Directory



ETC's Annual Conference

Creating The Moments:
The Voices of Authenticity, Advocacy & Affinity

January 28 - 31, 2019 ~ *Montgomery, Alabama USA*

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Front cover - Recently discovered pictorial of Dexter Avenue, Montgomery, circa 1857: Artist credit, Mr. Kilburn, pencil drawing on the spot.
All other photos - credits J. Mara DelliPriscoli

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Thank you to all colleagues who attended one of the regional Programming Roundtables in San Francisco and Washington, D.C. Many session ideas for this conference were gleaned directly from participants' feedback and suggestions. Roundtable participants are wearing a "Program Committee" ribbon on their conference badges.

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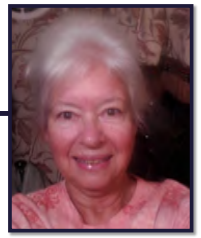

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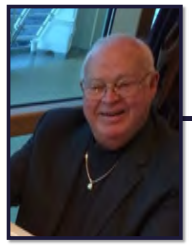

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Arrangements Abroad

For more than four decades, **Arrangements Abroad** has proudly served the Educational Travel Community, partnering with alumni associations, museums, and other nonprofit organizations to craft bespoke itineraries that are as intellectually engaging as they are logistically elegant. From Abu Simbel to Zimbabwe, we've helped thousands of travelers explore the world and come back transformed. Here's to more transformative journeys for 2020 and beyond!

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Round-trip Dublin Aboard *Sea Cloud II*
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Aboard *Sanctuary Nile Adventurer*
December 26, 2020–January 5, 2021

Inaugural Cruise
Aboard the Brand-New *Sea Cloud Spirit*
Dates TBD

Photo by Francesca Commisso

Educational Travel Consortium's Annual Conference

Creating the Moments: The Voices of Authenticity, Advocacy, and Affinity

January 28-31, 2019

Agenda

Friday, January 25

01:00 PM-09:00 PM **PRE-CONFERENCE Seminar on Wheels (SOW)**

Pre-Registration Required ***Off Site***

Ticketed Function

An Afternoon in Tuskegee

Begin our exploration of the area with an afternoon excursion to Tuskegee, an important center of learning located about forty minutes east of Montgomery. Our first stop will be at the Tuskegee History Center, where we will met by two remarkable individuals - Civil Rights attorney, Fred Gray, and decorated Tuskegee Airman, Lt. Col. (ret) George Hardy. Also joining us will be Deborah Gray, the museum's extraordinary director.

When Rosa Parks was arrested in 1955 for refusing to surrender her bus seat to a white passenger, Fred Gray became her attorney. During the Montgomery Bus Boycott, Gray also represented Dr. Martin Luther King, Jr. and other participants of the year-long protests. In 1956, his role as an attorney in the boycott's civil suit, Browder v. Gayle, and the verdict integrated the buses in Montgomery. In 1972, Gray brought a class-action lawsuit against the federal government on behalf of those involved in the Tuskegee Syphilis Study, a government sponsored program that left black men untreated for syphilis. In 1997, the government settled the lawsuit, but failed to admit any wrongdoing. In 2002, Gray became the first African-American president of the Alabama Bar Association. In 2006, the NAACP recognized Gray's accomplishments with the William Robert Ming Advocacy Award, citing the spirit of financial and personal sacrifice displayed in his legal work.

We will also be joined by Lt. Col. (ret) George Hardy, a Tuskegee airman whose military decorations include the Distinguished Flying Cross with Valor, the Air Medal with eleven (11) Oak Leaf Clusters, and the Commendation Medal with one Oak Leaf Cluster. In 2007, President George Bush awarded him and the surviving Airmen the Congressional Gold Medal, the nation's highest civilian award. In March 1943, at the age of 17, George passed the written and physical examinations for the US Army Aviation Cadet program and in July 1943, he was called to active duty. In September 1943, he was assigned to the 320th College Training Detachment at Tuskegee Institute in Alabama and launched an exemplary career trajectory in the military. In 1945, he flew 21 combat missions over Germany in P-51 aircraft, and during the Korean War 45 combat missions over Korea in the B-29 aircraft, and 70 combat missions in Vietnam. In August 1957, received a Bachelor of Science Degree in Electrical Engineering, and in August 1964, he graduated with a Master of Science Degree in Systems Engineering - Reliability. In 1965, he received his promotion to the grade of Lt. Col. George received an Honorary Degree of Doctor of Public Service from Tuskegee University in 2006.

From here we will visit the Tuskegee Airmen National Historic Site, which commemorates the

contributions of African American airmen in World War II. Here we will learn about the history of Moton Field, the site of primary flight training for the pioneering pilots known as the Tuskegee Airmen.

Our next stop will be at Tuskegee University, where we will be met by several historians and Tony Haygood, mayor of the City of Tuskegee. Strolling through the university campus, we will learn about the work of Booker T. Washington, an early advocate for the education of African Americans in the post-reconstruction South. Born into slavery, he grew up to become a well-known African-American educator, author, orator, and presidential adviser. In 1881, he became the first president of Tuskegee Normal and Industrial Institute. Washington recruited the best and the brightest to come and teach here including, George Washington Carver. Carver's innovations in agriculture, especially with peanuts, were important in the South's economic growth. Tuskegee later became known as the Tuskegee Institute and, in 1985, became Tuskegee University.

After touring the campus, join local residents for a community dinner in town. Arrive back at Renaissance Montgomery at 9:00 pm.

Tour Escort(s) Steve Cox, Executive Director, International Expeditions
Janet Moore, Owner, Distant Horizons

Saturday, January 26

09:00 AM-09:00 PM **PRE-CONFERENCE Seminar on Wheels (SOW)**

Pre-Registration Required ***Off Site***

Ticketed Function

Community Cultural Treasures

Following the route of the 1965 voting rights march from Selma to Montgomery, but in reverse, we begin from Montgomery and head west passing the roadside marker indicating the spot where Viola Liuzzo, a white activist and mother of five from Detroit, was killed by armed Klansmen. Viola and Leroy Moton, a young volunteer with the Southern Christian Leadership Conference, were moving supplies on March 25th, the last day of the march when they were stopped by the Klansmen. Nearby is the Lowndes Interpretive Center, located midway between Selma and Montgomery in White Hall. View the 25-minute film titled, "Never Lose Sight of Freedom," hear voices of the march, and touch and feel interactive exhibits which are part of this center run by the National Park Service.

We continue driving about an hour and fifteen minutes to Gee's Bend, a small and isolated rural black community surrounded on three sides by the Alabama River. The seven hundred or so inhabitants are mostly descendants of slaves, and for generations they worked the fields belonging to the local Pettway plantation. In 1998 art collector William Arnett, working on a history of African-American folk art came across a photograph of Gee's Bend resident, Annie Mae Young, standing next to a quilt she had made. He was so impressed by its originality that he set out to find it. The women of Gee's Bend were creating quilts, not as pieces of art, but out of necessity. When the nights became cold each winter, the women would scrounge what small scraps of fabric they could find and fashion a blanket to put on the beds of their children and themselves. The passion and creativity that had caught Arnett's eye revealed an overt African influence. Unlike most quilts in the European-American tradition, which favored uniformity, harmony and precision, Gee's Bend quilts include wild, improvisatory elements. The use of symbols, asymmetry, bright colors, and vertical piecing are techniques that date back to African textile creations of years ago. A critic from the New York Times called the quilts "some of the most miraculous works of modern art America has produced." In 2002, the Houston Museum of Fine Arts held an exhibition of Gee's Bend quilts and firmly put the women of this isolated peninsula carved out by the Alabama River on the world map. We will meet with quilters from the Gee's Bend Quilter's Collective and enjoy lunch with them and time to talk about their lives.

Our next stop is Camden which we reach by a ferry service, if weather conditions permit. The ferry was only recently restored after being stopped by local officials in the 1960's who wanted to discourage civil rights activities. In Camden, we will meet with the director and artists at Black Belt Treasures and Cultural Center. This is a non-profit organization that serves as a center for over 400 local artists, sculptors, basket weavers, wood workers and quilters who have banded together to showcase their work. The non-profit gallery showcases and sells art and high quality crafts on behalf of these local artists.

Dinner tonight is just outside of Camden at Gaines Ridge, an Antebellum home built in 1837. This landmark mansion's style predates the Greek revival form that was popular during the 1840s and 1850s. Meet with owner Betty Gaines Kennedy whose great grandfather bought the modified I-frame house in 1898 from a Methodist preacher, Ebenezer Hearn, who had served in the War of 1812 and is buried in Camden.

Arrive back at Renaissance Montgomery at 9:00 PM.

Tour Escort(s) Steve Cox, Executive Director, International Expeditions
Janet Moore, Owner, Distant Horizons

Sunday, January 27

08:00 AM-05:00 PM **PRE-CONFERENCE Seminar on Wheels (SOW)**

Pre-Registration Required ***Off Site***

Ticketed Function

Montgomery to Selma via Birmingham

Depart the hotel and drive about an hour to Selma, the starting point for the famous 1965 Voting Rights March. Meet with foot soldier, Annie Pearl, who will talk about the events of March 7, 1965, when the first attempt was made to cross the Edmund Pettus Bridge. During "Bloody Sunday," 600 marchers were violently turned back by State Troopers and were brutally beaten all the way back to Brown Chapel. Two days later, 2,000 marchers approached the state troopers blocking the bridge, but were turned back. Two weeks later, under federal protection, 4,000 marchers crossed the bridge and by the time they reached the state capitol five days later, their numbers had grown to 25,000. In honor of their memory, we walk across the Edmund Pettus Bridge ourselves.

Leaving Selma, we will drive by Brown Chapel AME Church, the starting point of the Selma to Montgomery March, and Sturvidant Hall. This mansion is one of the finest examples of Greek revival, neo-classic architecture in the Southeast. Built in 1852-1856 as a townhouse for Col. Edward Watts, artisans from Italy were brought in to do the plaster and marble work in this 10-room, 6,000-square-foot mansion. Its existence today contrasts the lives of the wealthy land owners with those of their slaves, who later became their servants after Emancipation. Interestingly, next door and on the same grounds is a beautiful cottage that was the home of Mary Todd Lincoln's half-sister.

We will continue on about an hour and a half to Birmingham, and stop for an early lunch/brunch at Roots and Revelry where Birmingham chef, Brandon Caine, recently opened his eatery in the renovated Thomas Jefferson Tower, formerly a hotel.

At the historic Kelly Ingram Park, meet Reverend Carolyn McKinstry who will take us through this site of civil rights rallies, demonstrations and confrontations in the 1960s. Historic footage of police-attack dogs and high-powered fire hoses remain indelibly imprinted on the memories of those who saw the images on televisions and in newspapers around the world in the 1960's. Sculptures throughout the park are vivid depictions of police dog and fire hose assaults on demonstrators, many of them children.

Across the street is the Birmingham Civil Rights Institute, a cultural and educational research

center that promotes a comprehensive understanding for the significance of civil rights developments in Birmingham. Visitors can experience a rendition of a segregated city in the 1950's, as well as examine a replica of a Freedom Riders bus and even the actual jail cell door from behind which Dr. Martin Luther King, Jr. penned his famous "Letter From Birmingham Jail." The institute is also home to an expansive archive of documents from the Civil Rights Movement and nearly 500 recorded oral histories relevant to the period.

Accompanied by Carolyn McKinstry, continue exploring this historic corner of Birmingham at the Sixteenth Street Baptist Church, where, on September 15, 1963, a bomb killed four young girls as they prepared to sing in their choir. More than 8,000 mourners, including 800 clergymen of both races, attended the funeral. No city officials attended. Carolyn was a young girl at the church when the bomb exploded and will talk to us about that morning and the months that followed. She was among thousands of students hosed by firemen during the 1963 marches and survived a second bomb explosion that destroyed a large portion of her home in 1964.

Return to Montgomery, a drive of about an hour and a half, and ready yourself for a once-in-a-lifetime experience. We will be joined by additional marchers and a police escort to reenact the final stages of the Selma to Montgomery March. Walk together, singing arm-in-arm, to the steps of the capitol building and be transported to this crucial time in American history.

Tour Escort(s) Steve Cox, Executive Director, International Expeditions
Janet Moore, Owner, Distant Horizons

03:30 PM-09:00 PM **ETC Reception Desk Open**

All Attendees ***Alabama Ballroom Foyer***

06:00 PM-07:00 PM **Welcome to Montgomery: Walk in the footsteps of Americans changing history**

All Attendees ***Off Site***

Join in a landmark reenactment of the historic 1965 Voting Rights March which ended in Montgomery. Walking together from the fountain at Court Square (former slave market) literally steps from where Rosa Parks got on the bus to the steps of the State Capitol building, hear, see and take the same steps of the foot soldiers that changed American history. This once-in-a-lifetime experience has been arranged exclusively for ETC delegates by Alabama Department of Tourism.

After reaching the Capitol, return down Dexter Avenue with a stop at the MLK Memorial Church to assemble in the Sanctuary for songs and a formal welcome to Montgomery by the pastor and local residents.

Special Note: All Conference attendees interested in joining this march assemble in the lobby of the Renaissance Montgomery at 6:00 pm. The group will be escorted on a walking tour to the Dexter Fountain where they will be joined by the SOW participants.

07:15 PM-09:00 PM **Travel Planner Jumpstart Seminar: Orientation and dinner**

Pre-Registration Required ***Presidential Suite***

Ticketed Function

Open only to Jumpstart attendees. Meet your fellow Travel Planners and faculty over dinner as you prepare for the next day's "Jumpstart" slate of foundational topics. Begin to form your professional network to mutually support each others' travel program efforts.

Speaker(s) J. Mara DelliPriscoli, ETC Founder, Educational Travel Consortium
Mary Ann Hunt, Associate Director, Tufts University
Lynn Meehan, Market Development: USA, New Brunswick Tourism, Heritage and Culture
Beth Ray-Schroeder, Director, Alumni Travel, Duke University
Dan Stypa, Associate Director of Alumni Programs, Rice University

The Jumpstart Seminar is made possible through the support of USI Travel Insurance Services (Visit them at their tabletop display in the International Bazaar at: #18).

07:30 PM-09:30 PM **Montgomery's Culinary High: Dine around MGM's hip strip independently with colleagues**

All Attendees ***Off Site***

Treat yourself to superior dining experiences around MGM's hip strip independently with colleagues. Being one of only a few restaurants open on a Sunday night in downtown Montgomery, Sa Za's - for serious Italian dining! - will remain open past 9 pm depending on seating demand. Also one of Montgomery's finest restaurants serving sophisticated southern fare - The House - will be open at the Renaissance Montgomery as well.

Monday, January 28

07:30 AM-09:00 PM **Day Room for Attendees at Satellite Hotels**

Riverview 5

07:30 AM-08:00 PM **ETC Reception Desk Open**

All Attendees ***Alabama Ballroom Foyer***

WELCOME TO MONTGOMERY AND ETC'S ANNUAL CONFERENCE - Get ready to have a great educational experience!

Our conference desk team - Karen Anthony, Carolyn Otis, Barbara Rempp and Lisa Douma (Registrar) - are available to assist with any questions or needs throughout the day.

Official conference badges are required to enter all sessions, the International Bazaar and special events. Please keep your badge prominently displayed, as only registered delegates have access to these venues.

Tickets for special events and meals are included in your badge if you pre-registered for them. Keep your tickets close at hand. You will need to present them for entry to venues and to pick up any deli lunches if pre-ordered.

The printing of the 2019 Conference Resource Directory is made possible through the support of Arrangements Abroad, Classic Escapes, International Expeditions, Orbridge, Thomson Collection and Visit Wales (Visit them at their tabletop displays in the International Bazaar at: #20, 24, 3, 4, 32 & 25 respectively).

The Conference badges and lanyards are made possible through the support of The National World War II Museum (Visit them at their tabletop display in the International Bazaar at: #5).

The Conference hotel key card is made possible through the support of China National Tourist Office, New York (Visit them at their tabletop display in the International Bazaar at: #21).

08:00 AM-05:30 PM **International Bazaar Setup: For Destinations, Operators and Suppliers**

DOS - Destinations, Operators and Suppliers Only ***Convention Center B***

All 2019 Sponsoring Partners, Destinations, Tour Operators and Suppliers are invited to commence the set up of their tabletops in the International Bazaar.

08:00 AM-12:45 PM **Learning Labs**

All Attendees - Pre-Registration Required ***Off Site***

Ticketed Function Choice of Two

Move off-site for cultural immersion & community interaction - designed to illustrate experiential learning through travel and give time for important reflection & engagement.

American Voices: A contemporary narrative

Walk across time in Montgomery from a vision for the future, to touch points of the past. Our time in the historic Kress Building on Dexter provides a unique entrée to local citizens sharing a collective narrative that takes us from 1929 to 2018. A guided conversation in the Kress community room with Montgomery "insiders" provides ETC members with a more nuanced perspective on how Montgomery is in the process of exciting "transformation." Witness a vision-in-progress for the city at large and the public-private partnerships that are serving to make this vision a reality. After this exchange, we will move up historic Dexter Avenue to our next stop, Dexter Avenue King Memorial Baptist Church. Meet with community elders and glean compelling insights into Montgomery's history past to present.

Facilitator(s) Katie Jo Walter, Director of International Alumni Academic Engagement, University Of Oregon Alumni Association

Farm to Table: A fusion of cultures & cuisine

Explore the complex traditions and histories of iconic southern food and learn how some of Montgomery's most exciting chefs use familiar flavors to elevate and advance the local palate. Chef Jason McGarry of downtown dining hotspot Central will be joined by the legendary Martha Hawkins, owner of Martha's Place, in a moderated conversation about how history, tradition and inspiration make their way into every dish, from humble entrepreneurial beginnings to high-end dining. Conclude at the Chef's Table at the Renaissance Montgomery kitchen following a hands-on culinary experience with Executive Chef Dean Donnell. Walk away with not only a rich understanding of the origins of southern flavor and the cultures therein, but perhaps some recipes to take back to your own kitchen.

Facilitator(s) Dr. Janet Ferguson, Executive Director, Lifelong Learning Centre, Bermuda College

08:00 AM-12:45 PM **Seminar on Wheels (SOW)**

All Attendees - Pre-Registration Required ***Off Site***

Ticketed Function

Art, Architecture & Worship: A time capsule of Montgomery's historical architecture

Commence with a tour of the Alabama Governor's Mansion focusing on architecture, interior design, and decorative arts within the 1907 Colonial Revival style house's five public rooms. A walking (or bus dependent on weather) tour of Old Alabama Town, a collection of some 50 19th century residences and places of work, introduces local vernacular architecture (log cabin, dog-trot, camelback, I-house, and shotgun), as well as Greek Revival and Italianate houses including a visit to the interior of fully-furnished Italianate townhouse with its slave quarters. By bus, tour the Garden District with its early 20th century suburb with bungalows and four-square homes. Also find Colonial Revival, Georgian Revival, Tutor Revival, and Spanish Colonial/Mediterranean homes and a look at the interior of nationally-famous Ralph Adam Cram's Early Gothic style Episcopal Church of the Ascension.

Tour Guide(s) Jeffrey Benton, Retired, Author and Community Volunteer, Landmarks Foundation of Montgomery/Old Alabama Town

08:30 AM-12:30 PM **Jumpstart Seminar: Fundamentals of Affinity Travel for Travel Planners**

Pre-Registration Required ***Riverview 8***

Ticketed Function

Open only to Travel Planners with 0 – 3 years experience

Participate in focused and detailed training on topics ranging from risk management to marketing, program analysis, and a special module called "A Day in the Life of the Planner." This nuts and bolts session will provide useful take-away information and advice from a select group of seasoned travel planners and will include adequate time for questions and group discussions.

Speaker(s) Mary Ann Hunt, Associate Director, Tufts University

Beth Ray-Schroeder, Director, Alumni Travel, Duke University

Dan Stypa, Associate Director of Alumni Programs, Rice University

The Jumpstart Seminar is made possible through the support of USI Travel Insurance Services (Visit them at their tabletop displays in the International Bazaar at: #18).

12:00 PM-01:30 PM **Deli Lunch Pickup - Healthy and Hearty!**

All Attendees - Pre-Registration Required ***Concourse Foyer***

Ticketed Function

A buffet line is set up to facilitate convenient food service with healthy eating options! If you pre-purchased a lunch ticket, just present your ticket when picking up your luncheon selection. For those without tickets, a limited supply of lunch tickets may be available at a higher onsite price.

01:00 PM-03:30 PM **Learning Lab**

All Attendees - Pre-Registration Required ***Off Site***

Ticketed Function

Move off-site for cultural immersion & community interaction - designed to illustrate experiential learning through travel and give time for important reflection & engagement.

From Slavery to Civil Rights: The path to justice - A walking tour!

This historic walking tour begins as a journey at the banks of the Alabama River, where many thousands of enslaved people entered the city of Montgomery. As you walk up to Commerce Street, hear the voices from the past. At Court Square, where Rosa Parks boarded the bus, continue the journey to the Dexter Avenue Church along the path of foot soldiers who welcomed the young pastor who would become Dr. Martin Luther King, Jr. Conclude at the Southern Poverty Law Center and Civil Rights Memorial to delve into a deeper understanding of the continuing fight for equal justice at this powerful memorial.

