Friday January 31st 2020

Professional Development Seminar on Wheels (SOW): Explore Tennessee and Alabama’s Music, History, Culture and Beyond! (Prompt departure from Chattanooga Municipal Airport/CHA, Jan. 31st at 10 am.)

Ticketed Event

A 3-day program departing promptly at 10 AM on Friday, January 31st at the Chattanooga Metropolitan Airport and returning to the Marriott Hotel downtown Chattanooga on the evening of Sunday, February 2, 2020.

From whiskey to country western and rock and roll to civil rights history to southern architecture and exploring space we journey through Tennessee and Alabama. Our exciting program takes us from Chattanooga to Nashville to Muscle Shoals, AL and the US Space & Rocket Center located in beautiful Huntsville, AL before returning to Chattanooga.

Our **SOW Sponsors, Tennessee Department of Tourism, the Nashville CVB and the Alabama Department of Tourism** have limited this program to 18 travel planners and U.S. tour operators who are considering/offering USA programs. The program includes 2 hotel nights, site visits, entrance fees, guides and meals are included. **Sign up early to ensure your space!**

**Plan your travel to allow for assembly at the Chattanooga airport at 9:45 am with departure promptly at 10 am, Friday, January 31st.** *(Need hotel Jan/ 30th? Wingate by Wyndham Chattanooga is 3.8 miles from the airport.)*

**Friday, January 31st** Departing from the Chattanooga Metropolitan airport promptly at 10:00 AM we head to Lynchburg, TN for a tour of Jack Daniel Distillery, the oldest registered distillery in the United States. After a very local lunch at Mama Bobos complete with stories of local history, we head to Nashville to check in to our downtown hotels located two blocks from the Honky Tonk Highway (aka Broadway!) where live music is played nonstop from 10am to 3am daily. Afternoon brief history tour of Music Row and a specially arranged visit to historic RCA Studio B. Once the recording home of popular music titans such as Elvis Presley, Chet Atkins, Eddy Arnold, and the Everly Brothers, Historic RCA Studio B is a must-see with a very special surprise planned for our group. Dinner at Nashville’s most famous barbecue, Martin’s BBQ Joint. Tonight’s special treat is an experience the Grand Ole Opry at the Historic Ryman Auditorium, the Mother Church of Country Music. Among the Opry’s current members are Dierks Bentley, Charlie Daniels, Vince Gill, Loretta Lynn, Martina McBride, Brad Paisley, Carrie Underwood, and Keith Urban. You never know who you will see at Nashville’s most famous attraction! After the show, return to hotel or explore the Honky Tonk highway on your own.

**Saturday, February 1st** Following breakfast at the hotel, we are off to an early start with a visit to the Country Music Hall of Fame for a custom program. Next a visit to the Public Library’s Civil Rights Room for reflective discussion with curatorial team followed by lunch at the historic Woolworth building. Here more than 50 years ago, a group of Nashville college students, including Senator John Lewis, joined forces with local preachers to create a nonviolent army that went to war with the segregated South including sitting at lunch counters. Before departing Nashville a stop at the spectacular new Tennessee State Museum for
educational discussion in the Civil War and the Civil Rights galleries plus the traveling exhibition on Southern
cuisine. Onward to Sweet Home Alabama to visit one remarkable destination, the Hit Recording Capital of the
World, Muscle Shoals, which produced music defined by the Muscle Shoals Sound – a blending of blues,
gospel and soul with rock and country. The Rolling Stones’ “Brown Sugar” and “I’ll Take You There” by the
Staple Sisters were all recorded in the Muscle Shoals Sound Studio. Countless other mega stars such as Paul
Simon, Bob Dylan, Rod Stewart and Bob Seger have recorded there as well. Our custom visit will include an
informal dinner and behind the scenes discussion with a guided tour at this most famous Muscle Shoals
recording studio. Overnight at the Marriott Shoals Hotel & Spa, Florence, AL.

Sunday, February 2nd  Following breakfast more specialized visits in Muscle Shoals including nearby Helen
Keller House and the historical town of Tuscumbia before heading out to Huntsville, AL and a tour of the
beautiful Twickenham Historic District with a stop at the Weeden House Museum for a tea and lunch. Then
onto Rocket City USA, home of Space Camp and where America’s space program is on exhibit. The city is
known as the “Rocket City” because here rockets were developed to put men on the moon. Just this past
August, NASA announced the lunar lander will be developed that will bring astronauts back to the moon in
2024. Head to the U.S. Space & Rocket Center®, a Smithsonian Affiliate and the Official Visitor Center for
NASA, which is home to Space Camp, Advanced Space Academy, Aviation Challenge Camp, Cyber Camp and
special camps for Adults and multi-generation families as well. Engage in a specially arranged mini-space
camp experience and tour before heading on to Chattanooga. Arrival is open but estimated to be around 8
pm. Join the Sunday evening Super Bowl party in progress at the Marriott Hotel downtown Chattanooga.

