

# Teaching Through Tourism

## FALL SYMPOSIUM

November 8-11, 2021 New Orleans, Louisiana

### Day 1: Monday, November 8, 2021 (all times listed in Central Time US & Canada)

12:00 - 7:00 PM **Reception Desk Open Lobby Overlook Gallery**

12:30 - 1:30 PM **Gather and Gab - Grab & Go Lunches Arcadia Ballroom C**  
Time to network with colleagues before the Symposium begins!  
Pick up lunches in Arcadia Ballroom C. **Tickets required.**

1:30 - 3:00 PM **WWII Museum Special Experiences Meet in Hotel Lobby Beyond the Vault** - Presentation of rarely seen museum artifacts open to Symposium delegates via private showing.  
**Final Mission: USS Tang Submarine** - An interactive experience places visitors aboard the most successful submarine in WWII.

Symposium  
Badge Sponsor:



Meet Lisa Clapp, Assistant Director of Travel Sales, The National WWII Museum, in the Hotel Lobby at 1:15 pm sharp to walk over to the Museum Galleries. **Tickets required.** The WWII Museum has provided complimentary admission daily 9 am - 5 pm for all Symposium attendees. Show your Symposium badge and wear your Higgins Hotel wristband to enjoy the fabulous WWII Complex at no charge!

3:30 - 4:45 PM **Affinity Roundtables: Topic Discussions**

Topics	Speakers	Location
<b>Mixing It Up on Marketing: Inspiring and Engaging New Travelers</b> Marketing to different audiences? Need to inspire and then also get travel customers to act? Today's marketing models offer a variety of tools and techniques to target activities and achieve desired results. With a solid foundation based on research, this instructional discussion will provide key steps and strategies to increase travel engagement.	Facilitator: Carole Summers Morris, President, Meritage Consulting  Topic Expert: Lauren Cleland, Director of Data Intelligence and Digital Marketing, Visit Savannah	Arcadia Ballroom A&B
<b>What Operators Need From DMOs for Valued Experiences</b> What do educational travel groups want and need from destinations? How can destinations deliver educational experiences and cultural heritage itineraries that tour operators will buy? The discussion kicks off directly from experts sharing insights on the steps, strategies and services necessary to attract current and future educational travel groups.	Facilitator: Cheryl Hargrove, President, Hargrove International  Topic Leaders: Janet Moore, Owner, Distant Horizons; Sarah Robinson, Business Development Manager, Tourism Winnipeg	Chartwell/American Red Cross

5:00 - 6:00 pm

**Affinity Roundtables: Topic Discussions**

<i>Topics</i>	<i>Speakers</i>	<i>Location</i>
<p><b>DEI 101: Expanding Diversity and Equity in Affinity Travel</b> 🗨️</p> <p>The last 18 months have shaken many of the narratives in the world of educational travel providing us an opportunity to evaluate much of what we do. One of those areas is that of Diversity, Equity and Inclusion often referred to as DEI. Join us in this session as we look at our industry through a DEI lens. There are so many ways in which we can create travel programs that support DEI initiatives. From marketing to programming content, to the traveler experience, our goal is to take a fresh look at the different components of our educational travel programs. We will focus on practical tools and best practices to ensure that we develop, build and inspire travel programs that include and respect all individuals. Questions, concerns and group share focus on case studies/best practices and challenging hurdles to overcome. This is a precursor discussion to the DEI session on Cultural Appreciation vs. Appropriation featured on Tuesday.</p>	<p>Facilitator: Bridget St. Clair, Executive Manager, Princeton Journeys</p> <p>Topic Expert: Nekasha Pratt, Owner, The Bright Advisory Group</p> <p>Topic Contributor: Janet Moore, Owner, Distant Horizons</p>	<p>Arcadia Ballroom A&amp;B</p>
<p><b>Cultural Heritage Tourism 2.0: New Research and Updated Market Profiles</b> 🎧</p> <p>How has COVID-19 changed cultural heritage traveler motivations, interests, and needs? What do cultural heritage travelers desire in tours? What activities are valued? This session will ponder these questions and provide additional insights into who the 21st century cultural heritage traveler is via new research studies conducted in 2021.</p>	<p>Facilitator: Cheryl Hargrove, President, Hargrove International, Inc.</p> <p>Topic Expert: Berkeley Young, President, Young Strategies</p>	<p>Chartwell/American Red Cross</p>

7:00 - 9:00 PM

**New Orleans Dine Around** (no host)

New Orleans and Company has provided a list of restaurants offering special discounts for Symposium delegates! This is an officially scheduled community event allowing for great dining and networking, so private invitational dinners are precluded. When checking in at the Symposium registration desk, stop at the adjacent Dine Around table to get details on your restaurant.