Facilitator(s) Dr. Janet Ferguson, Executive Director, Lifelong Learning Centre, Bermuda College

Katie Jo Walter, Director of International Alumni Academic Engagement, University Of Oregon Alumni Association

01:00 PM-05:00 PM **SIG (Special Interest Groups) Off Site Forums**

Ticketed Function

Participate in colleague-facilitated discussion for sharing top-of-mind insights, ideas and practices - with 100% audience interaction. Colleagues are invited to gather and engage in open topic conversations within their specific constituent groups.

MAC Planners/Museums, Art & Cultural Organizations

MAC Travel Planners Only ***Montgomery Museum of Fine Arts***

Connect with similar institutions and other museum, art and cultural organization Planners in this off-site forum at the Montgomery Museum of Fine Arts. Come prepared with questions, challenges and top-of-mind topics to discuss in this facilitated roundtable.

Facilitator(s) Sarakate Greeley, Travel & Special Programs Coordinator, Santa Barbara Museum Of Art
Adele (Hutch) Livingston, Coordinator of Member Travel, Virginia Museum of Fine Arts

NACZ & Sustainability Forum/Natural History, Aquarium, Conservation, Zoos

Open to Planners and Operators that focus primarily on conservation and sustainable tourism programs

Montgomery Zoo

Connect with travel planners from similar institutions and operators with a priority focus on conservation and incorporating sustainability concepts into a travel program at this Off Site Forum held at the Montgomery Zoo. Join a facilitated roundtable discussion with natural history institutions, aquariums, conservation societies and zoos and travel partners on sustainability concepts in travel programs and discuss potential opportunities for connecting projects and research into program curriculums and activities. Learn what others in your field are doing to advance their institutions travel programs to become an agent for good. Come prepared with questions, challenges and top of mind topics to discuss in this facilitated roundtable.

Facilitator(s) Graham Johansson, Independent Guide and Conservationist, Wildguides

01:30 PM-03:30 PM **Intensives: Afternoon Workshops**

All Attendees - Pre-Registration Required

Choice of Two

Ticketed Function

Deep dive into two hour mini-professional development modules with take-homes and actionable skills - presented by BOLD Talk speakers, industry leaders or curriculum coaches. Intensives are filled to capacity with pre-Conference signups. If you were not able to sign up and wish to attend, you are invited to take a vacant seat (if any) once the session is about to begin after all colleagues with pre-booked tickets have entered the room and are seated.

Reconciliation and Dialogue: Facilitating traveler conversations in controversial locations worldwide

Alabama Ballroom A

Attendance limit 48 persons

As more affinity groups are opting to conduct trips to “controversial” locations, as well as creating more customized tours, the content in this Intensive serves to help steward affinity travelers as respective global ambassadors for your institutions and organizations. Within this Intensive, discover practical ways tourism can change the world through travel programs offered as simple interactions with people in different cultures. These interactions serve to erode decades of hate and open a dialogue based on truth. National Geographic Explorer and Ted Fellow, Aziz Abu Sarah, takes the message of reconciliation across the globe as he facilitates critical if not controversial conversations with travelers in places such as such as North Ireland, Colombia, Syria and Israel. Specializing in finding human connections and authentic experiences, Aziz will share his experience and process of itinerary building, strategic planning and network cultivation around the world.

Deliverables:
• Specific foundations of reconciliation methodology.
• Glean insights on Reconciliation and Dialogue and the dual narrative approach which is applicable in multiple arenas - education, travel, workplace, community – from real life examples of successful reconciliation.
• Map steps to strategically build itineraries that foster dialogue and tolerance.
• Gain an understanding of network cultivation and building, including development and selection of the right partners.
• Identify key strategies to facilitate difficult conversations.
• Learn best practices of reconciliation methodology and build on these insights actively taking part in exercises that model scenarios applicable to their careers.

Moderator(s) Britt Basel, Director, Ecothropic

Speaker(s) Aziz Abu Sarah, Co-Owner & CEO, Mejdi Tours

Respondent(s) Jerry Sorkin, Founder and President, Iconic Journeys Worldwide

Real Stories Explored: ETC Member case studies on managing difficult travelers and challenging situations

Alabama Ballroom C

Attendance limit 48 persons

Have you had travelers who do not accurately disclose medical histories before the trip? Have you experienced mental emergencies during a trip or had to send a traveler home prematurely? Have you had travelers who negatively impacted your group? Have you encountered problematic behaviors from your travelers? This session will explore some of these questions with real situations shared by ETC members. We will discuss strategies to address these behavioral issues in the field, ways to respond after the trip and guidance from legal experts regarding the endeavor to run a quality program, preserve client relationships and avoid costly litigation.

Moderator(s) Tony Rango, National Outings Director, Sierra Club

Speaker(s) Rodney E. Gould, Attorney, Smith Duggan Buell & Rufo

Catherine Hansen-Stamp, Attorney, Catherine Hansen Stamp Attorney at Law

03:45 PM-04:50 PM Alumni & Lifelong Learning: Travel Planner Only Roundtables

Travel Planners Only Roundtables

Participate in colleague-facilitated discussions for sharing top-of-mind insights, ideas and practices - with 100% audience interaction.

Adding Value to Your Institution: Where, how and why does the travel program fit into the organizational context

Riverview 6

For Travel Planners whose job is 100% travel, share ideas and insights on how your travel program supports the mission of your institution. And, if you already know the where, how, and why of its purpose, discuss how you share your story internally before management asks for justification.

Facilitator(s) Kelly Morgante, Assistant Director, Penn State Alumni Association

Travel Planners focusing exclusively on travel programs

Integrating the Travel Experience into the Larger Context of Engagement

Riverview 8

For Travel Planners for whom travel is just a small part of their overall responsibilities, share insights and ideas about how travel is, or is not, integrated into many other engagement opportunities you manage. What current or planned efforts have clearly overlapping audiences for participation and marketing? How does travel take individual engagement to a whole new level?

Facilitator(s) Frances Stanfield, Business Manager, Emory University Alumni Association

Travel Planners with multiple responsibilities for alumni engagement portfolios in addition to travel programs

05:00 PM-06:00 PM Mentor Meet and Greet: Newcomers connect to focus on the days ahead

Newcomers & Mentors Only ***Alabama Ballroom C***

Learning the ropes is made easier when you have a mentor. Be sure to attend Mentor Meet & Greet if you are a newcomer! Longstanding ETC members will help you navigate the conference collateral, agenda, on-site events, and give advice and suggestions before the conference excitement begins. In a roundtable setting, colleague mentors will share their valuable experience and help you manage your time to maximize your conference and community first-time experience. Each table will be labeled specific to a conference constituency group and have an assigned seasoned table mentor. So if you don't have a mentor that was pre-assigned by your request in

advance of the Conference, or your assigned mentor is unable to attend this session, you will still be able to get your questions answered. Before entering the room, check out the sign board to locate your assigned roundtable.

Facilitator(s) Diana Lee Crew, Founder & Consultant, Real World Connections

05:00 PM-06:00 PM **Special Interest Group (SIG) Roundtables**

Roundtables

Participate in colleague-facilitated discussions for sharing top-of-mind insights, ideas and practices - with 100% audience interaction. Bring your questions and challenges to the table and enjoy this time sharing best practices with like-minded colleagues.

Tenured Alumni Travel Planners Roundtable: For veterans with years of experience in travel

Riverview 6

Time for veteran alumni Travel Planners to gather and engage in high level discussion topics. Open only to Travel Planners with years of experience in the field.

Facilitator(s) Linda Ball, Associate Director, Trojan Travel, USC Trojan Travel
Steve Holmgren, Deputy Director, Travel Programs, Harvard Alumni Association

DOS Roundtable: Deepening collaboration between operators and destinations to deliver sold-out travel programs

Riverview 1

How effective are the communications between destinations and operators in maximizing relationships for product development, marketing and generally ensuring the success of travel programs? Why don't tour operators regularly work with DMOs to take advantage of their expertise to provide innovative programming and promotional resources? Are DMO's effectively communicating the resources and support they can provide tour operators? Understanding what a DMO can and can't do is fundamental, but often poorly understood by operators. For the DMO, understanding the key areas they can add real value to operators is key. It is the conversation between the two rather than the resources available that remains too often a challenge. A robust discussion facilitated by representatives of each part of the supply chain explores concrete examples in collaborations that have resulted in creative, affinity travel programs, successful marketing campaigns, and effective strategies for launching new products.

Facilitator(s) Lauren Summers, Senior Director of Lifelong Learning and Travel, Association of Yale Alumni
Respondent(s) Marcia Jaffe, Founder, Bali Institute
Laura Saeger, Business Tourism & Group Development Executive USA, Tourism Ireland
Jeremy Shaw, Managing Director, Iberian Wine Tours
Alex Shelton, Vice President, Jet Vacations

06:30 PM-07:30 PM **CONFERENCE WELCOME Remarks & Evening BOLD Talk: Seeking Higher Ground: Who we as travelers can become**

All Attendees ***Alabama Ballroom A/B***

Plenary

Through our lives and travels near and far, let us see others, feel others and celebrate others, respecting them for who they are and who they can become. In so doing, we will recognize the nobility that lies in the heart of the every man, including ourselves.

Speaker(s) J. Mara DelliPriscoli, ETC Founder, Educational Travel Consortium
Peggy Wallace Kennedy, Social Activist, Inspirational Speaker

This BOLD Talk presentation is made possible through the support of Beijing Municipal Culture and Tourism Bureau and Travel Manitoba (Visit them at their tabletop displays in the International Bazaar at: #23 & 27 respectively)

07:30 PM-08:45 PM **Sweet Home Alabama Welcome Dinner: A real taste of southern fare**

Pre-Registration Required ***Alabama Ballroom C/D/E***

Ticketed Function Very casual attire - boots and jeans welcome

Enjoy wonderful southern hospitality with down home family style dining and featured local cuisine curated by Alabama's celebrity chef, Scott Peacock, and get ready to settle in to the 'Bama experience. Take home a commentary piece by Scott about the various dishes (and their histories) from this fabulous dinner!

This opening dinner is hosted by the Alabama Tourism Department (Visit them at their tabletop display in the International Bazaar at: #2).

08:45 PM-10:00 PM **International Bazaar Grand Opening: Treats & libations**

All Attendees ***Convention Center B***

Attendees rave about this first of many gatherings in the Bazaar as a great way to settle in and get ready for the next three days of the conference. Make last minute CONNECTS meetings, casually meet new colleagues, enjoy non-stop convivial conversations all the while sampling hosted libations and desserts from around the globe. A list of individual libations hosts and their tabletop numbers is provided onsite for easy navigation.

Tuesday, January 29

07:30 AM-09:00 PM **Day Room for Attendees at Satellite Hotels**

Riverview 5

07:30 AM-05:00 PM **ETC Reception Desk Open**

Alabama Ballroom Foyer

Our conference desk team - Karen Anthony, Carolyn Otis, Barbara Rempp and Lisa Douma (Registrar) - are available to assist with any questions or needs throughout the day.

The audio-visual support for today's sessions is made possible through the support of Odysseys Unlimited, AHI Travel, Israel Ministry of Tourism and Global Rescue (Visit them at their tabletop displays in the International Bazaar at: #26, 30, 11 & 12 respectively).

The printing of the 2019 Conference Resource Directory is made possible through the support of Arrangements Abroad, Classic Escapes, International Expeditions, Orbridge, Thomson Collection and Visit Wales (Visit them at their tabletop displays in the International Bazaar at: #20, 24, 3, 4, 32 & 25 respectively).

The Conference badges and lanyards are made possible through the support of The National World War II Museum (Visit them at their tabletop display in the International Bazaar at: #5).

The Conference hotel key card is made possible through the support of China National Tourist Office, New York (Visit them at their tabletop display in the International Bazaar at: #21).

The Conference water bottles and water stations are made possible through the support of Thomson Collection (Visit them at their tabletop display in the International Bazaar at: #32).

07:30 AM-08:30 AM **Travel Planner Breakfast Roundtables: Grouped by program mission**

Travel Planners Only Roundtables

Build your community of support! Actively take part in a purposeful discussion with colleagues that share a common travel program mission and be sure to come with ideas and issues that you would like to see addressed! Take your breakfast from the buffet (if purchased in advance on your registration form) and select the roundtable discussion room of your choice.

Revenue Based Programs

Riverview 4

Network with fellow Planners that share a common program model focused on producing commission revenue.

Facilitator(s) Joanna Aguiar, Assistant Director, Cal Discoveries Travel, Cal Alumni Association
Shoshana Altrichter, Director of Travel, World Affairs Council Of Philadelphia
Karen Ledwin, Vice President, Program Management, Smithsonian Enterprises-Smithsonian Journeys

Donor Based Programs

Riverview 2

Network with fellow Planners that share a common program model of customized trips that support fundraising strategies for individuals and groups.

Facilitator(s) Jean Anne Hattler, Director of Short-Term Study Abroad Programs, Duquesne University
Christine Kessler, Conservation Journeys Trip Manager, The Nature Conservancy

Engagement Based Programs

Riverview 6

Network with fellow Planners that share a common program model focused on stewardship and affinity engagement and faculty tour leadership without a stated or fundraising objective.

Facilitator(s) Leila Derstine, Coordinator, Alumni Travel-Study, Williams College
Britt Jones, Director of Alumni Relations, Hardin-Simmons University

08:45 AM-09:30 AM BOLD Talk: Take Your Customer Service to the Next Level: Creating happy travelers and brand advocates

All Attendees ***Alabama Ballroom A/B***

Plenary

How good are you? Do your clients do business with you despite unintentional obstacles? What do your clients really think about your service? Keep your travelers engaged before and after their trip to create raving fans and brand advocates. From your customer facing employees to your email and brochure marketing, understand modern, practical communications techniques to improve customer service and drive revenue. Count on being fully engaged as you hear fresh perspectives to elevate messaging and skyrocket success.

Moderator(s) Shelley Norton, Director of Travel, Texas Exes (U of Texas Alumni)

Speaker(s) Sue Hershkowitz-Coore, Founder and Owner, High Impact Presentations

This BOLD Talk presentation is made possible through the support of Lindblad Expeditions and Japan National Tourism Organization (Visit them at their tabletop displays in the International Bazaar at: #9 & 6 respectively)

09:45 AM-10:45 AM Destinations Deep Dive I: Destinations Uncovered: Beyond the marketing campaign

All Attendees ***Alabama Ballroom A***

Designed to glean insights and knowledge-sharing (devoid of sales!) about domestic and international destinations, and stay current on destination-specific information in order to answer questions from your travelers or internal staff about destination choices. Over the course of three featured Destinations Deep Dive sessions today, learn about 20+ hot destinations around the globe. Take a look at the comparative appeal of these specific destinations through the lens of the educational traveler delivered by in-country experts, as well as geopolitical landscapes highlighted by Joseph Mroszczyk, Global Rescue. Four countries are featured in this first session: Cuba, Southern India, Northern Spain and Rwanda.

Facilitator(s) Gerry Ellis, President and CEO, GLOBIO

09:45 AM-10:45 AM Hot Topics I: Fast-paced, to the point, presentations

All Attendees Choice of Two

Absorb information from fast-paced lectures on a specific topic and receive timely content, issues updates, or applied skills.

To Customize, or Not to Customize?

Alabama Ballroom E

Many educational travel programs today fall under Development, where metrics are all about ROI (return on investment). Other programs are charged with increasing engagement (enhancing alumni affiliation). Regardless of the orientation of your program, you should ask, “How can I keep the educational integrity of my alumni travel programs intact while working with operators? Do my programs look like others available in the niche or even the general marketplace? Do I need to provide unique experiences for my travelers despite the inherent additional cost?” Can custom trip design provide tactical advantages for your brand identity? What level of customization should you look for from your partner operators? What are the pain points in the Planner/Operator relationship, and how does one fix them? A candid and robust exchange between Travel Planners and Tour Operators will assure a better understanding of the inner workings of both sides of the travel partnership and how planners and operators can work together to take your program from surviving to thriving.

Moderator(s)	Steve Ridgway, President, Criterion Travel
Speaker(s)	Robert Fure, Director of Special Programs, Washington and Lee University
	Rumit Mehta, Founder, Immersion Journeys, Immersion Journeys
	Kristina Nemeth, Travel Director, Commonwealth Club Of California
	Carleton Shephard, President, Insider Expeditions
	Bridget St. Clair, Executive Manager, Princeton Journeys, Princeton University

Trip Cancellation and Medical/Emergency Evacuation/Assistance Insurance: Distinctions, exclusions, legal challenges and more

Riverview 6

Attend this panel presentation to hear from program personnel, evacuation and insurance representatives and legal counsel about travel insurance issues. Learn about recent legal and insurance industry limitations on an organization’s ability to include this insurance in tour packages. Discuss differences between trip cancellation, emergency evacuation and/or medical assistance insurance, and challenges presented by pre-existing conditions. Consider how these insurance providers interact with or differ from third party vendors who provide/arrange for medical and emergency services. In addition, we will discuss legal issues concerning the growing popularity of “cancel for any reason” options.

Moderator(s)	Tony Rango, National Outings Director, Sierra Club
Speaker(s)	Sharon Broo, Vice President, USI Travel Insurance Services
	Rodney E. Gould, Attorney, Smith Duggan Buell & Rufo
	Catherine Hansen-Stamp, Attorney, Catherine Hansen Stamp Attorney at Law

09:45 AM-11:45 AM Intensives

All Attendees - Pre-Registration Required — Choice of Two

Ticketed Function

Deep dive into two hour mini-professional development modules with take-homes and actionable skills - presented by BOLD Talk speakers, industry leaders or curriculum coaches. Intensives are filled to capacity with pre-conference signups. If you were not able to sign up and wish to attend, you are invited to take a vacant seat (if any) once the session is about to begin after all colleagues with pre-booked tickets have entered the room and are seated.

Customizing Your Customer Service: A two hour intensive workshop with Sue Hershkowitz-Coore

Alabama Ballroom C

Attendance Limit 48 Persons

How can you make it easier for your travelers to enjoy their trip and recommend you to their

friends? Your itinerary is perfect, but what about the way your travelers feel about you and the way they are treated? From the very first contact through all the necessary transactions, you can easily elevate their experience. This hands-on, deep-dive session will use emails, sponsor letters and questions YOU SUBMIT prior to the workshop so you leave with innovative, caring messaging that serves your customer and your bottom line.

At the end of this session, you will:

•Identify power words to create emotionally, sticky messaging;
•Craft messaging that excites travelers and sponsoring organizations;
•Articulate your story - both travel and brand - to create distinction and advance the sale.

Workshop Leader(s) Sue Hershkowitz-Coore, Founder and Owner, High Impact Presentations

Crushing Your Next Negotiation in Three Steps: A two hour intensive workshop with Susan Borke

Alabama Ballroom D

Attendance Limit 48 Persons

Being prepared for a negotiation often means a real difference in its ultimate success, so why do so many people fail to take this most important step? Susan Borke has heard all the excuses, and they boil down to this: most people really don't know how. In this presentation, she will teach you a practical, easy to implement approach you can use successfully in professional and personal situations. With insights directly applicable to preparing for vendor negotiations, this Intensive includes how she and others have used the 3 R's of effective negotiation preparation successfully.

At the end of this session, you will:
• Approach your negotiations strategically;
• Learn proven tools to prepare effectively;
• Have applied your learning to a real-life scenario.

Workshop Leader(s) Susan Borke, Principal, BorkeWorks

11:00 AM-12:00 PM **Destinations Deep Dive II: Destinations Uncovered: Beyond the marketing campaign**

All Attendees ***Alabama Ballroom A***

Devoid of sales pitches and promotion, presenters peel back the layers to share more about a destination than what the marketing pictures and stories tell us about a place. Expanding upon experiential opportunities for travelers beyond the major ports and cities well known throughout marketing campaigns, glean tips and "hidden" destination gems which expose you to a fresh look at a destination, innovative product design, new regions, sites and off the beaten track places, as well as intel on global geopolitical realities highlighted by Joseph Mroszczyk, Global Rescue, and sustainability initiatives and challenges within destinations as shared firsthand by locals in the know. Several countries are featured in this session: Turkey, Greenland, Mongolia, Peru, Manitoba, South Africa, Iceland.

Facilitator(s) Gerry Ellis, President and CEO, GLOBIO

11:00 AM-12:00 PM **Hot Topics II: Fast-paced, to the point, presentations**

All Attendees Choice of Two

Absorb information from fast-paced lectures on a specific topic & receive timely content, issues updates, or applied skills.

Pivoting Positively on Short Notice: When itineraries change after booking

Alabama Ballroom E

We have all faced a shifting itinerary either prior to the trip departure - or even enroute! Why do such situations arise? How do you effectively advise booked passengers? What messaging do you employ? Hear situations from colleagues - both travel planners and operators - who have been there and back managing a myriad of situations which involved such issues as identifying replacement destinations, working with in-country agents and managing travelers' expectations, perceptions, and reactions. Understand how replacement destinations, accommodations and quality control issues are managed. Glean tips and insights from real situations from your colleagues on what worked and what didn't and how best to manage guest expectations. Learn how to communicate in a way that maintains trust and mitigates any negative push back.