(**itinerary subject to change; space is limited)
Sunday February 2nd 2020

Professional Development Learning Lab I - The Tennessee Aquarium: Take a deeper dive on your next experience
1:00pm - 4:00pm  **All Attendees - Pre-registration Required**  
*Offsite - Tennessee Aquarium*

**Ticketed Event**

**The Tennessee Aquarium: Take a Deeper Dive On Your Next Experience.**

An action learning experience designed to enhance our ability as travel purveyors to design site visits that bring wonder and curiosity to people of all ages, whether it's in nature or at a museum. Dr. Brooke Gorman, Director of Science Education, will lead an action learning experience at the Tennessee Aquarium, the highest rated aquarium in the country for guest satisfaction and the only one to reveal in such stunning detail the fascinating web of life supported by fresh water. Dedicated to the understanding, conservation, and enjoyment of rivers and their related ecosystems, Aquarium educators are changing the way people engage with this living laboratory to help foster a more curious, observant, thoughtful and analytical approach to nature. Upon departing from the Aquarium the option to extend the learning lab until 5:00 pm and engage in a second action learning experience during a sneak peek at the new Charles H. Coolidge National Medal of Honor Heritage Center, which opens on February 20th. As an engaging bricks and mortar storyteller, this museum uses innovative technologies to combine the sights and sounds of the Medal of Honor narratives with a vibrancy and immediacy of real-life stories to demonstrate extraordinary heroics under the most difficult circumstances - Patriotism, Citizenship, Courage, Integrity, Sacrifice and Commitment. Learn how you can help build a foundation that could ultimately help travelers to make informed decisions, take personal responsibility, and be part of a global citizenry that cares for the world in which we live.

Monday February 3rd 2020

Professional Development Field Seminars: (Choice of 2)
8:00am - 12:00pm  **All Attendees - Pre-registration Required**  
*Off Site*

**Ticketed Event**

**Learning Lab II - The Civil War: From battles to reunion, "reconciliation," and national memory**

**The Civil War: From Battles to Reunion, “Reconciliation,” and National Memory**

President Abraham Lincoln believed taking Chattanooga, the “Gateway to the Deep South,” was as important as taking the capitol of the Confederacy. For us, Chattanooga provides the perfect place to examine the history of the war that transformed our nation. In this Learning Lab, historian Jim Ogden will guide us through the story of the Battle of Chickamauga at the Chickamauga and Chattanooga National Military Park. After a guided tour of the Chickamauga Battlefield Visitor Center with a powerful film and Civil War timeline time is spent on the battlefield in the shadow of Lookout Mountain. We’ll learn about the history leading up to the September 1863 battle and how (and why) that battle, as part of the first National Military Park, has been and is remembered as one of the most extensively commemorated events in our nation’s history today.

Explore in-depth a part of the war that pitted brother against brother and the tiny town with the potential to cripple the Confederacy. We conclude at the Kentucky Monument erected by the Bluegrass State to commemorate both its Confederate and Union soldiers followed by a refreshment stop and facilitated discussion...
Learning Lab III - Farm to Table: Southern traditions renewed, not lost

Ticketed Event

**Farm to Table: Southern traditions renewed, not lost**

Chattanooga has become a restaurant town burgeoning with wonderful culinary options. New bakeries, coffee roasters, and eateries bring the traditions of southern food to life with an emphasis on a longstanding history of community gardens, family dining, and fresh, locally-sourced ingredients. Explore the complex traditions and histories of iconic southern food with two of Chattanooga’s most exciting chefs and a resident cheesemaker. Learn how they bring tradition alive by focusing on procuring food through partnerships with organic and community farms. Each one specializes in milk, beef, or pork production and raising obtuse herbs or fresh produce to deliver great southern cuisine all with an expression of the local “terroir.”

Chef Kenny Burnap from Kennys’, one of a new generation of breakfast and lunch spots, in collaboration with Padgett Arnold, co-owner of Sequatchie Cove Creamery will pair the famous southern biscuit with a Sequatchie Cove Creamery cheese to kick off the morning culinary experiences. Then onward to the Feed Company featuring tavern to fine dining options where Chef Charlie Loomis is joined with a grower at one of the area's most diverse organic farms, Crabtree Community Farm. Sharing personal stories and tools of their trade - fresh forage, a dash of artistry, a good bit of culinary and science skills, and the Tennessee mountain air and sunlight - these interactive discussions dive deep into how history, tradition, and inspiration make their way from farm to table into every dish. You'll walk away with a rich understanding of the origins of southern cuisine, flavor and the Tennessee culture and how to authentically incorporate in any destination farm to table experiences into your travel programs. And perhaps, some uniquely Chattanoogan recipes to take back to your own kitchen.