## Day 2: Tuesday, November 9, 2021

7:15 - 8:30 AM

### **ETC Planner Breakfast Roundtable Patriots Circle** (adjacent to Provisions Market)

Opportunity for ETC travel planners to discuss topics of pressing priority. At 7:15 am **ETC travel planners use your WWII sponsored breakfast voucher** to grab a gourmet breakfast treat and coffee from Provisions Market in the Higgins Hotel and join the facilitated collegial conversation in the adjacent private Patriots' Circle room.

8:45 - 9:00 AM

### **Official Welcome Opening Arcadia Ballroom A&B**

*Co-Hosts: Mara DelliPriscoli, Founder, ETC and Cheryl Hargrove, President, Hargrove International*

Don't be late for this lively kickoff of the Fall Symposium!

9:00 - 10:00 AM

### **Opening Focus Session From Curious to Courageous: Stepping into Contemporary Challenges and Expectations in Inclusive, Authentic Cultural Heritage Tourism Arcadia Ballroom A&B**

*Thought Leader: Dr. Tonya Matthews, CEO, Int'l African American Museum*  
*Facilitator: Robert Fure, Director, Office of Lifelong Learning, Washington & Lee University*

Cultural and heritage-based tourism and travel are under increasing pressure to be “authentic” and to “tell the full story.” As institutions and communities rally to this challenge, they grapple with how to create space for once-private conversations in complex public spaces. As the chief executive officer of the International African American Museum being built at the site of one of the nations' most prolific slave ports, Dr. Tonya Matthews is in the midst of embracing the opportunity of these very challenges. In this candid conversation, Matthews will explore clarifying definitions of courage and the implications for standard industry mantras of “life-long learning” and “transformative experiences” - and how we must train ourselves as facilitators in this braver new world.



10:00 - 10:30 AM

### **Morning New Orleans Cafe & Beignets Experience Arcadia Ballroom A&B**

Enjoy New Orleans traditional refreshments and tableside service! A stretch and convenience break follows.

*Menu: French Market Beignet, Powdered Sugar, Caramel, Chocolate Sauce; Pecan Pralines; Freshly Brewed Chicory Coffee and Hot Tea Selection*



<i>Topics</i>	<i>Speakers</i>	<i>Location</i>
<p><b>Risk, Risk, Risk: Shifting Legal Issues</b> </p> <p>What can alumni and affinity associations as well as tour operators do to protect themselves against the ever-changing onslaught of new rules, regulations, governmental orders and governmental “advice” concerning travel? Questions continue from travelers, planners and operators - it seems with increasing frequency - concerning a multitude of evolving issues arising from COVID and the best approaches to mitigating risk. A cadre of travel attorneys are on site to explore the uncertainty of many topics, including issues arising in contracts between organizations and participants, such as the use and contents of a release and of a supplemental COVID release. Designed as a facilitated discussion, there will be a hard-hitting practical focus on hot legal issues including existing and upcoming risks. Talk through the specific challenges we face as we try to navigate travel in this unprecedented time. This will be a dialogue at the top of the minds for planners and operators and should not be missed - so bring your issues to the table. Given the importance of these issues, topic experts will also be available for extended Q&amp;A following this first hour discussion.</p>	<p>Facilitator: Kevin Conley, Senior Director for Alumni and Parent Travel, University of Virginia</p> <p>Topic Experts: Jeffrey Ment, Travel Attorney, The Ment Group; Rodney Gould, Travel Attorney, Smith Duggan Buell &amp; Rufo; Catherine Hansen-Stamp, Travel Attorney</p>	<p>Arcadia Ballroom A&amp;B</p>
<p><b>Sharing Difficult History with Visitors: Case Studies</b> </p> <p>Fact-based history is critical to the integrity of tour content. This session will focus on specific case studies demonstrating how to share difficult history from different perspectives and how to respectively present balanced viewpoints and relevant engagement.</p>	<p>Facilitator: Nedra Deadwyler, Civil Bikes</p> <p>Topic Experts: Devin Heath, Executive Director, Visit Natchez; Cory Cart, Chief Client Officer, Bandwagon</p>	<p>Chartwell/ American Red Cross</p>