Moderator(s)	Roberta Moore, Vice President of Sales, ViaTour Software
Speaker(s)	Matthew James Bradley-Swan, Director, Business Development, Adventure Canada
	Emily Casperson, Senior Manager, Program Operations, Stanford Alumni Association
	Timothy Ryan, Director of Product Development, TCS World Travel
	Lisa Valentine, Director, UA Alumni Travel, University of Arizona Alumni Association
Respondent(s)	Richard Franz, President Emeritus, Thomas P. Gohagan & Co.

Quantitative Surveys 101: What to ask, what to mine, and why!

Riverview 6

Practical advice on how to conduct your own survey research, including: When to conduct quantitative research; selecting a methodology; deciding whom to survey; maximizing survey response; how to design a good survey and ask the right questions; what to do with the data once you collect it. We'll also discuss customer satisfaction research and critique a few sample surveys volunteered by attendees.

Moderator(s)	Meg Annacone-Poretz, Associate Director-National Trust Tours, National Trust for Historic Preservation
Speaker(s)	Donna Sprague, President, DSS Enterprises

Fundamentals Track

11:45 AM-12:30 PM **Deli Lunch Pickup - Healthy and Hearty!**

All Attendees - Pre-Registration Required ***Alabama Ballroom Foyer***

Ticketed Function

A buffet line is set up to facilitate convenient food service with healthy eating options! If you pre-purchased a lunch ticket, just present your ticket when picking up your luncheon selection. For those without tickets, a limited supply of lunch tickets may be available at a higher onsite price.

12:00 PM-12:45 PM **Global Dining: Pick a country roundtable and chat with in-country experts**

All Attendees ***Alabama Ballroom A/B***

A great way to expand your knowledge and possibilities for travel offerings! Grab your deli lunch in the foyer (if you pre-purchased a lunch ticket), head for the country roundtable of your choosing, and pull up a seat for Q&A in a relaxed, informal - and definitely not sales focused - format. Designed to expose you to deeper knowledge of a destination and opening opportunities for reaching new destinations or operating a program from a new perspective, these roundtable conversations are for delegates interested in learning more about a specific destination from colleagues who actually live there. Seating is on a first come, first served basis. If your destination table of choice is filled, check out other global destination roundtables that have available seats. A list of destination tables will be posted before entering the room.

*This no host, 30-minute lunch is followed by the featured BOLD Talk luncheon presentation.

12:50 PM-01:30 PM **Luncheon BOLD Talk: The Power of Local Knowledge: Communities at the top of the tourism paradigm**

All Attendees ***Alabama Ballroom A/B***

Plenary

Baba Dioum said, "In the end we will conserve only what we love, we will love only what we understand, and we will understand only what we are taught." Every day you are creating experiences for clients that have the power to transform their lives, their understanding of the world, and their role within it. You not only orchestrate experiences for your clients, you're also impacting the places they visit. Is that impact a positive one? You are in the unique position to change peoples' lives and literally make the world a better place with increased understanding, awareness, inspiration to be global citizens, and by benefiting the communities you work with – if you do it in a respectful and intentional way. Is your impact a positive one?

Moderator(s) Gerry Ellis, President and CEO, GLOBIO

Speaker(s) Britt Basel, Director, Ecothropic

Praveen Moman, Founder, Volcanoes Safaris

This BOLD Talk presentation is made possible through the support of Israel Ministry of Tourism and Collette (Visit them at their tabletop displays in the International Bazaar at: #11 & 28 respectively)

01:45 PM-02:45 PM **Destinations Deep Dive III: IGNITE! Plus Innovative Partnerships Exposé**

All Attendees ***Alabama Ballroom A***

Always a top choice annually, this session is designed to expose you to the maximum amount of information possible in a powerful one hour fast-paced visual odyssey. First, ignite your programming by hearing the hottest programming ideas from our carefully curated panel of different Destinations/Foreign Operators/Suppliers. Each will present their most innovative ideas and program development concepts with accompanying stellar images for exactly 2 minutes each. Take advantage of hearing from this unique panel of experts showcasing hot travel/tips/ideas - not promotions - just for you! Second, and new to ETC, a sustainable tourism showcase highlighting three compelling, collaborative strategic partnership models that are sure to inspire creativity and inspiration. Follow-up on any interests with these presenters afterwards in the International Bazaar. A listing of tabletop locations for all presenters is available through the conference app.

Moderator(s) John Francis, Board Member, Sustainable Travel International

James Friedlander, President & CEO, Arrangements Abroad

01:45 PM-02:45 PM **Hot Topics III: Fast-paced, to the point, presentations**

All Attendees Choice of Two

Absorb information for fast-paced lectures on a specific topic & receive timely content, issues updates, or applied skills.

Exceptional Emails: Creating an authentic connection while selling

Alabama Ballroom C

Learn how to intimately engage with your potential travelers through strategic email creation and action-oriented responses. Authentic and caring email will ensure you confirm more bookings, create stronger communities and more easily accelerate the buying journey. This session, based on the psychology of persuasion blended with Speaker Sue's constant field research, will focus on how nuance of the written word will rock your sales and sponsorship results. This Hot Topic will not focus on design, photos, layout or marketing emails. Be ready to participate in this lively learning session!

At the end of this session, you will:

•Move from transactional messaging to activating a positive vision;
•Eliminate outdated, trite words that sabotage success;

•Apply an easy-to-use skill to pique interest and create buyer action.

Speaker(s) Sue Hershkowitz-Coore, Founder and Owner, High Impact Presentations

Deal Making: Avoiding flight, fight or freeze when negotiating

Alabama Ballroom D

You know only too well how stressful it is to deal with people, especially during a negotiation. Avoid the default reactions of flight, fight, or freeze by learning effective behaviors you can use to regulate yourself and engage your counterpart. Susan Borke will share practical, proven behaviors you can implement to negotiate effectively.

At the end of this session, you will:
• Engage more effectively with your counterpart in any negotiation;
• Approach negotiations with more confidence;
• Have practiced the techniques.

Moderator(s) Fred Ackerman, Chief Shepherding Officer, Black Sheep Adventures

Speaker(s) Susan Borke, Principal, BorkeWorks

03:00 PM-04:00 PM Coaching Corners in the Conversation Cafe

All Attendees ***Convention Center B***

BOLD Talk and guest presenters are available for one-on-one or small group Q&A. Advance signups online through the ETC member site ensure that you get to benefit from this invaluable opportunity for gratis consulting. If you did not sign up in advance, check in at the ETC reception desk onsite and write your name into any slot left (if any) on the coaching corners sign up sheets. Please respect the professional courtesy of being on time for your meeting with a coach.

03:00 PM-06:00 PM CONNECTS: Pre-scheduled meetings with business partners

All Attendees ***Convention Center B***

CONNECTS provides scheduled time exclusively for community members from all corners of the globe to convene, connect and collaborate. All delegates are requested to be present in the International Bazaar during CONNECTS. Destination, Operator and Supplier representatives will all be available at their desktop displays to ensure the opportunity for productive exchanges even if pre-conference appointments were not set. Meetings held outside the International Bazaar during the official CONNECTS times serve to undermine the value and effectiveness of CONNECTS scheduling as well as facilitation of informal ad hoc connections.

CONNECTS meetings were requested in advance of the conference via the online ETC CONNECTS process, and on-site during the Libations Tables in the International Bazaar on January 28th. There are a total of nine meeting times, as listed below. Meetings are convened at the tabletop displays of the individual who initially requested the meeting. However, if a Travel Planner requested the meeting then the meeting is convened at the tabletop of the DOS individual who confirmed. The beginning and end times of each meeting will be announced over the PA system in the International Bazaar.

All delegates are asked to be present and on time for their confirmed meetings. If you don't have a meeting scheduled during any of the time slots below, peruse the Bazaar and meet with other colleagues at their tables who also may be free at this time. Please respect the professional courtesy of not interrupting ongoing scheduled meetings.

• 3:00 PM to 3:15 PM
• 3:20 PM to 3:35 PM
• 3:40 PM to 3:55 PM
• 4:00 PM to 4:15 PM
• 4:20 PM to 4:35 PM

• 4:40 PM to 4:55 PM
• 5:00 PM to 5:15 PM
• 5:20 PM to 5:35 PM
• 5:40 PM to 5:55 PM

The printing of the ETC 2019 Mini-Agenda/BiZ Passport is made possible through the support of Thomas P. Gohagan & Co., Go Next and Holbrook Travel (Visit them at their tabletop displays in the International Bazaar at: #17, 13 & 8 respectively).

03:00 PM-06:00 PM **International Bazaar: Enjoy connections, conversations and refreshments**

All Attendees ***Convention Center B***

Come and experience a traditional Chinese tea service at the Beijing Municipal Cultural and Tourism Bureau's Tea House featured prominently in the International Bazaar at Display Space #23. Answer a five question quiz to qualify for the drawing of a free roundtrip flight to Beijing. Winners will be announced at 6:00 pm!

The International Bazaar is a key place to meet face-to-face with all delegates and to peruse the tabletop displays of the Conference Sponsoring Partners, U.S. Tour Operators, Foreign-Based Tour Operators, Suppliers and Destinations from around the world representing the following regions: Middle East/Africa, Australia/South Pacific, Europe, Asia and North and South America. Navigate the International Bazaar effectively using your BiZ Passport with a Bazaar map and listing of the display locations of all individual companies in alphabetical order.

Today's tea and coffee refreshments are made possible by the Beijing Municipal Culture & Tourism Bureau and the China Travel Service Head Office (Visit them at their tabletop display in the International Bazaar at: #22 & 23 respectively).

06:00 PM-07:30 PM **ETC Official Partner Invitational Receptions: Pre-conference invitations are provided by official ETC sponsoring partners only**

By Invitation Only

In recognition of their support, Sponsoring Partners listed below have this dedicated time to schedule private invitational cocktail parties. Per published Conference protocol, any/all other companies and individuals are excluded from hosting private invitational venues at this time.

This evening's invitational cocktail parties are hosted by official conference sponsors: Thomas P. Gohagan & Co. (Room: Riverview #2); Odysseys Unlimited (Room: Riverview #7); Insider Expeditions (Room: Riverview #6)

06:00 PM-07:30 PM **No Host Meet-Up**

Offsite (Warehouse)

For those not attending a private invitational cocktail party this evening, but holding a Community Dinner ticket, join colleagues at the Warehouse for a rollicking Happy Hour. Members of the ETC team and Emeritus Council members will be available to personally welcome ETC members and assist with conference questions. Located in the Alley Station's entertainment complex, the Warehouse is a short walk from the hotel door exit adjacent to the House Restaurant.

Meet in the hotel lobby at 6:00 pm and ETC staff will escort you to the Warehouse. Bring your Community Dinner ticket to enter the venue.

07:30 PM-09:30 PM **Community Dinner at the Warehouse: An edgy and entertaining evening**

Pre-Registration Required ***Offsite (Warehouse)***

Ticketed Function

The 2019 Community Dinner will be held in the trendy entertainment district at Alley Station's charming Warehouse which puts the chic in shabby-chic with a rustic charm of exposed brick yet elegant and intimate with contemporary accessories. This annual and well attended community event is always an evening for frivolity, collegial networking, and great dining. Dress up or down – all is acceptable!

Meet in the hotel lobby at 7:30 pm and ETC staff will escort you to the Warehouse.

Tonight's Community Dinner is made possible through the support of Distant Horizons, Criterion Travel, Four Seasons Hotels Russia and TCS World Travel (Visit them at their tabletop displays in the International Bazaar at: #15, 7, 29 & 14 respectively).

Wednesday, January 30

07:30 AM-09:00 PM **Day Room for Attendees at Satellite Hotels**

Riverview 5

07:30 AM-05:00 PM **ETC Reception Desk Open**

Alabama Ballroom Foyer

The audio-Visual support for today's sessions is made possible through the support of Odysseys Unlimited, AHI Travel, Israel Ministry of Tourism and Global Rescue (Visit them at their tabletop displays in the International Bazaar at: #26, 30, 11 & 12 respectively).

The Conference water bottles and water stations are made possible through the support of Thomson Collection (Visit them at their tabletop display in the International Bazaar at: #32).

07:30 AM-08:30 AM **Partner/Destination Invitational Breakfasts at Hotel: Pre-conference invitations are provided by official sponsors only**

By Invitation Only

In recognition of their support, the Sponsoring Partners listed below have this dedicated time to schedule private invitational breakfasts. Per published conference protocol, any/all other companies and individuals are excluded from hosting private invitational venues at this time.

Classic Escapes (Room: Riverview #2)

Title: Sustainable Adventures: Africa Afar

Classic Escapes brings together experts from every angle of creating environmentally-responsible tour adventures: a supplier – James Currie from Wilderness Safaris, an environmental activist – Gerry Ellis, and an African guide – Graham Johansson. Learn about experiencing the majesty of the Great Apes in a sustainable way, and what to expect from the habitats of these incredible creatures from those directly involved in conservation efforts and day to day co-existence. Interact with these speakers, who have their feet on the ground and their fingers on the pulse of the travel industry, conservation, and of course, immortalizing one-of-a-kind experiences on film for posterity.

Japan National Tourism Organization (Room: Riverview #6)

Title: Beyond Kimono and Cool: Educational and Cultural Exchange in Japan
Speaker: Ms. Paige Cottingham-Streater, Executive Director, Japan - U.S. Friendship Commission

Known for its precisely manicured gardens, popular culture and bustling city, Japan offers travelers more than Super Mario, swords and samurai. From Aesthetics to Zen, an insider’s look at Japan’s countrysides and coastal areas which teach us about history, religion, innovation and conservation. Plus an overview of fast evolving travel trends to Japan.

08:45 AM-09:45 AM **BOLD Talk: New Directions for Educational Travel: Trends that are changing your business**

All Attendees ***Alabama Ballroom A/B***

Plenary

How will educational travel programs based on affinity ensure their continued relevance and competitiveness in an increasingly crowded market place for educational travel? Does the current travel climate give affinities greater flexibility to innovate and rethink their programs? Their

operation? Their engagement? What has to change to stay relevant? We need to ask these questions. To spark the debate, Steve Cohen, delivers a look at some of the big picture trends redefining travel among all travelers, the luxury traveler, the millennial traveler and others by life-stage, and the trends that are driving the shift toward purpose and personal fulfillment. Mara and Kathy will share findings from ETC's recent survey of 50 affinity travel programs and over 90 travel operators that provide key insights into opportunities and challenges for educational travel, long under-recognized as an important segment of the luxury travel continuum. ETC member tour operator respondents provide one-minute commentaries focusing on the trends they see evident in the educational affinity travel space.

Speaker(s) Steve Cohen, Senior Vice President, Travel Insights, MMGY Global
J. Mara DelliPriscoli, ETC Founder, Educational Travel Consortium
Kathy Edersheim, President, Impactrics

This BOLD Talk presentation is made possible through the support of MIR Corporation and Visit Wales (Visit them at their tabletop displays in the International Bazaar at: #31 & 25 respectively)

10:00 AM-12:00 PM DOS CONNECTS: Pre-scheduled meeting: Operators, Suppliers and Destinations only

DOS - Destinations, Operators and Suppliers Only ***Convention Center B***

While Travel Planners attend the Travel Planner Forum, this CONNECTS segment provides time exclusively for Destination, Operator and Supplier industry partners from all corners of the globe to convene, connect and collaborate. All DOS representatives will be available at their desktop displays to ensure the opportunity for productive exchanges even if pre-conference appointments were not set. Meetings held outside the International Bazaar during the official CONNECTS times serve to undermine the value and effectiveness of CONNECTS scheduling as well as facilitation of informal ad hoc connections.

DOS CONNECTS meetings were requested in advance of the conference via the online ETC CONNECTS process, and on-site during the Libations Tables in the International Bazaar on January 28th. There are a total of six meeting times, as listed below. Meetings are convened at the tabletop displays of the individual who initially requested the meeting. The beginning and end times of each meeting will be announced over the PA system in the International Bazaar. All delegates are asked to be present and on time for scheduled meeting. If you don't have a meeting scheduled at one time, peruse the Bazaar and meet with other colleagues at their tables who also may be free at this time. Please respect the professional courtesy of not interrupting ongoing scheduled meetings.

- 10:00 AM to 10:15 AM
- 10:20 AM to 10:35 AM
- 10:40 AM to 10:55 AM
- 11:00 AM to 11:15 AM
- 11:20 AM to 11:35 AM
- 11:40 AM to 11:55 AM

The printing of the ETC 2019 Mini-Agenda/BiZ Passport is made possible through the support of Thomas P. Gohagan & Co., Go Next and Holbrook Travel (Visit them at their tabletop displays in the International Bazaar at: #17, 13 & 8 respectively).

10:00 AM-11:00 AM Travel Planner Forum: Best Practices I

Travel Planners Only Roundtables

Participate in a series of roundtable discussions and professional development opportunities created specifically for your stakeholder group - and held on one single day.

Branding Strategy: Creating your travel program's identity within your larger institution with Dawn Rodney

Riverview 2

Your travel program brand is more than your institutions logo and a color palette. Discover the fundamentals of creating a brand strategy that drives your unique offerings, messaging, and engagement with your travelers.

Moderator(s) Sarah Doody, Founder & President, Engaging Journeys

Speaker(s) Dawn Rodney, Innovation and Chief Marketing Officer, National Wildlife Federation

Fundamentals Track

Building Your Risk Toolkit: Basic tips for successful contracts

Riverview 4

In this panel presentation, program representatives and legal counsel will discuss the central considerations in building a successful contracting relationship between a trip planner and a tour operator. Importantly, we will focus on key issues that should be addressed in the written contract. For example: what is the nature of the relationship? What role does each party play? What are the responsibilities and liabilities of each of the parties? Come prepared to learn and engage in valuable dialogue.

Moderator(s) Tony Rango, National Outings Director, Sierra Club

Speaker(s) Rodney E. Gould, Attorney, Smith Duggan Buell & Rufo

Catherine Hansen-Stamp, Attorney, Catherine Hansen Stamp Attorney at Law

Fundamentals Track

Customizing and Delivering Donor Programs with Operators: The pain points

Riverview 8

Customizing itineraries that create "AHA" moments and inspire donors to higher levels of engagement can be as tough and painful as they can be rewarding. Collaboration, diplomacy, business savvy and a tough skin are essential skills for Travel Planners to succeed. Learn and share useful tactics in working with development staff, tour operators and program staff to pull it all together.

Moderator(s) Nichole Silva, Associate Director of Development, University Of California-Santa Cruz

Speaker(s) Jeremy Collins, Director, Travel & Conference Services, The World War II Museum

Janet Moore, Owner, Distant Horizons

Advanced Track

People to People Experiential Learning: Meeting demand for authentic connections

Riverview 6

Educational travel itineraries are often considered incomplete if they do not include opportunities for travelers to meet destination locals. However, in light of today’s growing demand for authentic and immersive travel experiences, it has become evident that simply “meeting the locals” – as fun and informative as it may be – is not enough. People to people experiential learning (PPEL) offers a framework for planning and facilitating immersive experiential learning between travelers and locals, both meeting traveler expectations for authenticity and paving the way for transformative experiences and long-term relationships that can inspire a lifetime of loyalty to your institution/organization and its travel program.

Speaker(s) Katie Jo Walter, Director of International Alumni Academic Engagement, University Of Oregon Alumni Association

11:00 AM-11:30 AM **Travel Planner Forum Refreshment Break**

Riverview Foyer

This refreshment table made possible through the support of Insider Expeditions (Visit them at their tabletop display in the International Bazaar at: #19).

11:15 AM-12:15 PM **Travel Planner Forum: Best Practices II**

Travel Planners Only Roundtables

Cultivating Champions for Your Travel Program

Riverview 7

How do you leverage the connections and reputation of organizational “power players” to the benefit of your institution’s travel program? What are the benefits to travelers and Travel Planners alike of building mutually beneficial relationship with key partners in one’s organization? How do Travel Planners go about building relationship and cultivating influential support for their travel programs? Colleagues share examples, best practices and success stories related to cultivating passionate supporters of their institution’s travel program. Learn how to leverage the reach and reputation of influential stakeholders in one’s organization to serve as brand ambassadors to enhance a sense of loyalty among travelers - and increase participation in the travel program!

Facilitator(s) Jennifer Bohac, Director - Travel Programs, Texas A&M Association of Former Students

Dan Stypa, Associate Director of Alumni Programs, Rice University

Alumni Track

Beyond the Basics: Key issues in contract negotiation

Riverview 4

If you feel you have a solid grasp of contracting basics discussed in our earlier session, this panel presentation will drill down and discuss more complex contracting issues between trip planners and tour operators. What are challenging aspects of the contracting relationship? On what issues are the parties unlikely to agree? How do you negotiate requested changes and modifications to the contract? How do you handle insurance and indemnity? Come with your perspective and questions.

Moderator(s) Tony Rango, National Outings Director, Sierra Club

Speaker(s) Rodney E. Gould, Attorney, Smith Duggan Buell & Rufo

Catherine Hansen-Stamp, Attorney, Catherine Hansen Stamp Attorney at Law

Advanced Track

Crafting the Impactful: The process of cultivating transformational experiences for donor development

Riverview 1

What is the secret sauce for cultivating "transformational experiences?" How do travel planners and operators bring a higher consciousness to the art of travel, creating space for intention, mindfulness, and self-reflection that shifts perspectives and fosters a deeper connection with self, people and nature, ultimately, inspiring purpose-driven change? Learn what insights, tools, and practices are available for going beyond experiential travel and becoming truly transformational, personally and globally.