Intensives: Workshop I & II:

1:00pm - 3:00pm   **All Attendees - Pre-registration Required**

Two hour mini-professional development modules with take-homes and actionable skills - presented by BOLD Talk speakers, industry leaders or curriculum coaches. Intensives 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 and all colleagues with pre-booked tickets have entered the room and are seated.

Workshop II - Action Learning: Curating travel experiences

Ticketed Event

**Action Learning - Curating Travel Experiences**

How do we discover and open travelers to the emerging landscape of educational travel? Increasingly our clients, affinity groups and educational travelers are seeking “curated travel experiences’ that offer opportunities for transformational learning and the emergence of life enhancing insights. What does it take for travel experiences to become meaningful and inspirational? This Intensive focuses on a profound shift that is underway in tour design and tour management in the field. Bringing the best of what we know about educational travel for lifelong learning, this Action Learning Intensive imparts techniques and tips to formulate the deep dive open ended questions for group and individual reflection. Likely to rattle some of our collective assumptions this workshop draws on the real world experience of everyone in the room to generate wicked questions that confound simple answers or easy quick fix solutions. What does it take to design sustainable and mutually satisfying lifelong learning experience in destinations and communities? How do we link traveler concerns about global inequities and social injustices to the ways in which we think about, plan and promote meaningful travel and destination encounters? As such the how, why, what and when of curating action learning travel experiences will fall neatly into place. The ETC Learning Labs each year put into action these concepts.
Tuesday February 4th 2020

Intensives: Workshop III & IV
9:45am - 11:45am  All Attendees - Pre-registration Required

Two hour mini-professional development modules with take-homes and actionable skills - presented by BOLD Talk speakers, industry leaders or curriculum coaches. Intensives 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 and all colleagues with pre-booked tickets have entered the room and are seated.

Workshop IV: Understanding and Becoming a Storyteller: The mask and the game

Understanding and Becoming a Storyteller: The Mask and the Game We all hear about the importance and effectiveness of storytelling in business and creating connections. But, what does good storytelling sound like? Máirtín de Cógáin, two-time All Ireland Champion Storyteller will not only show you but teach you. He will use urban legends to demonstrate and explain two main ideas of the Storyteller: The Mask and The Game, which are crucial elements to anyone telling stories at any level. He will also impart how to make a story your own and discuss important nuances in storytelling such as presentation and cadence of speech. You’ll be sure to be telling your own stories that you have experienced by the end of the session and to your clients for a long time to come.

Workshop Leader(s)
Máirtín de Cógáin - Storyteller, Tourism Ireland

Wednesday February 5th 2020

Professional Development DOS Field Seminar: Learning Lab IV
12:15pm - 3:00pm  Destination, Operator, Supplier (DOS) Only

Move off-site for cultural immersion & community interaction - designed to illustrate first hand action learning through educational travel with facilitated time for reflection & engagement. If you wish to have lunch served to you please be sure to sign up today for the Deli Lunch on the registration form and take your lunch ticket with you to the Learning Lab. Naked Foods will be catering lunch for all with lunch tickets serving locally-sourced, hormone-free meats without using gluten in any of their cuisine.

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

Innovation at the Local Level: Creating exceptional destination experiences through Public/Private Partnerships
Leaders from across America have visited this city to learn about the “Chattanooga Way”, an inclusive, facilitated process that includes many stakeholders. Within this highly interactive learning lab, you’ll hear about community visioning efforts and the leadership that has helped to turn this city into “one of the 20 coolest towns in the US”. Local stakeholders will share how vibrant, and culturally respected spaces reinforce tourism. You’ll gain insight into how authentic and unique downtown experiences were developed to appeal to local residents and visitors alike. Find inspiration, hear about current challenges and learn how you might similarly partner to create a destination with strong appeal to the educational travel market.

Chattanooga is riding the crest of international acclaim from a three-decades resurgence, including $1 billion dollars of private investment since 2014 and a $120 million riverfront development initiative in the 2000’s. During this lab you’ll hear from several stakeholders including leaders of two private, non-profit groups that have been at the heart of the city’s renaissance - River City Company and the Chattanooga Design Studio. Eric Myers, Executive Director of the Chattanooga Design Studio, is a highly-respected architect and urban designer who has worked for the past 30 years to ensure quality at all levels of design, planning and construction. Kim White, the CEO of River City company, will share how public private partnerships have leveraged economic impact, and how the community’s economic, social and cultural growth has advanced as a result.

Thursday February 6th 2020

Closing BOLD Talk

8:45am - 9:45am  All Attendees

MH Plaza Ballroom A,B,C