Speaker(s) Jake Haupert, Co-Founder, The Transformational Travel Council

11:15 AM-01:00 PM **Travel Planner Forum: Best Practices IIA**

Travel Planners Only

Mapping the Alumni Journey: From interested in travel to traveler

Riverview 6

Everyone says they're interested in travel, but how do you convert interest into a paying passenger? This session will explore marketing strategies that you can use to reach new travelers and convince them of your program's worth. Bring along your own ideas and examples to this interactive discussion that will review how to harness the power of multiple marketing strategies to bring new life to your program.

• Learn to build a comprehensive marketing strategy that reaches new and potential audiences;
• Discuss the pros and cons of print versus web and social media materials;
• Learn to effectively communicate the value of your program and convince new travelers to join your program;
• Come prepared with ideas and examples of your own. We'll take a look at these successes or failures and learn from each other.

The main session concludes at 12:15 pm with extended Q&A through 1:00 pm for all interested in participating.

Speaker(s) Rekha Athreya, Marketing Specialist, Arizona State University Alumni Association
Emilie LaRosa, Asst. Director, Alumni Education & Alumni Travel, University Of Pennsylvania

Alumni Track

12:00 PM-01:00 PM **DOS: Deli Lunch Pickup**

Pre-Registration Required ***Convention Center B Foyer***

Ticketed Function

A buffet line is set up to facilitate convenient food service with healthy eating options! If you pre-purchased a lunch ticket, just present your ticket when picking up your luncheon selection. For those without tickets, you may be able to purchase lunch (limited supply) at the buffet for a higher onsite price.

12:15 PM-03:00 PM **DOS Learning Lab**

DOS - Destinations, Operators and Suppliers Only ***Off Site***

Ticketed Function

Move off-site for cultural immersion & community interaction - designed to illustrate experiential learning through travel and give time for important reflection & engagement.

Innovation at the Local Level: Creating exceptional destination experiences through public/private partnerships

Montgomery City Hall

Montgomery's success in tourism is no happy accident – a dynamic partnership of public and private entities have been working for decades to lay a foundation for success that is taking shape before our eyes. Montgomery Mayor, Todd Strange, County Commission Chairman, Elton Dean, and Convention and Visitor Bureau President, Dawn Hathcock, will be joined by one of the city's most engaged real-estate developers and restaurateurs as well as a local hospitality consultant to discuss the power of partnership and intentional planning for tourism in a city poised to optimize its historic and cultural assets to deliver an irresistible destination for visitors, businesses and a new workforce.

Facilitator(s) Diana Lee Crew, Founder & Consultant, Real World Connections

12:15 PM-01:15 PM **Travel Planner Forum: Deli Lunch Pickup**

Travel Planners Only - Pre-Registration Required ***Riverview Foyer***

Ticketed Function

A buffet line is set up to facilitate convenient food service with healthy eating options! If you pre-purchased a lunch ticket, just present your ticket when picking up your luncheon selection. For those without tickets, you may be able to purchase lunch (limited supply) at the buffet for a higher onsite price.

12:30 PM-01:45 PM **CEO Roundtable: Candid conversation with senior marketing guru responsible for creating major nonprofit brands**

By Invitation Only ***Riverview 2***

Limited to 40 persons

Join seasoned marketer and brand expert, Dawn Rodney, for a candid conversation about the value of your brand as a business driver. Tap into Dawn's more than 30 years of experience building brands and launching new businesses for world-renown television networks and nonprofit organizations.

Facilitator(s) Joseph Small, President, Alumni Holidays

Speaker(s) Dawn Rodney, Innovation and Chief Marketing Officer, National Wildlife Federation

12:30 PM-01:45 PM **DOS (Destination, Operator, Supplier) Industry Forum:**

DOS - Destinations, Operators and Suppliers Only

Participate in one of two roundtable discussions and professional development opportunities created specifically for your stakeholder group.

Crafting the Impactful: The process of cultivating transformational experiences

Riverview 1

What is the secret sauce for cultivating "transformational experiences?" How do tour operators bring a higher consciousness to the art of travel, creating space for intention, mindfulness, and self-reflection that shifts perspectives and fosters a deeper connection with self, people and nature, ultimately, inspiring purpose-driven change? Learn what insights, tools, and practices are available for going beyond experiential tour design and crafting truly transformational programs.

Speaker(s) Jake Haupert, Co-Founder, The Transformational Travel Council

Understanding Your Customer: Beyond demographics, techniques for researching your customers without breaking the bank

Alabama Ballroom A

How well do you know your travelers? How can you get to know them better? In this session, we'll:

• Reinforce the importance of aligning your organization (large or small) around a shared understanding of your target customers;
• Discuss why demographics are never enough;
• Provide an overview and practical tips for gathering insights about your travelers and your offerings, even if you have a limited budget.

Moderator(s) Chase Poffenberger, Executive Vice President, Academic Travel Abroad

Speaker(s) Donna Sprague, President, DSS Enterprises

12:30 PM-01:45 PM **Travel Planner Forum Networking Roundtables: By program size**

Travel Planners Only

Over lunch meet with fellow Planners that manage similar sized programs. Take part in one of these discussions with colleagues that share your similar marketing and operational issues.

Purchase lunch in advance and enjoy an informal opportunity to talk shop. Topic of the day - Keeping your travelers engaged while operators are managing your traveler communications. The Ivy Plus School luncheon roundtable will also occur during this time.

Under 30 Programs Annually

Riverview 7

Facilitator(s) Mary Ann Hunt, Associate Director, Tufts University

Over 30 Programs Annually

Riverview 8

Facilitator(s) Pauline Ranieri, Director, UW Alumni Tours, University Of Washington Alumni Association

Ivy Plus Schools

Riverview 3

Facilitator(s) Bridget St. Clair, Executive Manager, Princeton Journeys, Princeton University

02:00 PM-03:00 PM Hot Topics I: Fast-paced, to the point, presentations

All Attendees Choice of Two

Absorb information from fast-paced lectures on a specific topic and receive timely content, issues updates or applied skills.

Being an I in an E World: Introverts in educational travel

Riverview 4

Attendance limit 40 persons

Introverts comprise a third to a half of the population, yet they are often misunderstood. How can we harness the power of introverts in the educational travel industry? How can we hone our programming to engage our introverted travelers? Introverts and extroverts will view Susan Cain's inspiring 2012 TED Talk, based on her book Quiet: The Power of Introverts in a World That Can't Stop Talking. Following join in insightful, innovative, structured roundtable discussions.

Speaker(s) Alea Cot, Assistant Provost for Int'l Education, University Of New Orleans
Susan Ortiz, Administrator, Princeton Journeys, Princeton University

Sustainable Travel: Where the value lies for affinity tours and their travelers

Alabama Ballroom A

Major global challenges such as climate change, the impact of development upon our natural resources, and the pressure on vulnerable communities affects all industries and people. The tourism industry contributes to those challenges as greater numbers of people across the planet travel more, thus requiring more energy and resources. However, members of the tourism industry together with government, non-profit entities, and others have been evolving to create mechanisms to minimize the environmental impact and enhance the many benefits that come from tourism both in terms of economic development as well as the building of cultural linkages, awareness, and understanding. In this session, we will discuss the meaning of sustainable tourism today including the 4 pillars, the Virtuous Circle, as well as accreditation programs and what they mean. We will discuss why it is relevant to the non-profit Travel Planner for brand value and customer demand.

Moderator(s) Andrea Holbrook, President, Holbrook Travel

Speaker(s) Samantha Bray, Managing Director, Center for Responsible Travel (CREST)
John Francis, Board Member, Sustainable Travel International
Anita Joglekar, Vice President, Business Development, Indus Discoveries

02:00 PM-03:00 PM **Travel Planner Forum: Best Practices III**

Travel Planners Only Roundtables

Your Travel Program's Personality: Building your brand beyond the logo and slogan with Dawn Rodney

Riverview 2

Your travel brand has the power to drive everything you do. In this advanced brand session, you will learn how to leverage your brand across all customer touch-points to build unique experiences that will keep your travelers exploring with you year after year.

Moderator(s) Jason Halal, Associate Director, Marketing & Digital Content, Sierra Club

Speaker(s) Dawn Rodney, Innovation and Chief Marketing Officer, National Wildlife Federation

Advanced Track

Donor Trips: Nuts and bolts of project planning A-Z

Riverview 8

As more affinity travel programs look towards using educational travel as a fundraising tool, defining your model, criteria and process is vital to program success. Learn how to create a project plan to guide everyone involved in delivering a customized, transformational experience that will increase support for your mission. Learn from fellow colleagues and take away shared ideas and common tools to apply to your own unique programs.

Facilitator(s) Kevin Conley, Director of Alumni & Parent Travel, University of Virginia
Shannon Fuller, Assistant Director, Conservation Travel, John G. Shedd Aquarium
Barbara Tucker, Director of Individual Giving, Carnegie Museums Of Pittsburgh

Fundamentals Track

Demonstrating the Travel Program's Impact on Your Institution: Data, metrics and storytelling

Riverview 6

Affinity travel provides an opportunity to connect and serve alumni in a truly unique way, but that uniqueness makes it difficult to present tangible outcomes. Come to this session to learn how to tell your tour program story through objective data.

Objectives:

Review what data is important for showing institutional impact and how to analyze it.
Review and discuss peer reports detailing different ways to present outcome results.
Review how best to tell your program's "story" and deliver it to your important stakeholders.
Discuss strategies such as aligning institutional goals with the travel program's and comparing other alumni institution data to your current program metrics.

Speaker(s) Debbie Vargo, Director, Alumni Tours, The Ohio State University Alumni Association

Alumni Track

03:15 PM-04:15 PM **Coaching Corners in the Conversation Cafe**

All Attendees ***Convention Center B***

BOLD Talk and guest presenters are available for one-on-one or small group Q&A. Advance signups online through the ETC member site ensure that you get to benefit from this invaluable opportunity for gratis consulting. If you did not sign up in advance, check in at the ETC reception desk onsite and write your name into any slot left (if any) on the coaching corners sign up sheets. Please respect the professional courtesy of being on time for your meeting with a coach.

03:15 PM-06:00 PM **CONNECTS: Pre-scheduled meetings with business partners**

All Attendees ***Convention Center B***

CONNECTS provides scheduled time exclusively for community members from all corners of the globe to convene, connect and collaborate. All delegates are requested to be present in the International Bazaar during CONNECTS. Destination, Operator and Supplier representatives will all be available at their desktop displays to ensure the opportunity for productive exchanges even if pre-conference appointments were not set. Meetings held outside the International Bazaar during the official CONNECTS times serve to undermine the value and effectiveness of CONNECTS scheduling as well as facilitation of informal ad hoc connections.

CONNECTS meetings were requested in advance of the conference via the online ETC CONNECTS process, and on-site during the Libations Tables in the International Bazaar on January 28th. There are a total of eight meeting times, as listed below. Meetings are convened at the tabletop displays of the individual who initially requested the meeting. The beginning and end times of each meeting will be announced over the PA system in the International Bazaar.

All delegates are asked to be present and on time for their confirmed meetings. If you don't have a meeting scheduled during any of the time slots below, peruse the Bazaar and meet with other colleagues at their tables who also may be free at this time. Please respect the professional courtesy of not interrupting scheduled meetings ongoing.

- 3:20 PM to 3:35 PM
- 3:40 PM to 3:55 PM
- 4:00 PM to 4:15 PM
- 4:20 PM to 4:35 PM
- 4:40 PM to 4:55 PM
- 5:00 PM to 5:15 PM
- 5:20 PM to 5:35 PM
- 5:40 PM to 5:55 PM

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03:15 PM-06:00 PM **International Bazaar: Enjoy connections, conversations and refreshments**

All Attendees ***Convention Center B***

Stop by the coffee bars, catch the buzz and enjoy complimentary java and refreshments made possible today through the support of PROCOLOMBIA.

06:00 PM-07:30 PM **ETC Official Partner Invitational Receptions: Pre-conference invitations are provided by official ETC sponsoring partners only**

By Invitation Only

In recognition of their support, Sponsoring Partners listed below have this dedicated time to schedule private invitational cocktail parties. Per published Conference protocol, any/all other companies and individuals are excluded from hosting private invitational venues at this time.

This evening's invitational cocktail parties are hosted by official conference sponsors: MIR Corporation and Holbrook Travel (Room: Riverview #2); USI Travel Insurance Services (Room: Riverview #8); Orbridge (Room: Riverview #4)

07:30 PM-09:30 PM **ETC Official Partner Invitational Dinners: Pre-conference invitations are provided by official ETC sponsoring partners only**

By Invitation Only ***Off Site***

In recognition of their valued support, all official ETC sponsoring partners are provided with this dedicated time to schedule private invitational dinner events for their clients. Per published Conference protocol, any/all companies and individuals that are not official Conference sponsors are precluded from hosting any private invitational venues at this time.

For a list of official ETC sponsors, please refer to the back cover of the Conference Resource Directory(CRD). Official sponsor organizations and their contact information are also listed in the intro section of the CRD.

07:30 PM-09:30 PM **No Host Dinners: On Stage (Literally!) ETC's exclusive dining experience at the Performing Arts Center**

All Attendees - Pre-Registration Required ***Performing Arts Center Stage***

Ticketed Function

Enjoy this fun, casual, chance encounter networking dinner with colleagues that are not attending the partner only invitational dinners. An inclusive three course meal created by the Renaissance Executive Chef is exclusively served to ETC delegates on the stage of Montgomery's Performing Arts Center. The contemporary Arts Center is conveniently attached to the Renaissance Montgomery lobby.

Meet in the hotel lobby at 7:30 pm and the ETC staff will escort you to the Performing Arts Center Stage.

Thursday, January 31

07:30 AM-01:30 PM **Day Room for Attendees at Satellite Hotels**

Riverview 5

07:30 AM-12:00 PM **ETC Reception Desk Open**

Alabama Ballroom Foyer

07:30 AM-08:30 AM **Partner/Destination Invitational Breakfasts at Hotel: Pre-conference invitations are provided by official sponsors only**

By Invitation Only

In recognition of their support, the Sponsoring Partners listed below have this dedicated time to schedule private invitational breakfasts. Per published conference protocol, any/all other companies and individuals are excluded from hosting private invitational venues at this time.

Collette (Room: Riverview #2)

Title: Experiences Beyond Expectation
Speaker: Sonia Smith, Collette

A world traveler traversing 6 continents and over 75+ countries, Sonia spotlights favorite destinations from the Northern Lights of Finland, South Africa and Botswana to the Colors of Morocco. Sharing unique experiences for diverse demographics, learn key differentiators that add up to more success in exclusive small group land explorations.

Tourism Ireland and Failte Ireland (Room: Riverview #6)

Title: The Culture and Cuisine of Ireland!

Speaker: Essdras Suarez, Pulitzer Prize Winning Photographer

Enjoy a poetic visual odyssey capturing the heart, culture and dramatic landscapes of Ireland as shared through the captivating lens of Essdras Suarez. A robust Irish breakfast brings a cultural tradition of farm to table dining alive.

Holbrook Travel (Room: Riverview #8)

Title: From Lemurs to Baobabs: Exploring Mysterious Madagascar
Speaker: Sandy Doss, Holbrook Travel

Madagascar is one of the prized destinations for the educational traveler. Nowhere else on earth has as much biodiversity in such a small area, with 70% of its 200,000 species endemic to the island. Through stunning images and anecdotes on the endemic plants and wildlife of the "eighth continent", learn about efforts underway to preserve the country's unique flora and fauna in the face of economic and political struggles. Breakfast served with coffee and traditional Madagascar Coconut White Tea.

08:45 AM-09:40 AM **BOLD Talk: Why We Travel: The compassionate journey**

All Attendees ***Alabama Ballroom A***

Plenary

How do you change the world? Advocating for justice and mercy, Bryan Stevenson challenges us to take an inspiring journey toward real change in our communities and society. Bryan's message is riveting, inspiring and not to be missed. Making a strong connection to the travel experience, embracing hope, with a commitment to discomfort, and being open to new cultures, travel provides an opportunity for powerful experiential learning and is a tool for changing our narratives.

Moderator(s) Janet Moore, Owner, Distant Horizons

Speaker(s) Bryan Stevenson, Founder and Executive Director, Equal Justice Initiative

This BOLD Talk presentation is made possible through the support of Tourism Ireland and Failte Ireland (Visit them at their tabletop display in the International Bazaar at: #16)

09:45 AM-11:30 AM **International Bazaar Breakdown**

DOS - Destinations, Operators and Suppliers Only ***Convention Center B***

Time for Partners, Destinations, Operators and Suppliers to dismantle their displays. Each exhibitor will be responsible for repacking and properly sealing all their boxes, complete with return labels, and for contacting their shipper of choice. The hotel will then pick up the boxes and return them to the security cage for pickup by the exhibitor's carrier. Exhibitor(s) may use their personal shipping account numbers with a carrier or arrange in advance for carrier direct payment. Any/all items left behind in the International Bazaar will be discarded by the hotel staff after 12:00 PM without exception.

09:45 AM-10:45 AM **White Paper Debrief: Applying lessons learned to your program**

Open to Travel Planners only who participated in the White Paper data collection ***Riverview 2***

Facilitated discussion includes more detailed insights of findings in the White Paper. Opportunity for sharing how data findings can relevantly apply to your program and others who also participated in the White Paper surveys.

Facilitator(s) J. Mara DelliPriscoli, ETC Founder, Educational Travel Consortium
Kathy Edersheim, President, Impactrics

11:00 AM-01:00 PM **Learning Labs**

All Attendees - Pre-Registration Required ***Off Site***

Ticketed Function

Move off-site for cultural immersion & community interaction - designed to illustrate experiential learning through travel and give time for important reflection & engagement.

Inside Cultural Tourism: Contemporary issues, yesterday's reflections

A panel of experts from Montgomery's impactful civil rights, cultural and historic attractions share thoughts on how programing takes the visitor experience beyond the basic and into life-changing, culture-shifting territory in a city that continues its world-changing legacy. Panelists include Outreach Director of the Southern Poverty Law Center, Lecia Brooks, Alabama Shakespeare Festival Artistic Director, Rick Dildine, Montgomery Museum of Fine Arts Director, Angie Dodson, Museum of Alabama Director, Steve Murray, and Rosa Parks Museum and Library Director, Dr. Felicia Bell.

Facilitator(s) Diana Lee Crew, Founder & Consultant, Real World Connections

Slavery to Incarceration: Inside Montgomery's Equal Justice Initiative's new Legacy Museum & National Memorial For Peace & Justice

A narrated visit to the nationally acclaimed Equal Justice Initiative's reflection on America's history of racial inequality, The Memorial for Peace and Justice. Artist Kwame Akoto-Bamfo's sculpture on slavery confronts you as you enter the memorial. Our journey moves from slavery to lynching and racial terror, with text narrative and monuments to lynching victims in America. At the center of the site is a memorial square, where you can pause for reflection before moving on to explore the rest of the memorial. Additional memorial highlights include Dana King's sculpture dedicated to the women who sustained the Montgomery Bus Boycott, displays featuring quotes from Toni Morrison and Dr. Martin Luther King, Jr., and a reflection space in honor of Ida. B. Wells. Our visit to the memorial concludes with a work of art created by Hank Willis Thomas, which expresses the contemporary issues of police violence and racially-biased criminal justice. Our march to justice continues at The Legacy Museum: From Enslavement to Mass Incarceration, which is located on a site that once warehoused enslaved people. The museum is located one block from one of the most prominent slave auction spaces in the United States, and just steps away from an Alabama dock and rail station where tens of thousands of Africans were trafficked during the 19th century.

Facilitator(s) Lauren Summers, Senior Director of Lifelong Learning and Travel, Association of Yale Alumni

01:00 PM-05:00 PM **Thank You for Joining us at ETC's 2019 Conference!**

FINAL CONFERENCE EVALUATION - WE NEED AND READ THEM!

Please complete your conference evaluation before departing the hotel. You can access a digital version of the final conference evaluation from your ETC member dashboard (the evaluation link is on your task bar), or fill out a hard copy of the evaluation as distributed with your registration materials onsite (and extra copies are at the reception desk!) We look forward to reading your commentary on the session formats and anything else you wish to share about your conference experience. We welcome any kudos you may share to post online after the conference.

CHECK OUT YOUR MEMBER DASHBOARD FOR UPDATES ON ALL THINGS ETC!

The conference happens just once a year, but ETC Members can enjoy a year's worth of learning, inspiration and collaboration by utilizing the full range of member benefits available on the member dashboard. Annual ETC membership provides a growing library of MP3 recordings of ETC conference sessions, speaker handouts, annual destination reports, survey findings, and an ongoing expansion of member and organizational profile data searches.

As an ETC community member stay abreast of community developments by logging into your member dashboard frequently.
• Get active today by posting your news and announcements on the ETC member site!
• Check out community partner destination updates on micro-sites from Peru, Mexico and Wales for destination information, itinerary recommendations and destination photos as shared by EAC members.
• An online partnership with Global Rescue provides you access to travel alerts as well as time sensitive information on geo/political incidents impacting destinations worldwide - plus four featured destination intel reports each quarter.

The ETC team wishes to extend a big THANK YOU to Destination Montgomery, the Renaissance Montgomery Hotel & Spa, the Alabama Tourism Department, all conference sponsors, speakers, moderators and facilitators, and ETC members who helped make this year's Annual Conference an exceptional experience for all.

HAVE A GREAT YEAR AHEAD!

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Speaker Biographies

Aziz Abu Sarah **http://www.mejditours.com/**

Aziz Abu Sarah is a cultural educator, peace building entrepreneur, author and international speaker. A Palestinian raised in Jerusalem, his work has earned him the titles of National Geographic Explorer and TED Fellow. Former Executive Director at the Center for World Religions, Diplomacy and Conflict Resolution, George Mason University, Aziz has spoken at numerous international organizations, corporations and universities, including The United Nations, Nexus, European Parliament, Georgetown, Yale and Harvard. He has published articles in The New York Times, National Geographic, Haaretz, and The Jerusalem Post. He regularly does analysis for CNN, Fox, and Al Jazeera. Aziz is the recipient of the Goldberg Prize for Peace in the Middle East from the Institute of International Education, the European Parliament's Silver Rose Award, the Eisenhower Medallion, and the Eliav-Sartawi Award for his Middle Eastern Journalism. He was named one of the 500 most influential Muslims in the World by the Royal Strategic Centre in Jordan. He won the Intercultural innovation award from the UN Alliance of Civilizations and the BMW Group. He was also recognized by former United Nations Secretary General Ban Ki Moon for his work in peace building. His journey from combatant seeking revenge to peacemaker seeking tolerance led to an innovative business method of peacemaking in conflict zones via the startup of Mejdi Tours. Aziz holds a BA in Tourism and Business Management from Latvia College.

Fred Ackerman **https://www.BlackSheepAdventures.com**

Fred Ackerman is the Chief Shepherding Officer for Black Sheep Adventures, the adventure travel business he founded in 2002. Ackerman is actively involved in every aspect of his business and still personally guides a select number of tours each year. Prior to starting BSA, he worked as a Trip Specialist for Backroads designing and leading bicycling and multisport trips around the US and Europe. Ackerman was formerly a strategy management consultant with Mars & Co. working mostly in Australia. After graduation, he worked for Schlumberger, a multinational oilfield services company, where he spent nine months on an offshore oil rig training to become an oil rig manager. His entrance into the travel industry was the result of a "quarter–life crisis" when he happily left the relative security of the corporate world to focus on travel. Ackerman holds a BS degree in mechanical engineering from MIT. Ackerman served three years on the ETC Executive Advisory Council and is now an active member of the Emeritus Council.

Joanna Aguiar **https://alumni.berkeley.edu/travel/cal-discoveries**

Joanna "Jojo" Aguiar is the Senior Director of the Cal Discoveries Travel Program at the Cal Alumni Association/University of California, Berkeley. Jojo is responsible for all financial, programmatic, and operational aspects of the program as well as overseeing a team of five employees. Jojo has worked for Cal Discoveries for almost 12 years and has experience in customer service, marketing, database management, website management, and travel planning. Prior to working for Cal Discoveries Jojo worked in the Cal Alumni membership office and as the retail manager for the Lair of the Golden Bear, the Cal Alumni family camp. She lives in Oakland, California with her husband and two young kids and her love of travel began after studying abroad in Siena, Italy. Jojo is a graduate of the University of California, Davis.

Shoshana Altrichter **https://www.wacphila.org/**

Shoshana Altrichter is the Director of Travel at the World Affairs Council of Philadelphia where she plans over 30 tours a year. Prior to joining the Council, she worked for the Jewish Federation in Philadelphia and was responsible for marketing their Pre-K program. Altrichter received her B.S. from Drexel University in Film & Video production with a minor in Political Science. She worked in the local film industry for a few years, before shifting her focus to the non-profit sector. She enjoys traveling and exploring new destinations with her family.

Meg Annacone-Poretz **http://nationaltrusttours.com/**

Meg Annacone has been a member of the National Trust Tours team for the last ten years and is currently the Assistant Director. Meg also oversees all marketing initiatives of the Tours program. Prior to her tenure at the Trust, Meg worked for Smithsonian Journeys. Meg is a graduate of Gettysburg College, where she studied English and Art History and is currently seeking a Master of Tourism Administration from The George Washington University School of Business.

Rekha Athreya **https://alumni.asu.edu/**

Rekha Athreya is the Manager of Alumni Marketing and Communications at Arizona State University and has many years of experience in working with nonprofits, government and schools. In her current role, she takes the lead in creating a strategic approach to marketing programs, initiatives and events at the ASU Alumni Association. Her expertise is in the areas of marketing, social media, campaign development, strategic messaging, analytics (channel effectiveness), development and evaluation. Her core strength is her ability to design or redefine organizational processes to improve efficiency. She specializes in analyzing data through the use of CRM systems, social media listening, Google analytics and e-mail analytics to aid in data driven decision making. In her career, Ms. Athreya has worked with numerous nonprofits including volunteer centers, nature preserves, housing organizations and charter schools. She holds an MBA from Charles Darwin University in Darwin, Australia with an emphasis in Marketing and Market Research. She recently graduated from Arizona State University's College of Public Service and Community Solutions with a Masters in Public Administration (MPA). She is a writer at heart and a keen storyteller and gives voice to her creative interest by writing blogs on various topics.

Linda Ball **http://trojantravel.usc.edu/**

Linda Ball is the Associate Director of USC Trojan Travel where she is responsible for marketing, engagement, collaborations and operations of the university alumni travel program. In her position, she also manages a team of alumni volunteers who serve as customer service and travel coordinators. Prior to her current role, Linda worked in Trojan Travel for five years and has hosted sixteen trips. She has a background in commercial banking as Assistant Vice President with Union Bank and in sales with both First American Title and Control Data Corporation. Linda has served on numerous university and community boards as well as led fund development efforts for Junior League of Orange County and USC. She is the recipient of the USC Alumni Association Widney Alumni House Award for loyalty, support and dedication to the university, the community and beyond. Linda and her husband, Steve, share a love of travel and adventure; both studied abroad in England. She is a 35 year season ticket holder for USC football and enjoys working out at Orangetheory Fitness. Linda is a graduate of USC’s Marshall School of Business.

Britt Basel **www.ecothropic.com**

Britt Basel is the Director of Ecothropic. Her work bridges socio-environmental science, educational travel, and change-making media. Her fieldwork spans working with the United Nations Development Program and the Nature Conservancy to direct engagement with small-scale farmers and local resource managers in indigenous and rural communities around the world. She uses community-driven processes incorporating capacity building, ecosystem-based solutions, sustainable livelihoods, social cohesion, and appropriate technology that empower communities to address the challenges they face. Building on 12 years of experience with educational travel for National Geographic and others, Basel designs and runs accredited-programs bringing small groups to the front-lines of climate change to engage with the scientists and community members who are defining socio-ecological solutions. Building on her experience as a visual storyteller (publications include National Geographic Traveller India, the Washington Post, The Outdoor Journal and others) and as a photography and multi-media instructor for National Geographic Student Expeditions and Putney Student Travel, Basel is currently using film to nurture and embolden communities and youth to solve their own social, environmental, and natural resource problems. While she has experience in 42 countries, her work is currently focused in Melanesia, Cuba, and Mexico. Her not-so-secret passion is dancing – especially to afro-Cuban rhythms. Basel has a BA in Anthropology (Colorado University), an MSc in Human Dimensions of Natural Resources (Colorado State University), and an MSc in Conservation Leadership (El Colegio de la Frontera Sur).

Jennifer Bohac **http://www.AggieNetwork.com**

Jennifer Bohac has been Director of Travel for The Association of Former Students at Texas A&M University since May 2001. Prior to that, Bohac worked as an Academic Counselor in the Texas A&M Ag Economics Department from 1990 to 1994, then as Director and Developer of the Athletic Career Services Program in charge of student- athletes’ summer employment, jobs upon graduation and NCAA employment compliance. Bohac spent two years at the University of Minnesota as the Director of Student-Athlete Development. She was in charge of 700 student-athletes’ community service, career development, leadership programming and personal development. She authored a textbook with Prentice Hall publishers in 2000 entitled “Career Game Plan for Student- Athletes.” She has also taught numerous classes at Minnesota and Texas A&M. Bohac graduated from Texas A&M University in 1987 with a B.S. in animal science. She also received a B.A. in agricultural economics in 1988. While working full-time on campus, Bohac completed her master’s degree at A&M in Higher Education Administration in 1994, earning a Ph.D. in the same field in 1998. Bohac joined the Executive Advisory Council in 2013 representing Southern State Schools and is now a member of the Emeritus Council.

Susan Borke **www.borkeworks.com**

Susan Borke is the Principal of BorkeWorks where she lives her passion about helping people develop as effective negotiators. Susan spent almost three decades in business and legal affairs at the National Geographic Society, where she first taught negotiation skills. Susan believes “If you don’t ask, you don’t get.” She first used this simple principle as a financially-strapped college student who needed to find a way to get course credit for an unpaid internship, without paying tuition. It was one of her first successful negotiations and helped to spark her passion for teaching this strategy, and other effective negotiating techniques, to business people of every level. Susan loves to travel and is proud of having set foot on all seven continents. Susan volunteers as an ESL teacher for the Washington English Center. Her certified Therapy Dog is a big hit with his tricks during bi-weekly visits to a local assisted living facility. Susan graduated from the Wharton School of the University of Pennsylvania and Temple University Beasley School of Law.

Samantha Bray **www.responsibletravel.org**

Samantha Bray is the Managing Director for the Center for Responsible Travel (CREST), providing administrative, research, and consulting support for a wide-range of global sustainable tourism projects. She is a strong advocate for sustaining and enhancing our world’s cultures and environments through travel and using tourism as a mechanism for community empowerment. Prior to her current role, Samantha spent a number of years in theater management, which cultivated her interest in sharing cultural, historical, and art offerings through tourism. After a time working as a vacation planner at Walt Disney World Resorts, she moved into the world of responsible travel, serving as a consultant for the American Society of Travel Agent’s (ASTA) Green Program and National Geographic's Center for Sustainable Destinations. Samantha resides in Charleston, South Carolina, and is an advisor for the DC-based Destination Stewardship Center and Bodhi Surf + Yoga in Costa Rica. She is also a trained Climate Reality Leader. Samantha was one of the first students of geo-tourism through her undergraduate program at Missouri State University and holds a Master of Tourism Administration with a concentration in Sustainable Destination Management from The George Washington University.

Sharon Broo **http://www.travelinsure.com**

Sharon Broo, CTA, is the Vice President of Travel Insurance Sales for USI Affinity Travel Insurance Services. Sharon is responsible for the national execution of strategies and formation of business relationships promoting travel insurance sales and company growth in the tour operator, cruise line and OTA (On-line Travel Agencies) market place. Sharon has a strong professional history of building and working for first class selling organizations in the global travel insurance and travel assistance arena. She has more than 25 years of experience in the travel insurance and travel assistance space having worked for well-known companies, such as Mutual of Omaha, The Travelers, AIG and most recently, MAPFRE Insurance and Assistance. Her interests are learning foreign languages, golf, cooking and travel. She lived and worked in Germany and Switzerland where she attempted to perfect her German language skills. At present, she is taking Spanish language lessons at her Church where she also teaches an ESL class to the Hispanic community. Sharon and her husband, Bob, reside in Alpharetta, a northern suburb of Atlanta where she operates from her home-based office. She graduated from Eastern Michigan University with a BA degree in foreign language and currently serves as the secretary of Atlanta Alumni Chapter.

Emily Casperson **https://alumni.stanford.edu**

Emily Casperson is Senior Manager, Faculty Relations & Program Operations for Stanford University’s Travel/Study Program – a program that provides Stanford alumni with exceptional educational journeys around the world. Emily joined Travel/Study in 2000 and specializes in cultivating faculty leader relationships and managing complex program operations. In this capacity, she oversees the recruitment and stewardship of faculty leaders to ensure the highest level of educational engagement on Stanford tours. Additionally, Emily focuses on new program development and future trip strategy. With nearly two decades of tour leading and adventuring, Emily has guided Stanford travelers on over 60 educational programs across the globe to all seven continents – working closely with faculty leaders, tour operators and local guides. One of her most memorable trip moments was in the Kingdom of Tonga, where she led alumni on an exploration of the island nation which included the opportunity to snorkel with humpback whales. Prior to joining Stanford, Emily was a Director of Programs & Travel at a cultural global exchange program. Emily received a B.A. in Russian Language and Russian Area Studies from Saint Olaf College. Her home base is San Francisco where in her free time she enjoys hiking and improv acting.

Steve Cohen **http://www.mmgyglobal.com**

Steve Cohen is the Senior Vice President, Travel Insights, for MMGY Global. Steve brings more than 25 years of experience in market research and insights to his position at MMGY Global. He leads the agency's customer insights and industry research, including overseeing the development of MMGY Global's proprietary surveys, including the Portrait of American Travelers® as well as its custom research programs. He is also responsible for day-to-day operations of the agency's Orlando office. Prior to working at MMGY Global, Steve led research efforts for the AAA National Office, Marriott Vacations Worldwide, The Ritz-Carlton Club and Walt Disney Parks & Resorts. He has also guided the research for The Greater Miami Convention and Visitors Bureau, Destination Cleveland, Visit Tucson, CheapCaribbean.com, the South Dakota Department of Tourism, The American Society of Travel Agents (ASTA), Visit Savannah, the Japan National Tourism Office, Uber, the Nassau/Paradise Island Promotion Board, and the Jordan Tourism Board, North America. He is regularly interviewed by both mainstream and trade press, including The New York Times, The Wall Street Journal, U.S. News & World Report, The Los Angeles Times, Time, CNN, Fox News and Travel Weekly.

Jeremy Collins **https://www.nationalww2museum.org**

Jeremy Collins is the Director of Travel and Conference Services at The National World War II Museum. As a student pursuing his history degree at the University of Missouri, Jeremy joined The National WWII Museum in 2001 as an intern with the Collections & Exhibits Department. There, he immersed himself in the artifacts and stories that made up the Museum's collection. He was involved with many of the Museum's special exhibitions and co-curated the special exhibition When Baseball Went to War. In 2008, he moved to the Travel & Conference Department, and was involved with most aspects of the travel program, including tour design, development, and content. This saw him scout, lead, or manage tours all over the world including the Philippines, the Mediterranean, England, and Northwest Europe. Jeremy also oversees the creation, planning, marketing, and execution of many of the Museum marquee public programs, including book launches, distinguished lectures, symposia, and the Museum's annual International Conference on World War II. As a member of The Institute for the Study of War and Democracy, Jeremy provides public programming of the highest caliber to the Museum's audience, both physical and digital.

Kevin Conley **http://alumni.virginia.edu/travel/**

Kevin Conley is the Director of the Alumni & Parent Travel program for the University of Virginia. Conley began his career with the University over 15 years ago administrating academic travel seminars. Previously, Conley has worked in the computer industry in a company that produced encryption software and hardware, has helped create the Internet's first emailed newspaper, "The Daily Brief," and has served as a Military Intelligence Analyst and Russian Linguist with the U.S. Army. He has also, on occasion, been a ski bum and a beach bum, on separate occasions, of course. Conley earned his bachelor's at Harvard and has done graduate coursework at the Curry School of Education at University of Virginia.

Alea Cot **http://inst.uno.edu**

Alea M Cot is the Assistant Provost for International Education at the University of New Orleans (UNO), and she brings 30 years of administrative practice in international education to her leadership of study abroad, international student services, and English language study. Her extensive experience in international program design, fiscal and human resource management, and student recruitment has contributed to the steady growth and success of international programming at UNO. As head of the Division of International Education, she is the chief advocate to the President, Provost and other UNO academic and administrative leaders in their efforts to internationalize the campus and curriculum, expand international student services, and increase international opportunities for students and faculty. Ms. Cot co-chaired a capital campaign to support the founding of the new International Center on the UNO campus. Ms. Cot's passion for international education began as an AFS high school exchange student in Thailand and continued with her junior year abroad at the Universidad Complutense in Madrid, Spain. She holds a Master of Arts in International Relations from Tulane University and is a member of the ETC Emeritus Council.

Diana Lee Crew

Diana Lee Crew is currently a consultant to nonprofits and for profit educational organizations focusing on developing strategic relationships and consulting in a variety of capacities. Some of her more recent work includes sales consulting and product implementation training with StudySync, an innovative reading and writing Educational Technology company; photography and video work, including recent ETC conferences. From September 2005 to January 2010 she served as Director of Strategic Partnerships with Immersion Learning in Mystic, CT, which was founded by oceanographer and explorer Dr. Robert Ballard as a state-of-the-art communications and robotics technology program bringing yearly ocean-going research expeditions live to school kids, museums, science centers, aquariums, and participating Boys & Girls Clubs of America. Previously, she worked at the JASON Foundation of Education, where she spent over nine years as its Director of Sales for a leading science distance learning program. Prior to JASON, she was with the Denver Museum of Natural History for 18 years, where she developed and directed its museum travel and youth education programs, managed an active travel program, and was an institutional co-founding sponsor of the Nonprofits in Travel Conference, now evolved to ETC, and co-designer of the early Nonprofits in Travel Conference agendas. She also served as President of the Rocky Mountain Direct Marketing Association. She holds an M.A. in Public Information and Communication from the University of Denver and a B.A. from Scripps College in Claremont, CA.

J. Mara DelliPriscoli **https://educationaltravel.travel**

J. Mara DelliPriscoli, President, Travel Learning Connections, Inc., is the Founder and architect of the Educational Travel Consortium (formerly Nonprofits in Travel Conference). With this conference platform she has facilitated the growth of strategic business partnerships and business-to-business networking of those in the field of alumni, museum, conservation and affinity group travel. With over 35 years of experience in the tourism industry, DelliPriscoli has worked directly within most sectors of the travel industry including marketing, sales, tour and hotel operations, and transportation, trade and government research firms. DelliPriscoli lectures, writes and works with cultural, community and conservation tourism development projects in the United States and abroad. She consults in the field of educational, community and special-interest tourism development for a variety of U.S. and international organizations. DelliPriscoli has a passion for exploration, blue-water sailing, language, ethnic music, dance and photography. DelliPriscoli holds an M.Ed. in Tourism Development from the George Washington University and a B.A. from Barnard College, Columbia University. A native New Englander, having spent a great deal of her professional life in the Washington, D.C., area, and then at sea for three years, DelliPriscoli has been based in St. Ignatius, Montana for more than 20 years.

Leila Derstine **http://alumni.williams.edu/alumnitravelstudy**

Leila Derstine has served as Alumni Travel Study Coordinator for Williams College since 2016. She oversees all aspects of a robust faculty-led program comprising 20 educational trip offerings each year. From 2011-2015, she worked as Assistant Director of Travel and Education for the Penn State Alumni Association. In this role, she developed alumni education programs featuring some of the finest museums and intellectual spaces in the country. She also managed an in-house Civil War Study Tour for 100 travelers each year and supported Penn State’s alumni travel program. Prior to her work with alumni populations, Leila held positions in study abroad and international education at Penn State and the College of William & Mary. As a student herself, she studied abroad in St. Petersburg and in Madrid. She holds a master’s in Higher Education Administration from William & Mary and a bachelor’s in Journalism from Georgia Southern University. Leila originally hails from Statesboro, GA but currently resides in Berlin, NY with her husband, two daughters, and many farm animals.

Sarah Doody **http://www.engagingjourneys.com/**

Sarah Doody is the President and Founder of Engaging Journeys, Inc. - a company dedicated to support affinity organizations in the implementation and management of educational travel programs. The mission of her company is to provide management services and outsourcing of travel programs for alumnae/i organizations. Prior to founding her company, Sarah was the Director of Alumnae Leadership Engagement and Enrichment with the Bryn Mawr Alumnae Association for 13 years. Her responsibilities included the management of their alumnae travel program. Prior to her time at Bryn Mawr College, Sarah worked in the world of corporate banking where she managed a lending group specializing in mergers, acquisitions and highly leveraged transactions. Engaging Journeys, Inc. currently manages travel programs for Swarthmore College, Case Western Reserve University, University of Denver, University of Buffalo, Jacksonville University, Main Line School Night Lifelong Learning Program, Gettysburg College, University of La Verne and the Patricia & Phillip Frost Museum. Sarah has traveled to all 7 continents and 65 countries. Sarah graduated Magna Cum Laude and holds an AB from Franklin and Marshall College in Sociology and Economics.

Kathy Edersheim **http://impactrics.com/**

Kathy Edersheim is the President of Impactrics, a social enterprise that provides consulting to educational institutions to strengthen education through enhanced alumni engagement. Impactrics focuses on alumni engagement and community building to benefit the institution, the students, and the alumni with measurable impact. Prior to forming Impactrics, she was Senior Director of International Alumni Relations and Travel at the Association of Yale Alumni (AYA). Her responsibilities included managing Yale Educational Travel, which offers about 45 faculty-led trips a year. Her broader international responsibilities incorporated the Yale Global Alumni Leadership Exchange (YaleGALE) which, since 2008, has taken alumni delegations to many countries in Europe, Africa and Asia to share best practices in alumni relations with universities, and the Yale Alumni Service Corps, which takes Yale alumni, family, and friends to work in underserved communities providing supplementary education programs, public health education, micro-business consulting, and light construction to support and inspire the communities. She writes and speaks extensively about alumni relations for institutions throughout the world. Prior to joining AYA, she worked as a Financial Advisor and marketing professional. She has an M.B.A. from the Stern School of Business at New York University and a B.A. from Yale University.

Gerry Ellis **http://www.globio.org**

As an award-winning environmental photographer/film-maker—including the prestigious Visa pour L'Image for his work on orphaned baby African elephants, Wild Orphans—Gerry has documented the lives of endangered species, indigenous cultures and threatened ecosystems across every continent. Gerry is currently working around the world on a multi-year education and public awareness project called Apes Like Us to heighten concern for survival of great apes. He is the creator and host of the YouTube channel Apes Like Us. His work has encompassed numerous long-term projects for National Audubon, World Wildlife Fund, Chevron PNG, and the Australian government. Gerry's work has appeared in magazine publications including the Paris Match, Ranger Rick, New York Times, GEO and National Geographic, as well as multiple book projects, including The Outdoor Traveler’s Guide to Australia, and several titles in the highly acclaimed National Geographic Kids Book series. Gerry is founder and President of the education nonprofit GLOBIO.

Dr. Janet Ferguson **https://www.college.bm/index.php/llc**

Dr. Janet Ferguson is the Executive Director of the Lifelong Learning Centre, Bermuda College. Prior to her current role, Dr. Ferguson designed and facilitated workshops and learning events for a wide cross-section of private and public sector clients in the United Kingdom and Bermuda. In addition to her current work in curriculum development and administration for late-life learning, she is interested in the exploration of the distinctive nature of the learning and developmental experiences of mature adults. Dr. Ferguson has taught extensively in multiple jurisdictions and holds graduate qualifications in Commonwealth Area Studies, Marketing and Teaching and Course Design for Higher Education. Her doctoral degree is in the area of Continuing Education (Warwick, 1998).

John Francis **http://www.sustainabletravel.com**

John Francis recently retired as Vice President for Research, Conservation and Exploration at National Geographic Society. A marine biologist and National Geographic grantee, Francis began his career studying behavioral ecology of seals and sea lions on remote islands in North and South America. A film on his work led to his role as a producer of wildlife films, covering everything from chimps and tigers to whales and sharks. From that he took on the grant making side of National Geographic supporting explorers around the world and pushing their stories through diverse NG media. Outside of his National Geographic Society responsibilities, Francis served on boards and committees for the US National Park System, the Commission for Education and Communications of the IUCN, and the US National Commission for UNESCO. He now serves on Sustainable Travel International and the Congo Basin Institute boards and advises the NG/Lindblad Fund supporting marine projects visited by shipboard travelers. Francis has a deep commitment to communication of the potent ties between humans and the rest of the natural world and is currently focused on citizen science and sustainable tourism as two key engines for change. Francis holds a Doctor of Philosophy (Ph.D) in Behavioral Ecology from the University of California, Santa Cruz.

Richard Franz **http://www.gohagantravel.com/**

Rick Franz is President Emeritus of Thomas P. Gohagan & Company, headquartered in Chicago. He began his stint at Gohagan & Company in sales in 1991; and he is still one of the company’s four salesmen working with alumni association and museum client organizations throughout the country. Prior to his career at Gohagan & Company, Franz worked in the cruise industry in sales and marketing with Cunard Line, the former Royal Cruise Line and the former American Hawaii Cruises. He began his career as a travel director with Alumni Holidays, Inc., and he has worked in broadcasting both in the Chicago area and in northern California. He earned a B.A. from the University of Cincinnati, and he attended the University of Stockholm for two years. He has a passion for travel, mountain bicycling, hiking and wines of the world.

James Friedlander **https://www.arrangementsabroad.com**

Jim Friedlander is the president of Academic Arrangements Abroad, which he joined 19 years ago to direct and manage all facets of the company. After graduating from Wesleyan University he began his career as a loan officer in the International Banking Group of the Irving Trust Company. After receiving his M.B.A. in marketing and finance from Columbia University, he spent more than 10 years assisting companies that were experiencing significant financial or operational problems. This past year Friedlander has traveled widely to Cuba, Norway, Russia, Finland, Panama, Columbia, Italy, France and Cuba either accompanying groups and/or researching new programs. Recently, he founded and serves as president of the Havana Heritage Foundation, a non-profit dedicated to protecting and preserving the architectural and cultural heritage of Havana. He also serves on the US Advisory Board of Taj Hotels and Resorts as well as Books & Authors, Inc. Friedlander has served as one of the trainers in the annual ETC Jumpstart Seminar for many years, in addition to developing the programming for new DOS attendees. Friedlander served on the ETC Executive Advisory Council representing the interests of the U.S. Tour Operator constituents, with a focus on art and culturally based travel and is currently an ETC Emeritus Council Member. He is married to Liz Irwin who serves as the Firm's General Counsel and advocates for women's rights as a representative to the United Nations. Together, they have 2 adult children.

Shannon Fuller **http://www.sheddaquarium.org**

Shannon Fuller is the Assistant Director of Conservation Travel at Shedd Aquarium in Chicago, Illinois. She oversees the development and implementation of the Shedd Adventures Travel Program working collaboratively with internal partners in Development, Marketing, PR, Conservation, as well as external travel operators to create and market mission-driven trips to the Shedd's current and prospective donor audiences. She also manages the aquarium's citizen science travel opportunities aboard their research vessel located in the Bahamas. Shannon started at Shedd six years ago and prior to her role in the Conservation department, worked in Marketing as Brand Manager. Shannon's passion for aquatic life and experience as a SCUBA instructor led her to Shedd. She is a graduate of Loyola University of Chicago.

Robert Fure **https://www.wlu.edu/office-of-lifelong-learning**

Rob Fure is Director of Lifelong Learning at Washington and Lee University in Virginia. While teaching American literature and modern poetry at Washington and Lee, Fure taught in the University's Institute for Executives, a humanities program for corporate executives. Inspired by such opportunities for lifelong learning, Fure proposed a new department for the creation and management of continuing education programs for adults and pre-college youths. The office was reorganized as the Office of Lifelong Learning in 2018. He is irrepressibly enthusiastic on the subject of educational programming for adult learners. In 1982, he established the Washington and Lee Alumni College, which features educational programming for alumni and friends both on campus and abroad. Fure received his secondary and collegiate education in Illinois and Michigan, and earned his M.A. and Ph.D. in English at the University of California, Berkeley. He served as President of the Association of Collegiate Conference and Events Directors' International. He also served on the ETC Executive Advisory Council. He is now a member of the ETC Emeritus Council and has frequently spoken at the annual conference.

Rodney E. Gould **http://smithduggan.com**

Rodney E. Gould is a partner at the law firm of Smith Duggan Buell & Rufo in Lincoln, MA. Mr. Gould has practiced in the travel law arena for over 40 years. He represents tour operators and other travel professionals located in many countries, as well as trade associations, in all aspects of travel-related law. He has taught at various Massachusetts area law schools as an adjunct professor. He has written and lectured extensively on travel-related issues before numerous groups and associations. He is admitted to practice before the United States Supreme Court, several United States Courts of Appeals, many United States District Courts, and the courts of Massachusetts, New York, Pennsylvania, New Hampshire and California, and he has litigated travel-related cases in numerous states as well as serving as an expert witness in many travel litigations throughout the country. Mr. Gould graduated from Columbia Law School magna cum laude, was an editor of the Law Review and a James Kent Scholar. He graduated from Colby College, cum laude, after being elected to Phi Beta Kappa.

Jason Halal **sierraclub.org/adventure-travel**

Jason Halal is the Associate Director of Marketing and Digital Content for Sierra Club Outings. He has been with the program since 2009. In this role, he oversees all Outings marketing strategies, products, and initiatives, including web content and design; publications, promotions, and advertising; and other tools to build the Outings brand and promote our trips to Sierra Club members and new audiences. He is also a co-leader of our Strategic Marketing Task Force as well as a committee to increase the number of young leaders and participants in our program.

Catherine Hansen-Stamp **http://www.hansenstampattorney.com**

Catherine Hansen-Stamp is an attorney in private practice in Golden, Colorado. She advises recreation, adventure, sport and/or experiential program providers and related organizations on law, liability and risk management issues. Hansen-Stamp speaks and writes frequently on these issues, both regionally and nationally. She has presented at the Annual Wilderness Risk Manager's Conference since its inception in 1994, and is currently on the Steering Committee. She co-authors articles regularly (with Charles 'Reb' Gregg) for American Camp Association's CampLine. She has authored a variety of other publications as well. Her clients have included camps, schools, outfitters and guides, dude ranches, ropes and challenge course builders and facilitators, tripping programs, resort owners, science and environmental programs, competitive event sponsors and others. Hansen-Stamp graduated from The Colorado College in 1981 and received her Juris Doctor from the University of Wyoming in 1985. She is a member of both the Wyoming and Colorado Bar Associations and currently serves on the University of Wyoming College of Law Advisory Board.

Jean Anne Hattler **http://www.duq.edu/study-abroad**

Jean Anne Hattler, Ph. D., is the Director of Short-Term Study Abroad and Director for Alumni and Friends Travel program for Duquesne University's Center for Global Engagement.). In these roles, she is responsible for preparing faculty and students to go abroad and she plans and leads alum trips. Prior to her position in the Center for Global Engagement, Dr. Hattler taught world geography and educational curricula and pedagogy in the School of Education. Outside the university, Dr. Hattler has led dozens of trips to every continent for Carnegie Museums of Pittsburgh, Pittsburgh Opera, the Frick Museum, Quantum Theatre, Pittsburgh Parks Conservancy, as well as for friends to New Year's Eve's balls in Vienna, St. Petersburg, Sydney, and Jodhpur. Her love of people and cultures grows with every country she visits. A visit to Vietnam this January was her 103rd country to visit. When she is not traveling, she enjoys the wonderful cultural arts that Pittsburgh provides. A real outdoors enthusiast, she spends her time cycling, hiking and walking. Her undergraduate degree is from Oklahoma State; her master's and Ph. D. are from the University of Colorado.

Jake Haupert **https://www.transformational.travel/**

Jake Haupert is the Co-Founder of The Transformational Travel Council (TTC) where he is leading a global shift in travel, illuminating how traveling inside-out revitalizes travel as a force for good. The TTC is a global gathering place supporting both travelers and the travel industry in transforming lives and changing the world through more intentional, mindful, and results-driven travel experiences. Haupert has a deep appreciation for the power of travel and its ability to incite change by breaking down the walls within and between us. As an inspirational agent of change, Haupert calls on the TTC's Modern Art of Ancient Travel to raise consciousness and foster global citizenry, communication, understanding, stewardship, unity, and real human connection. Haupert also co-founded Explorer X, where he applies the TTC's research and guiding practices into crafting journeys into the unknown, inspiring more meaning, purpose, and intention in travel. Previously, Haupert founded Evergreen Escapes, an award-winning adventure travel company renowned for deeply connecting travelers to nature on guided adventures throughout the Pacific Northwest. Haupert is based out of the Adventure Hub & Winery in Seattle and is proud to be a Puget Sound Business Journal 40 under 40 alumni, and a graduate of Southern Oregon University.

Sue Hershkowitz-Coore **http://www.speakersue.com**

Sue Hershkowitz-Coore is an internationally recognized communications specialist. She helps audiences increase their profitability, professionalism and productivity through improved communications. Her customized sessions engage, educate and entertain to ensure authentic communications and amazingly successful client relationships. Her clients include The Ritz-Carlton; The Savoy, London; Mandarin Oriental, Marriott, Hyatt and Hilton Hotels. Hershkowitz-Coore has authored two books, Power Sales Writing (McGraw-Hill) and How to Say It to Sell It! (Prentice Hall/Penguin). She is a past officer and board member of the National Speakers Association, a founding member of Meeting Professionals International's Women's Leadership Initiative, has been designated an MPI "Platinum" speaker for 9 consecutive years and named "Best in Class" by the Professional Convention Management Association. Hershkowitz-Coore received her BA from the University of Bridgeport, MC from Arizona State University and a Fellowship from UC Berkeley. Hershkowitz-Coore was a speaker at ETC 2014 (guest), ETC 2015 (keynote) and ETC 2018 (BOLD) and is returning to ETC 2019 as a BOLD Talk speaker.

Andrea Holbrook **https://www.holbrooktravel.com**

Andrea Holbrook is President of Holbrook Travel, Inc. Her start in the travel industry began at a young age, accompanying her parents on expeditions such as hiking the Inca Trail and butterfly-collecting with lepidopterists in rainforests around the world. After graduating from Columbia University with a major in English literature in 1991, she spent almost two years working in Costa Rica at Selva Verde Lodge and Private Reserve —a nature sanctuary in the Sarapiqui region, founded by her family in 1985. Andrea stewards Holbrook and Selva Verde Lodge and is President of the Sarapiquí Conservation Learning Center, an organization that strives to connect communities and sustainable development through educational programs and rural tourism in Costa Rica. She also serves on the Board of Climb for Cancer and recently joined the Board of the Center for Responsible Travel (CREST), an organization dedicated to increasing the positive global impact of responsible tourism. Andrea feels fortunate to play an active role in connecting cultures, supporting knowledge and appreciation for biodiversity, and finding innovative ways to foster responsible travel. She lives in Gainesville, Florida with her husband and high-school-aged daughter.

Steve Holmgren **http://alumni.harvard.edu/haa/travel**

Steve Holmgren is the deputy director of Harvard Alumni Travels where he is involved with marketing, operations, and risk management. A graduate of the University of Massachusetts at Amherst's Hospitality & Tourism Management program, Steve has worked in the travel industry for most of his career. He started at Harvard in 2001 in the Travel Program at the Harvard Museum of Natural History and eventually transferred to the HAA in 2007 (both travel programs are now managed by the HAA as of 2015). Steve has hosted nearly 30 Harvard travel programs to all 7 continents and has experience in a wide variety of issues and challenges facing the average alumni travel program.

Mary Ann Hunt **https://alumniandfriends.tufts.edu/explore-education-travel/travel-learn-program**

Mary Ann Hunt is the Director of the Travel-Learn program at Tufts University. Prior to her arrival at Tufts in September, 2017, she worked at Dartmouth College in the Alumni Travel program for ten years. She also worked at the Hood Museum of Art at Dartmouth College from 2000-2007, where she managed public events and oversaw exhibition logistics. She has a B.A. from the University of Wisconsin in Art History, with specializations in ancient art, archeology, and classical civilizations, and she is currently working on a Master's degree in Creative Writing with a concentration on travel and memoir writing.

Marcia Jaffe **http://www.baliinstitute.com**

Marcia Jaffe, Founder and Chair of Bali Institute, brings more than 40 year's experience in the business, nonprofit and entrepreneurial worlds. Prior to starting Bali Institute, she ran her own mid-size event management company for 15 years, producing corporate and community conferences and events for up to 400,000 people. Several events were her own creation focused on such topics as women's health, parenting, and multicultural learning. She has served as a consultant for several endeavors including Institute of Noetic Sciences, Denmark International Students, and others. She was also Director of Marketing for Gymboree Corporation, and Director of Marketing and Advertising for Envirotech Corporation. Her vision for Bali Institute came from a short vacation to Bali in 2003 that generated three global conferences that she produced, launching a unique concept that wove together Balinese culture with western dialogue and learning. More than 2,000 people attended these global events. She holds a BA degree in psychology from University of Southern California, and all credits towards a Masters Degree in Leadership and Human Behavior from United States International University in Escondido, California.

Anita Joglekar **http://www.indusdiscoveries.com**

Anita Joglekar is Vice President Business Development for Indus Discoveries. Before joining Indus Discoveries, Anita founded, owned and operated a travel business in USA, Fantastic Journeys, that specialized in bespoke, special interest tours to worldwide destinations including the Indian subcontinent. Anita has 25+ years of experience in designing one of a kind tour programs for educational and leisure travel and has thousands of happy clients including well known University Study Abroad and Continuing Education programs. Anita is also an expert in sustainability and sustainable development and founded a company, Rainmakers Worldwide, to address the impact of Climate Change with the use of green technologies such as solar panels, water conservation and regenerative agriculture. Anita has combined her expertise in sustainability with designing one of a kind tours, to create a new genre of sustainable and responsible tourism, helping impacted communities become economically, environmentally and educationally sustainable by implementing green technologies with contributions of time, expertise and donations from the tour groups. Anita holds an MBA and has founded and run successful for-profit and nonprofit ventures. She brings a diverse skill set of business acumen combined with business training, leadership, marketing, public speaking and people skills.

Graham Johansson **http://www.wildguides.co.za**

Graham Johansson is a Professional Guide and an accomplished wildlife photographer. Johansson began his career in tourism by joining Orient Express Hotels in its newly acquired Botswana lodges as Regional Manager Chobe and Group Environmentalist. This position included running the various top-end lodges, guide training and being based at Savuti in the Chobe National Park. Okavango Wilderness Safaris (OWS) approached Johansson to join its swelling organization, and the opportunity for a career change became obvious. Johansson's work included overland safaris, lodge safaris and international specialized safaris into Namibia, South Africa, Zambia and Zimbabwe. Johansson left OWS to become an Independent Specialist Guide based out of Cape Town, where he is now married with two sons. He continues to lead international safaris throughout central, southern and eastern Africa, specializing in photography. His photographs are published regularly, and Johansson also has had his photographs represented by various image libraries. He has his own image bank online and an online blog at http://graham-wildguides.blogspot.com.

Britt Jones **https://connect.hsutx.edu/**

Britt Jones is the Executive Director of Alumni Special Programs and Asst. VP for Advancement at Hardin-Simmons University (Abilene, TX) charged with, among other responsibilities, launching and cultivating the Traveling Range Riders alumni travel program. She has worked with alumni at HSU since March 1995, serving as Director of Alumni Relations until September 2017. The travel bug bit during high school and college days when Britt traveled with student groups to Hawaii, much of the East Coast, and England/Wales. In 1991, Britt and her husband honeymooned in Akumal (long before the Riviera Maya was developed) and still try to visit Mexico every other year. Today, Britt's travel map has expanded to include sites throughout Europe, the Caribbean, Canada, and the U.S. but many more exciting destinations still beckon. Britt earned a Master of Arts degree in Advertising and Soft Journalism from Regent University (Virginia Beach, VA), and a Bachelor of Music Degree from Hardin-Simmons.

Christine Kessler **http://www.nature.org**

Christine Kessler is a Trip Manager with The Nature Conservancy's Donor Engagement Team and is currently based out of Portland, Oregon, where she designs and manages customized, programmatic trips for Nature Conservancy supporters and prospects. Christine began her career at The Conservancy eleven years ago. Prior to joining TNC, she spent five years at National Geographic Television in Washington, DC. She spends her free time training for overnight relay races, making sculptures out of aluminum foil, and staying inside to read. Her wine club turned into a book club, not vice versa! Christine volunteers for Columbia Land Trust's Emerging Leaders Council (ELC), a group of young professionals charged with growing the next generation of conservationists. She graduated from Auburn University with a Bachelor of Arts in English and Sociology.

Emilie LaRosa **http://www.alumni.upenn.edu/travel**

Emilie C. K. LaRosa is the Assistant Director for Penn Alumni Travel and Education at the University of Pennsylvania (Penn) where she is responsible for all alumni tour marketing, development, customer service, and operations. Since she began at Penn in 2012, the program has expanded to serve more than 400 travelers on 25 trips annually with robust educational offerings. Penn Alumni Travel is committed to collaborative and engaging tours and works closely with the University's 12 schools and centers, including the Wharton Business School and the Penn Museum of Archaeology and Anthropology. Prior to her work at Penn, LaRosa was a development officer at the Historical Society of Pennsylvania and a museum educator at the Philadelphia Museum of Art, the Phillips Collection in Washington, D. C., and the Cloisters in New York City. In addition to her travel expertise, LaRosa has interests in: art and architecture, medieval history, photography, and the perfect latte. LaRosa earned both her B.A. and M.A. in Art History from the University of Notre Dame and the George Washington University, respectively.

Adele Livingston **http://www.vmfa.museum**

Adele "Hutch" Livingston is the Coordinator of Member Travel at the Virginia Museum of Fine Arts, located in Richmond, Virginia. She has held this position for six years, and formerly assisted with the program as a devoted volunteer and traveler. Hutch is committed to the VMFA's Travel Program's being an effective "friend raiser" for the museum, increasing the engagement of travelers with the museum while exposing them to the art and culture around the world that are the sources of the museum's collections. Hutch was a banker in credit administration in her former career, so she also has an eye toward the program's being financially viable. A rewarding challenge has been tracking the involvement and commitment - including financial support - of members and donors who travel with VMFA. Hutch's undergraduate degree is in Economics from Randolph-Macon Woman's College, with minors in English and History. In addition to her love for travel, she enjoys gardening, hiking in the Blue Ridge Mountains, golf, her children and grandchildren, and also has her motorcycle license and has dabbled in downhill mountain biking. Hutch is nearing the completion of a five year renovation of her home, an 18th Century Virginia farmhouse, which is now on the National Register of Historic Places.

Lynn Meehan **http://www.tourismnewbrunswick@gnb.ca**

Lynn Meehan is responsible for Market Development within the group and FIT leisure travel sectors for New Brunswick Tourism, Heritage & Culture (Canada). Having returned to her home province of New Brunswick in 2000, after 15 years as a resident of Vancouver, British Columbia, Meehan knew she wanted to share her enthusiasm for New Brunswick and for Atlantic Canada with key travel influencers and, perhaps in doing so, contribute to the growth and prosperity of the New Brunswick tourism industry. With over 25 years' experience in the private sector of the tourism/travel industry, she began her career with New Brunswick Tourism, Heritage & Culture in 2002 and attended her first Educational Travel Conference in 2004. Meehan served on the ETC Executive Advisory Council for five years representing the interests of Destinations and is currently an ETC Emeritus Council Member.

Rumit Mehta **https://immersionjourneys.com/**

Rumit Mehta is the founder of Immersion Journeys. An avid thrill seeker, Rumit plays a pivotal role in developing custom itineraries for luxury and affinity travel clients leveraging a wealth of knowledge and professional networks in both Africa and South Asia to design complex itineraries. With his deep knowledge of the hospitality industry, he is frequently invited as a guest speaker at business and academic forums. Rumit is a founding member and former board member and advisor of the Safari Professionals of the Americas (Safari Pros) and past-Vice President of the Association of the Promotion of Tourism in Africa (APTA)– Northeast Chapter. Born in Kenya of Indian descent & raised in Tanzania, Rumit has a love for Africa & South Asia that is unmatched. Rumit grew up leading safaris for friends and colleagues. Originally trained as an architect, Rumit worked in the design and construction industry for 13 years while at the same time dabbling in travel planning for select clients. Very soon, the travel bug caught on and after much deliberation he decided to do it on a full time basis. Rumit has an M.Arch from the Savannah College of Art & Design and an MBA from Pace University.

Praveen Moman **https://volcanoessafaris.com/**

Praveen Moman is the founder and CEO of Volcanoes Safaris. He founded Volcanoes Safaris in 1997 to create a unique eco-tourism model, centered around the threatened gorilla and chimpanzee populations of the western rift valley. In 2009, he established the Volcanoes Safaris Partnership Trust (VSPT), a non-profit organization that aims to create long-term, self-sustaining projects that enrich the livelihoods of local communities and promote the conservation of the great apes. Praveen grew up in the wilds of Uganda, where the family was part of the pioneering Asian community that was central to opening up East Africa. He then moved to the UK as the family became refugees with the Amin expulsion. This was followed by a career as a political and policy adviser in the European Union and British Government. He has been involved in and serves on many boards, including: Seva Mandir a respected Indian charity; the Imbabazi Foundation in Rwanda, which supports genocide orphans; the Advisory Boards of the Adventure Travel Trade Association in the USA; the Campaign for Arundells; and a Board Member of the Eastern Africa Association. Praveen was educated in Uganda and at London and Cambridge University in the UK. He is a Robert Schuman Scholar of the European Parliament.

Janet Moore **http://www.distant-horizons.com**

Janet Moore is President of Distant Horizons, which, in an attempt to combine her love of travel with a real job, she began more than 30 years ago. With a graduate degree in business from the University of Michigan, Ann Arbor, Moore has traveled extensively, and is particularly interested in the challenge of opening up new destinations to travelers with sensitivity and respect to the host country. Over the years, Moore has been among the first to initiate cultural programs from the Americas to Asia. In 2004, she initiated programs for Americans to both Afghanistan and Libya. She is a contributor to NPR's "The World" and is frequently interviewed by national newspapers--from "The New York Times" to "The Wall Street Journal"--on travel issues. Moore served on the ETC Executive Advisory Council and is now an ETC Emeritus Council member.

Roberta Moore **http://www.viatoursoftware.com**

Roberta Moore has dedicated a significant part of her career to educational travel and this industry has delivered more travel and professional adventures than she could have ever hoped for. After serving as travel director for two educational institutions, she moved to the private sector to lead affinity travel sales efforts for several US tour operators before taking a leap of faith to launch her own consulting business. Once again, the industry didn't let her down. Among several projects, she supports sales and marketing of ViaTour Software and leads US and Canada business development for Italyscape. Her academic background includes a BA in Visual Arts and an MFA in Photography. She has been a Board Member of the League of New Hampshire Craftsmen, a member of the Women's Travel Club of Boston, and served on the advisory board of ETC. She continues to give presentations and mentor travel professionals. She and her husband recently returned to their hometown of Philadelphia, where they are restoring a 130-year-old Victorian townhouse. In her new hometown, she is a board member of the Germantown neighborhood association, a member of the Alliance of Women Entrepreneurs, and supports environmental, human rights and animal welfare organizations.

Kelly Morgante **http://www.alumni.psu.edu**

Kelly Morgante is the Assistant Director of Alumni Travel for the Penn State Alumni Association. She started with this organization in 2006 and joined the alumni travel division in 2007. In her current position, she holds a key role in the development, marketing, and delivery of the 30+ annual trips Penn State crafts for Alumni seeking new experiences and adventure. Her work with the Engagement Unit under the umbrella of Development allows her to observe the multi-faceted effects travel has on the organization, university, and its' constituents. Prior to this, Kelly's career in the travel industry entailed time working in leisure travel, offering independent travel as well as group trips, as a cruise specialist, arranging military travel under official government orders, and private business clients.

Joseph Mroszczyk **http://www.globalrescue.com**

Joseph Mroszczyk is Senior Manager, Intelligence Products and Services at Global Rescue. Previously, Joe worked as an analyst with the U.S. Army Human Terrain System in Iraq, as an Honors Fellow at the Department of Homeland Security in Washington, DC, and in other intelligence roles for private firms. In addition, Joe currently serves as an Officer in the U.S. Navy Reserve and has deployed to Djibouti with Combined Joint Task Force – Horn of Africa where he worked as a Team Chief in the Joint Operations Center. Joe holds a BA in Political Science and History and an MA in International Relations and Religion, both from Boston University. He also holds a Ph.D. in Political Science from Northeastern University where he focused his research on terrorist tactics and strategies.

Kristina Nemeth **https://www.commonwealthclub.org/**

Kristina Nemeth is the Travel Director for the Commonwealth Club of California, the nation's oldest public affairs forum, based in San Francisco. Since 2008 she has grown the travel program to increase member participation, revenue and donor cultivation, while focusing on implementing the Club's mission into every trip. Prior to working for The Commonwealth Club, Nemeth was an Assistant Director/Program Coordinator for Stanford Travel Study for four years. She also worked on the operational side of the business as the Educational Program Manager for World Explorer Cruises, where she created onboard programming and field seminars for passengers traveling in Alaska and Central America. Before working in the travel industry, she was a producer of educational and interactive websites and CDs. While always an avid traveler, in 2000 she embarked on a 4-month solo-backpacking trip across Peru, Bolivia and Brazil. Upon her return she decided to make travel her next career. She loves photography, live music, camping, hiking and apparently those harder to get to destinations like Siberia, North Korea, Guyana and Iran. One day she hopes to get to Maine or Hawaii. She is a graduate of Northwestern University.

Shelley Norton **http://www.texasexes.org**

Shelley Norton is the Director of Travel for Texas Exes- the alumni association of The University of Texas. Prior to her current role, Shelley worked for multiple travel companies as a Cruise Director, Tour Director, and Director of Sales. She has worked in the travel industry since 1996, and her travels have taken her to over 85 countries and all 7 continents. Some of her favorite destinations are Southeast Asia, France, and Egypt. She enjoys home renovation projects, running, and drinking wine with friends. Shelley is a graduate of the Freeman School of Business at Tulane University.

Susan Ortiz **http://tigernet.princeton.edu/Education/**

Susan Ortiz, Administrator for Princeton Journeys, is responsible for passenger services, marketing, sales, and administrative processes for Princeton's alumni travel program. Prior to joining Princeton Journeys in 2016, Susan taught at a charter school in Washington, DC, at a private school in an Ecuadorian coastal town, and at two high schools in Tokushima City, Japan, through the Japan Exchange and Teaching Program. Susan enjoys foreign languages, great movies, and spending time with her one-year-old son. She holds a bachelor's degree in communication from the University of Miami and a master's in global, international and comparative history from Georgetown University.

Chase Poffenberger **https://www.academic-travel.com/**

Chase Poffenberger is Executive Vice-President and Co-Owner of Academic Travel Abroad, a Washington-based educational travel company. She currently oversees the company's sales and creative teams. During her 25+ years at ATA, Poffenberger has held positions in programming, marketing and sales. She is a past board member of Girls, Incorporated in Maryland, and fundraises for the Fund for Education Abroad. Poffenberger serves on the boards of the National Tour Association and the National Trust Community Investment Corporation. Poffenberger holds a BA from Wellesley College and an MBA from the University of Maryland. Ms. Poffenberger lives in Annapolis with her husband and two daughters and enjoys swimming, sailing, and paddle boarding.

Tony Rango **sierraclub.org/adventure-travel**

Tony Rango has been a staff member of the Sierra Club since 1992 and currently serves as the Director of National Outings. The National Outings program offers more than 300 domestic and international trips annually, led exclusively by volunteers. In 2000, Tony created and developed the Sierra Club's first national training program for outing leaders. Since then, the program has trained and fielded thousands of leaders and volunteers. He initially got involved with the Sierra Club because of his job, but he soon began leading for the program and training future leaders. He has led numerous Sierra Club trips including backpacking, rafting, biking, kayaking and trekking trips. Tony currently serves on the ETC Executive Advisory Council representing national non-profit organizations and advising on the Risk Management sessions.

Pauline Ranieri **http://www.UWalum.com/tours**

Pauline Ranieri has been in the travel industry for more than 35 years. She began her career as a Travel Director with Contiki Holidays--a leader in the 18- to 35-year-old travel market--leading tours around the United States and Europe. She then moved into the position of Operations Manager for the U.S. market. Ranieri joined UW Alumni Tours in 1991 and tripled the size of the program by the end of the 90s. It is now a leading alumni travel program offering a variety of affinity tours supported by more than 800 travelers. She holds a B.A. in journalism from the University of Montana. Ranieri served on the ETC Executive Advisory Council representing the interests of the State University Alumni Travel Program constituents and is currently an ETC Emeritus Council Member. Her interests include photography, hiking and beadwork.

Beth Ray-Schroeder **http://www.dukealumnitravels.com**

Beth Ray-Schroeder is Director of Duke Alumni Travels in the Office of Alumni Affairs at Duke University, where she organizes educational travel programs comprising vendor itineraries and in-house customized programs showcasing unique Duke entities. At Duke since 2005, Ray-Schroeder has also directed alumni education initiatives, but has recently been tasked with focusing her efforts on expanding the alumni travel program. Prior to coming to Duke, Ray-Schroeder lived and worked in Spain and Germany for 17 years. She held positions as a software developer in Madrid, as international systems project manager at Deutsche Lufthansa AG in Frankfurt am Main, and as an organizational consultant in Austria, Germany and Switzerland. She holds a B.S. in Computer Science and the equivalent degree in Psychology from Duke University, and a M.S. in Organizational Psychology from Johannes Gutenberg University of Mainz, Germany. She is a member of the Executive Advisory Council of the Educational Travel Consortium, representing alumni travel programs in the Southeastern United States.

Steve Ridgway **http://www.criteriontravel.com**

Steve Ridgway is Owner and President of Criterion Travel, a tour operator specializing in educational travel. He has been a professional tour operator for over 40 years, focusing for the past 30 years on affinity travel. He held a variety of management positions during twelve years with Maupintour, a wholesale tour operator that for Ridgway's last ten years was honored in the annual Travel/Holiday magazine reader poll as the best international tour operator in the U.S. At the AARP/NRTA Travel Service he was responsible for a staff of 120 providing travel programs for 40,000 travelers annually. Prior to becoming owner of Criterion Travel, for 17 years Ridgway helped lead High Country Passage, another tour operator specializing in high-quality educational travel programs for prestigious nonprofit organizations. He currently shuttles between Criterion's administrative office in San Francisco, California and his home in Portland, Oregon where he keeps an eye on his three young grandchildren. Ridgway is a graduate of the University of Kansas and a proud Jayhawk. He joined the ETC Executive Advisory Council in 2014 and represents the ETC U.S. Tour Operators constituents.

Dawn Rodney **http://www.nwf.org/expeditions**

Dawn Rodney is Vice President Innovation and Chief Marketing Officer for the National Wildlife Federation. She is responsible for leading innovation, amplifying brand awareness, creating new revenue streams, developing content, and transforming the organization's current catalog and licensing divisions. Prior to joining the National Wildlife Federation, Dawn was Senior Vice President of Marketing and Brand for the National Geographic Society. Dawn was responsible for leading the global brand, engaging digital natives across the world on all platforms, launching new digital products, and driving awareness of National Geographic's science, education, and storytelling priorities. While at National Geographic, Dawn also led strategic marketing and creative for the National Geographic Channels. She was integral to building and launching NGC, Nat Geo WILD, and Nat Geo Mundo - transforming them from start-up networks to global, world premiere brands. Dawn also had various supervising producing positions at Animal Planet and Discovery Health. She started her career as a producer at local television stations. Dawn has won many industry awards for her work including an Emmy Award for National Geographic's "Next Generation of Explorers" campaign and Webby Award for Best Homepage. Dawn is a graduate of Duquesne University.

Timothy Ryan **https://www.tcsworldtravel.com/**

Timothy Ryan is the Director of Product Development for TCS World Travel and is responsible for designing and developing innovative multi-stop “around-the-world themed” luxury jet expeditions on seven continents. Prior to his current role, he spent nine years as an Expedition Leader and Field Staff for TCS and National Geographic Expeditions by private jet. In addition to luxury travel management, Ryan has more than 25 years of travel operations experience in more than 100 countries managing a diverse portfolio of clients and leading on-the-ground operations teams in the execution of corporate meetings, sports and sponsorship hospitality management events, and incentive travel programs. Previously, he has served as the Director of Operations for Balboa Meetings and Events in San Diego, the owner of On Site Santa Fe Destination Management in Santa Fe, NM and Director of Event Ticketing for Maritz and Octagon sports marketing agencies in Greece, Italy and Brazil. He was editor of an award winning travel blog and winner of a Society of Professional Journalism Award for photography and writing. Ryan is a graduate of Oklahoma State University.

Laura Saeger **https://www.ireland.com**

Director of Sales and Business Development for Bermuda Tourism Authority since January 2017. Previously managed meeting and event sales for South African Tourism.

Donna Schoeller Sprague

Donna Schoeller Sprague is Vice President, Consumer Insights, National Geographic Society, where she manages research for all of the Society’s divisions, as well as strategic organizational studies and studies for public release, the consumer experience research function, and advertising sales research. In a career spanning more than 25 years, Sprague has led insights work contributing to the launch of National Geographic’s website, television channel, new magazines, travel programs, children’s products, and a wide array of digital offerings. Outside of work, Sprague is interested in youth programs, serving as a reading mentor and as past board vice president of a local childcare non-profit. A longtime Washington Capitals fan, she is also heavily involved with the large youth ice hockey organization where both her son and daughter play, and where she has recently taken up the sport herself. Sprague is a graduate of the University of Virginia’s McIntire School of Commerce.

Jeremy Shaw **https://www.iberianwinetours.com**

Jeremy Shaw is the owner and managing director of Iberian Wine Tours, which he founded in 2010. He has developed and hosted food, wine and educational tours for a global clientele into Spain, Portugal, France, Italy and Greece as well as Chile, Argentina, California and Uruguay. He has also created a Gourmet Celtic tour route in Ireland and Scotland. Prior to his current role, Jeremy worked as an employment lawyer in London and also for Natwest Banking Group in strategic consulting and new business development. He also worked for British Telecom in Northern Ireland in a variety of capacities over ten years, including corporate business development, relationship management and business improvement. During his time with BT, Shaw revived his expertise in wine and achieved a distinction in the WSET advanced exams. Jeremy and his wife Marisa and daughter Laura split their time between the family farm in Northern Ireland and a summer base in Salamanca, Spain. Jeremy is a graduate of Exeter University and Chester College of Law, as well as having a diploma from Sorbonne and an MBA from Warwick Business School.

Carleton Shephard **http://www.insiderexpeditions.com**

Carl Shephard, Founder of Insider Expeditions, began his service in enrichment travel in South America with a local tour operator, leading cultural exchanges, service projects, and innovative travel itineraries throughout the region. Shephard then moved to Japan and worked for Peace Boat, eventually serving as their Director of Program Development for international educational voyages. His field programs at Peace Boat focused on meaningful interactions and cultural exchanges with local communities, service efforts, and unique educational and enrichment opportunities for passengers while in country. From these efforts, Shephard was recruited to design the in-country academic field programs across 14 countries for The Scholar Ship, a semester abroad program that brought students from around the world to live and study together on a seafaring voyage. As a political appointee and United States diplomat, Shephard also had the opportunity to organize and lead trade missions and business delegations for membership organizations to more than 30 countries. Shephard graduated Phi Beta Kappa from Yale University and earned a Masters in International Relations while serving as a World Peace Fellow in Tokyo. He speaks Spanish and Japanese.

Nichole Silva **https://www.ucsc.edu/**

Nichole Silva is the Regional Director of Development, for Silicon Valley and the Director of Inspired Expeditions the UC Santa Cruz Travel Program at the University of California, Santa Cruz. Nichole has the unique experience of working for both an operator and running travel programs in higher education. She previously worked as the Director of Sales for Classic Escapes managing accounts for clients on in the western half of the country. She came to Classic Escapes from the University of California at Davis where she was the Director of Business Development. At UC Davis, she played a vital role in developing the alumni association's business partnerships, sponsorships, wine and travel programs over the past seven years. Silva has more than 20 years of sales, marketing and partnership development experience in diverse business sectors including education, high-tech, wine and travel. She is an avid traveler visiting nearly 25 countries around the globe. Silva is a graduate of the University of California at Santa Cruz.

Joseph Small **https://ahitravel.com**

Joseph Small is President of AHI Travel located in Chicago, IL. AHI specializes in educational travel for university, college and other nonprofit organizations. Small has worked for AHI for more than 35 years and served in a variety of capacities, including Travel Director, Operations, Promotion, Marketing and Sales. Small served as Founding President of the popular Alumni Campus Abroad division. He is a graduate of Columbia College and received an M.F.A. from the University of Illinois. Small served on the ETC Executive Advisory Council and currently a member of the ETC Emeritus Council.

Jerry Sorkin **http://www.iconicjourneysworldwide.com/**

Jerry Sorkin is the Founder of Iconic Journeys Worldwide, a tour company which began in the early 1990's. He has been a pioneer in developing aspects of cultural and regional tourism, working with local groups in Iran, Cuba, Algeria the Palestinian territories and Tunisia. Conde Nast Traveler magazine named him their "Top Travel Specialist" for the ninth time in December 2018 for Tunisia and added him for Iran in 2017. Jerry's involvement with the MENA region dates back more than three decades. In post-Revolution Tunisia he co-authored a World Bank study on restructuring Tunisia's tourism economy, co-authored an E.U. project on rural tourism and also created an academic program on cultural tourism in conjunction with George Washington University's Department of Tourism Studies, serving as the Director for the first year. In July 2018, Jerry was granted diplomatic accreditation by the U.S. Department of State and was then appointed by Tunisia's Ministry of Foreign Affairs to serve as that country's Honorary Consul for the Commonwealth of Pennsylvania. A graduate of the University of Pennsylvania, where he earned both undergraduate and graduate degrees, Jerry is conversant in Arabic, French and Hebrew and is an adjunct at Temple University's Osher Institute in Philadelphia.

Bridget St. Clair **http://tigernet.princeton.edu/Education/**

Bridget St. Clair is the Executive Manager Princeton Journeys, Princeton University. Bridget brought her extensive background in both international experiential learning and higher education program administration to the Princeton Journeys team in 2015. Previously, she served as a senior program officer for the Foreign Fulbright Program at the Institute of International Education in New York, where she was responsible for all aspects of program operations. Prior to her tenure at IIE, she worked at Travel Weekly magazine in Sydney, Australia. An intrepid explorer, enthusiastic runner, daily meditator and self-professed 'old soul,' Bridget is an alumna of the University of Miami and holds a Master's in International Studies from the University of Limerick in Ireland.

Frances Stanfield **http://www.alumni.emory.edu**

Frances Stanfield joined Emory University in 2003 and is the Senior Business Manager for the Office of Alumni and Engagement managing operational budgets and logistics. In 2011 Stanfield acquired the Emory travel program on an interim basis and permanently by 2012. She was tasked with quickly coming up-to-speed with the travel industry; working with existing travel partners each with their own business practices; supporting Emory travelers; and providing continual customer service and record keeping needed to move forward a robust program already performing and thriving since the 1980s. In 2016 oversight of the Miller-Ward alumni house was added to her portfolio rounding out her fiscal responsibilities to the association. She enjoys spending time with her new grandson; staying physically fit; and enjoying the empty nest life with her husband Reginald. Stanfield is a graduate of Shorter University with a BS in Business Management.

Bryan Stevenson **www.eji.org**

Bryan Stevenson is the Founder and Executive Director of the Equal Justice Initiative (EJI) in Montgomery, Alabama. Mr. Stevenson is a widely acclaimed public interest lawyer who has dedicated his career to helping the poor, the incarcerated and the condemned. Recognizing that injustice comes in many forms, Stevenson continues to fight for justice and truth, whether from our shared past or from the present day. Through his work with the nonprofit Equal Justice Initiative (EJI), Stevenson has been able to help transform the landscape of the criminal justice system guided by a belief in the power of being equal before the law. Under his leadership, EJI has won major legal challenges eliminating excessive and unfair sentencing, exonerating innocent death row prisoners, confronting abuse of the incarcerated and the mentally ill and aiding children prosecuted as adults. EJI has also created and launched the new National Memorial for Peace and Justice and the Legacy Museum for education about the legacy of racial inequality and for the truth and reconciliation that leads to real solutions to contemporary problems. Mr. Stevenson has won numerous awards including the prestigious MacArthur Foundation “Genius” Prize, the National Medal of Liberty from the American Civil Liberties Union, and the Olaf Palme Prize in Stockholm, Sweden for international human rights. A 1985 graduate of Harvard, with both a master’s in public policy from the Kennedy School of Government and a JD from the School of Law, Bryan Stevenson joined the clinical faculty at New York University School of Law in 1998. Mr. Stevenson has received 29 honorary doctoral degrees including degrees from Harvard, Yale, Princeton, and Oxford University. He is the author of the critically acclaimed New York Times bestseller, Just Mercy, which was named by Time Magazine as one of the 10 Best Books of Nonfiction for 2014 and has been awarded several honors including the Carnegie Medal by the American Library Association for the best nonfiction book of 2014 and a 2015 NAACP Image Award.

Dan Stypa **alumni.rice.edu/travelingowls**

Dan Stypa is the Associate Director of Alumni Programs at Rice University (Houston, TX) where he has served for over five years. Stypa is responsible for the Rice Alumni Traveling Owls program, as well as all other lifelong learning and international engagement initiatives. Additionally, he manages affinity and constituency groups to help engage alumni in meaningful programs and activities that connect alumni and friends back to Rice University. Prior to his current role, Stypa worked at the University of South Florida and coordinated faculty engagement programming for on-campus residential students. Stypa has presented at regional and statewide CASE Conferences and serves on the Greater Houston Partnership Commission. He is passionate about dogs; he has two of his own – Frieda and Knightro – and is active with K-9 Rescue Angels – a nonprofit dog rescue committed to rescuing and rehoming dogs in the greater Houston area. Stypa is originally from Ohio and has a Bachelor of Arts in Communications from Bowling Green State University (OH) and a Master of Science in Higher Education Administration from the University of Tennessee.

Lauren Summers **https://ivy.yale.edu/yet/**

Lauren Summers is the Senior Director of Lifelong Learning and Travel at the Yale Alumni Association. Prior to that she was the Director of Marketing for Visit Wales in North America, the official government sponsored tourism board for Wales. She has more than 18 years of experience including marketing, public relations, event planning and business management. At Visit Wales, she manages trade sales and marketing, as well as PR and consumer campaigns for the United States and Canada. Prior to this position, Summers was the general manager of a small hotel in Cambridge, Mass., where she worked while completing her master’s at Harvard Divinity School. At Harvard, she studied the healing traditions of indigenous world religions while playing host to the scholars, researchers, academics and activists from around the world who stayed in her hotel. As a result, she discovered her passion for the tourism and hospitality industries. Summers had previously founded and run her own communications agency based in New York City. Her clients included entertainment, corporate and nonprofit organizations such as Levi’s, Disney and the international Acapulco Film Festival, along with a number of Grammy Award winning artists, Oscar winning performers, bestselling authors and other celebrities. In addition to her M.A., Summers holds an undergraduate degree in Public Relations and Marketing from Hampton University. Summers currently serves on the ETC Executive Advisory Council representing the interests of the Travel Planner constituents.

Matthew James Swan **http://www.adventurecanada.com**

Matthew James (MJ) Swan is the Director of Business Development for Adventure Canada where he is responsible for developing strategic partnerships and marketing strategies. With over sixty expeditions all over the world—and seventeen years of field experience—under his belt, MJ is highly experienced in all aspects of expedition cruising. MJ travels widely to understand diverse cultures, connect with people, and nurture his love for the natural world. Safety and guest experience are his two primary concerns, and he brings his passion for all things wild to bear on trips. His favourite places to travel are the polar regions, and has led dozens of trips to the Arctic and Antarctic. Born and raised in southern Ontario, MJ was immediately introduced to an adventurous lifestyle by a family of avid explorers. He loves the outdoors and has been infatuated with all things wild from a young age. He first travelled to the Arctic at the age of two—an experience that ignited his love for the North. MJ is a graduate of Humber College in Toronto, Canada.

Barbara Tucker **http://www.carnegiemuseums.org**

Barbara Tucker is the Director, Travel Program and Senior Advancement Officer at Carnegie Museums of Pittsburgh. Barbara has been organizing trips for CMP since February of 2001. She has designed and tailored trips for CMP to many domestic and international venues and has worked extensively with CMP curators and experts from other institutions. Prior to joining CMP, Barbara had a career in the hotel industry. She graduated from the Hotel School of Lausanne, Switzerland and worked in hotels in Europe and New York before joining CMP first as Travel Program Manager, and then as Director of Individual Giving. Barbara speaks French fluently and serves as the President of the Alliance Française of Pittsburgh and President of the French Nationality Room at the University of Pittsburgh. She has led trips to Austria, Belgium, Canada, China, Cuba, England, France, Germany, Holland, Hungary, Italy, Japan, Mexico, Scotland, Spain, India, Russia and many destinations throughout the United States.

Lisa Valentine **http://arizonaalumni.com**

Lisa Valentine is the Director of Alumni Travel and Signature Events for the University of Arizona Alumni Association. Prior to joining the Alumni Association in July 2005, Lisa worked at the UA Department of Athletics for 9 years in various departments, with the final two as assistant director of trademarks and licensing for the university. In 2006 Lisa became the Assistant Director of Alumni Travel and in 2008 she assumed the responsibility of alumni travel director where she has continued to build the travel program to more than 40 tours. She earned a bachelor’s degree in exercise and sports sciences and a master’s degree in sports administration at the UA, and a master’s degree in human relations/counseling from Northern Arizona University. Lisa has attended the Educational Travel Conference for the last 12 years.

Debbie Vargo **https://www.osu.edu/alumni/**

Debbie Vargo has been the Director of Alumni Tours for The Ohio State University Alumni Association since 2008 after beginning as the manager in 2001. She and her two colleagues manage approximately 30 trips per year performing all aspects of the registration and communications processes with alumni travelers to maximize affinity-building and working with numerous tour operators in on-the-ground execution. Prior to Alumni Tours, she spent the first 14 years of her career working on behalf of college students, including six years as director of student recruitment for the Alumni Association. During her tenure with Alumni Tours, she has been to numerous, amazing countries with experiences ranging from cheering on the Iditarod in Alaska, to appreciating cherry blossom season in Japan, to shopping for stackable dolls in Russia, to eating haggis in Scotland, to drinking Chianti in Italy, and so much more! Debbie lives in Columbus with her husband Bill, dog Piper, and enjoys gardening, traveling, reading, and a good laugh. Her life is greatly enriched by her family and friends. Debbie graduated from both Ohio University and The Ohio State University.

Peggy Wallace Kennedy

Peggy Wallace Kennedy is a Montgomery-based civil rights activist who is recognized as one of America’s most important voices for peace and reconciliation. Born into one of the most powerful political families in the history of the American South with her father (George Wallace) and mother (Lurleen Wallace) both serving as Governors of Alabama, Peggy Wallace Kennedy now stands apart from her past. Her life’s story demonstrates the notion that while none of us can be held responsible for the circumstances of our birth, each of us will be held responsible for who we can become. With the creation of a new and different legacy for her and her two sons, Mrs. Kennedy challenges us to believe in ourselves so that we too can walk to higher ground. As a national speaker, Mrs. Kennedy has participated in programs at the National Archives, Congressional Forums with Congressman John Lewis and on the 50th Anniversary of the Selma to Montgomery March, joined Reverend Bernice King, the daughter of Dr. Martin Luther King, on the steps of the Alabama State Capitol as a living testament to the power of change and reconciliation. Mrs. Kennedy’s own personal journey to redemption and her call for justice through reconciliation will one day be viewed as the most important and lasting public service of the Wallace/Kennedys of Alabama.

Katie Jo Walter **http://www.uoalumni.com**

Katie Jo Walter is Director of International Alumni Academic Engagement at the University of Oregon where she is responsible for planning and promotion of customized educational tours for UO alumni. Prior to her current role, Walter spent several years developing and facilitating experiential learning programming in India. From 2015 – 2017, Walter helped diversify and expand experiential program offerings at IndoGenius, a New Delhi-based educational company with partners including the U.S. Department of State, the British Council, Macquarie University, and University of Kansas. From 2013 to 2015, Walter innovated curricular, extracurricular and experiential programming for a direct enrollment program at Manipal University, India. In 2012, Walter was Resident Director for the U.S. State Department's National Security Language Initiative for Youth in Pune, India, and in 2011 she co-led the Lewis & Clark College India semester abroad program. She has been awarded a Fulbright Nehru research grant and a Kathryn Wasserman Davis 100 Project for Peace Grant. She enjoys yoga and meditation, frequent visits to the beach with her husband Bob and her dog Kali, and participating in a variety of volunteer activities supporting social service organizations. Walter is a graduate of Lewis & Clark College (B.A.) and SIT Graduate Institute (M.A.).

Stephen Wellmeier **https://poseidonexpeditions.com/**

Steve Wellmeier is the North American director of sales & marketing for Poseidon Expeditions. He has 30 years of experience in sales, marketing and communications, public affairs, crisis media management, and member association management in the cruise and tour segments of the travel industry. Prior to Poseidon Expeditions, Steve held senior management posts at the International Association of Antarctica Tour Operators (IAATO); The Federal Emergency Management Administration (FEMA) 9/11 World Trade Center Recovery Office; Elegant Cruises & Tours; INTRAV/Clipper Cruise Line; and TravLtips Cruise & Freighter Travel Association. Steve holds an MA in English Literature from the University of Cincinnati. He received his BA in English Literature and studied in the MBA program at Saint Louis University. He has written articles on marketing and membership issues in ASAE Association Now Plus and Travel Research Online Social Media in Travel & Hospitality.

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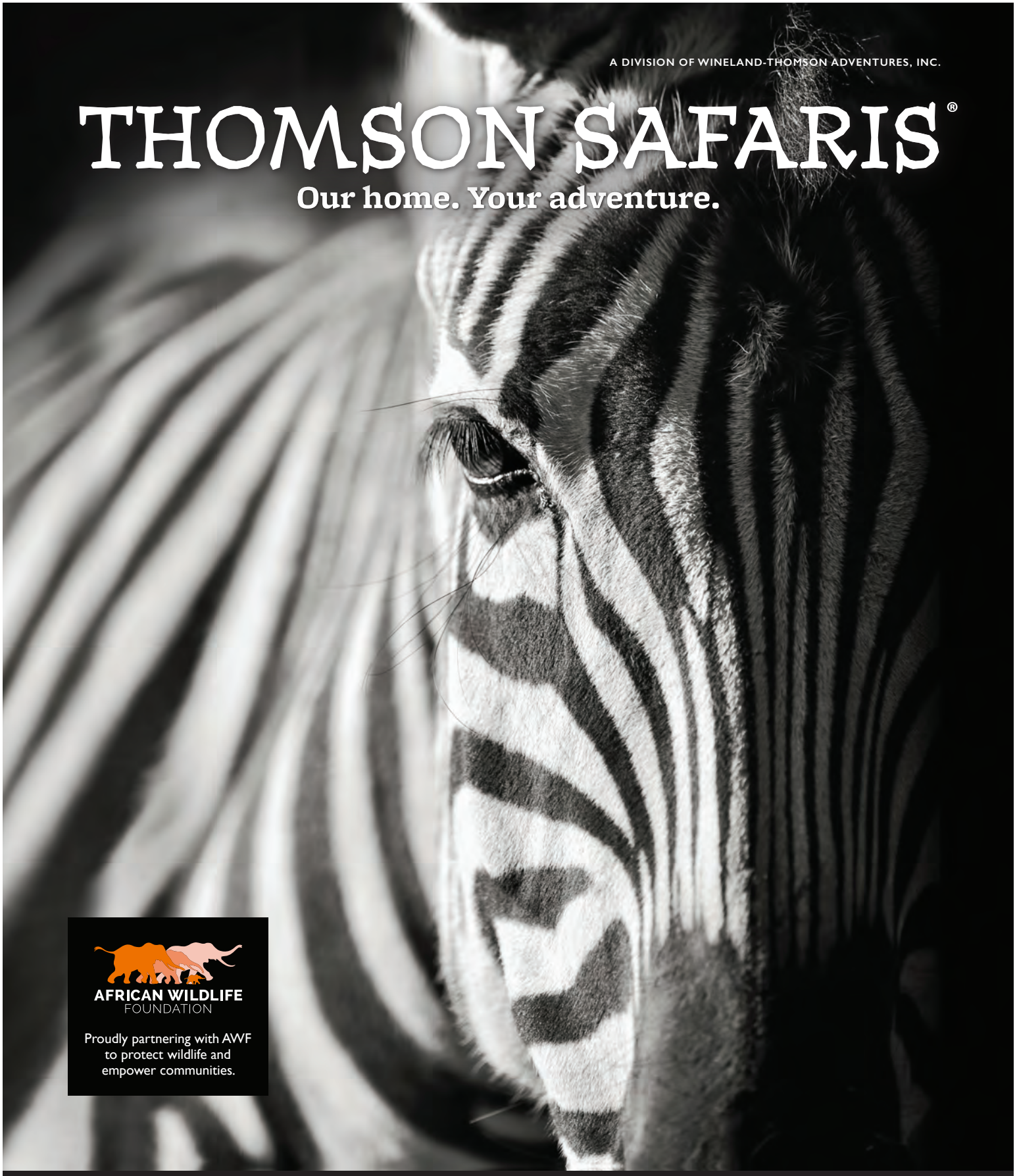
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Maki	Ota	JTB Global Marketing & Travel
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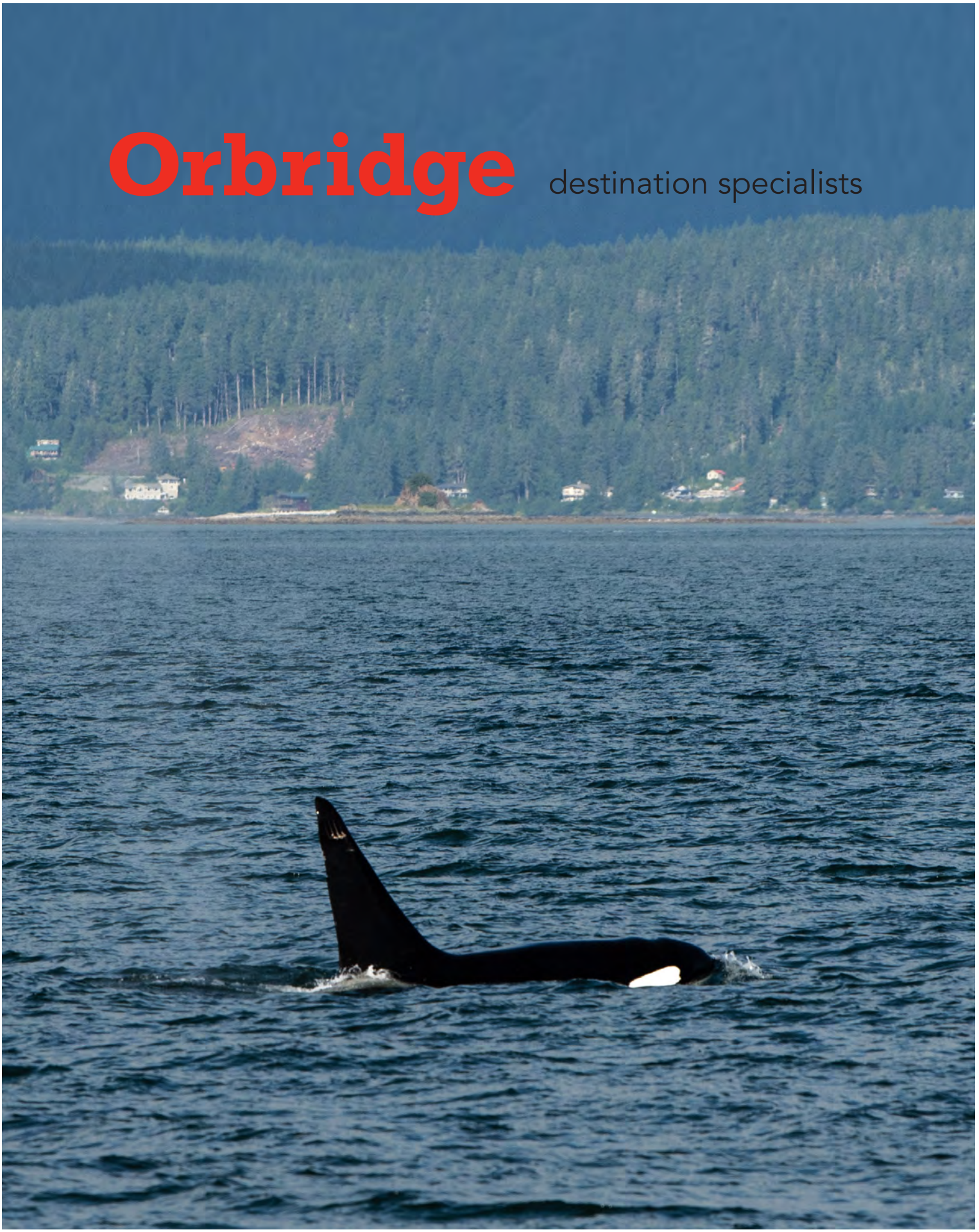

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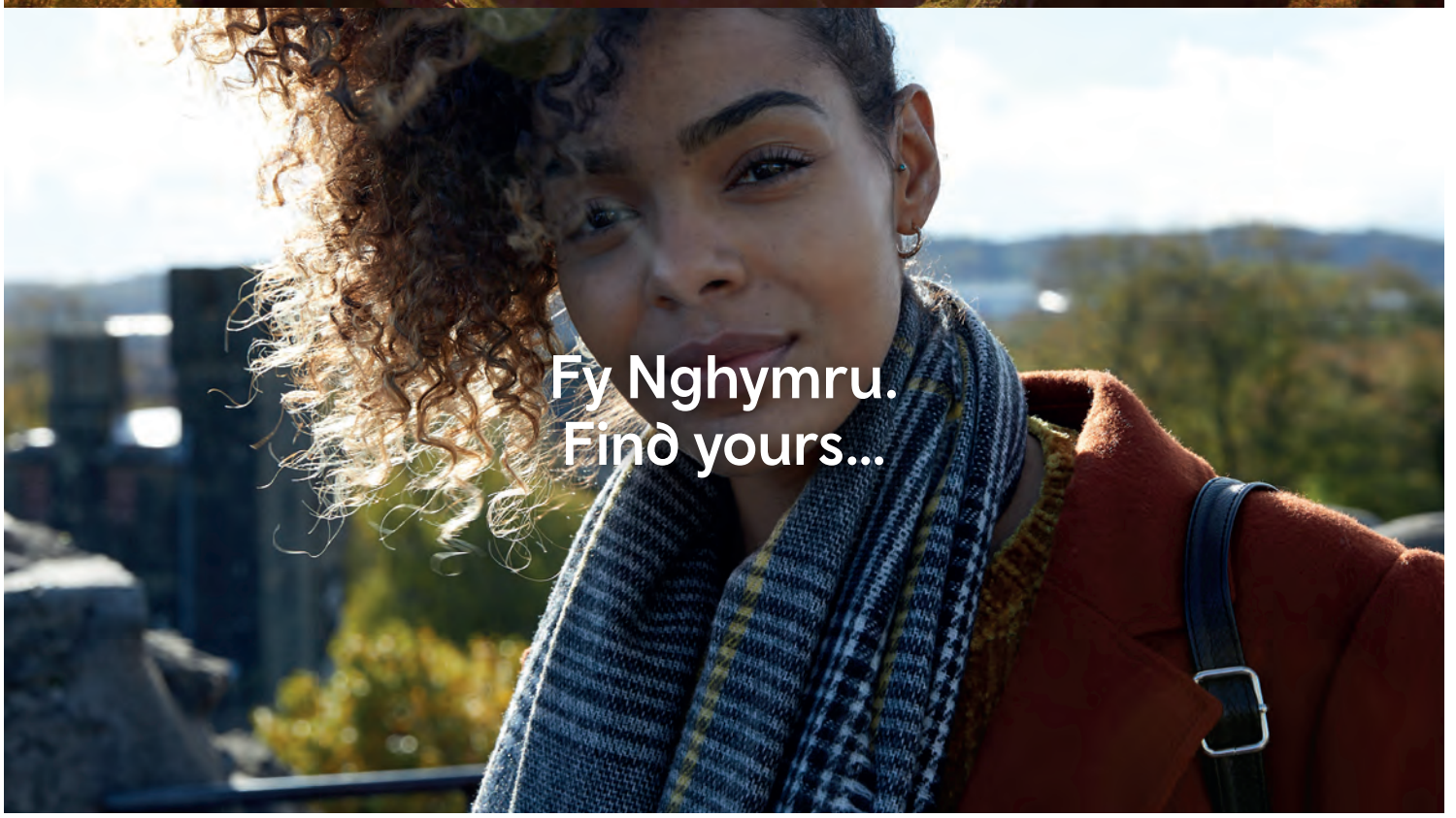

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