Topics	Speakers	Location
<p><b>DEI: Cultural Appropriation Vs. Appreciation</b> </p> <p>What is the difference between Cultural Appropriation and Cultural Appreciation? What does it look like in our work? When you appreciate another culture you seek to understand and learn about that culture in an effort to broaden your perspective and connect with others cross-culturally. Cultural appropriation is simply taking or adopting one aspect of a culture that is not your own and using it for your own personal interest. Simply, one requires permission (i.e. cultural exchange) and the other is without. This is a complex subject that doesn't always have a clear answer. Learn to recognize when experiences are falling into one category or another as well as identify the questions and what to look for in advance. This is a hands-on follow up session to the DEI roundtable featured on Monday. This program is presented by the volunteer DEI workgroup initiative.</p>	<p>Facilitator: Janet Moore, Owner, Distant Horizons                      Topic Experts: Nekasha Pratt, Owner, The Bright Advisory Group; Dr. Tonya Matthews, Chief Executive Officer, International African American Museum (IAAM)</p>	<p>Arcadia Ballroom A&amp;B</p>
<p><b>Down to Details Legalese: Q&amp;A with Legal Experts</b> </p> <p>Extended time for Q&amp;A with Risky Business topic experts. We know you have lots of questions about travel in a post-COVID world! So here is your chance for extended time to get specific on the "what ifs" and "how to" questions answered on all things related to travel and risk now.</p>	<p>Facilitator: Andrew Lockwood, President, Pacific Islands Institute</p> <p>Topic Experts:                      Jeffrey Ment, Travel Attorney, The Ment Group;                      Rodney Gould, Travel Attorney, Smith Duggan Buell &amp; Rufo                      Catherine Hansen-Stamp, Travel Attorney</p>	<p>Chartwell/ American Red Cross</p>

**Gather and Gab - Grab & Go Lunches Arcadia Ballroom C**

Take advantage of time to chat with colleagues as well as featured speakers of the day. Pick up lunches in Arcadia Ballroom C and dine anywhere from Ballroom C to Arcadia Terrace. **Tickets Required.**

1:45 - 3:00 PM

### Midday Focus: Trends in Transformational Learning Through Travel Arcadia Ballroom A&B

*Facilitator: Roxanne Shiels, Director of Alumni Strategy, Penn State University  
Topic Leaders: Carylann Assante, CEO, SYTA; Brian Jewell, Vice President & Executive Editor, The Group Travel Leader Inc.; Adam Karlin, Author, Lonely Planet; and Alea Cot, Assistant Provost for International Education, University of New Orleans.*

Demographics of the U.S. population are changing at large and in education. How will traveler demographics change in the not-too-distant future? Who is being born now that will be in our pool of travelers 18 years from now (study abroad), 30 years from now (affinity groups), 40-60 years from now (alumni)? How do we plan for that? Who will lead these trips that represent these demographic changes? How do we prepare for our next generation of travel planners? College interns who work in alumni travel offices or other travel supplier settings? Intentional outreach to diverse individuals (race, gender, culture, etc.) to plan programming that will attract new markets and expand diversity in our traveler base? This will be a thoughtful discussion around these issues as there are no instant answers. Topical experts in the fields of study, student, affinity and lifelong learning travel will share insights around these issues tracking trends and data to craft a path forward.

3:00 - 3:15 PM

### Refreshment Break Arcadia Terrace

Enjoy a convenience and refreshment break, courtesy of our sponsor!



3:15 - 4:15 PM

### Deep Dive Topics (2)

Topic	Speakers	Location
<b>How to Really Move to Digital Marketing</b>  From your website to social media, digital marketing expands your reach and connectivity with current and potential travel customers. Learn from a successful practitioner on how to go digital and enhance your online marketing for impact.	Facilitator: Carole Morris, President, Meritage Consulting  Topic Expert: Lauren Cleland, Director of Digital Marketing, Visit Savannah	Arcadia Ballroom A&B

<p><b>Sharing Difficult History with Visitors: Facilitated Discussion</b> 🎧</p> <p>This facilitated discussion continues the morning session's focus on how to share difficult history from different perspectives to respectively present balanced viewpoints and relevant engagement.</p>	<p>Facilitator: Nedra Deadwyler, Civil Bikes</p> <p>Topic Experts: Devin Heath, Executive Director, Visit Natchez; Cory Cart, Chief Client Officer, Bandwagon</p>	<p>Chartwell/American Red Cross</p>
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4:30 - 5:30 PM

**Afternoon Focus: History, Heritage, and Hope for the Future**

**Arcadia Ballroom A&B** 📄

Thought Leader: Dr. Brent D. Glass, Director Emeritus, Smithsonian's National Museum of American History

Facilitator: Lisa Clapp, Asst Director of Travel Sales, The National WWII Museum

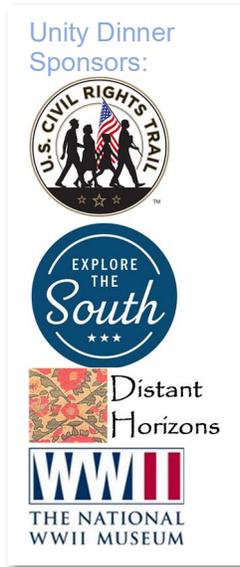
With the Symposium setting a bold agenda to pivot educational travel positively in the face of challenging times, Dr. Glass imparts a thought-provoking and inspirational commentary on history and its inherent complexity using lifelong learning, travel and tours to interpret and place history in context on a local, national and global scale. He demonstrates how the design and delivery of educational and experiential travel programs can effectively influence the furtherment of inquiry and facilitation through conversations on tours from many diverse and cultural perspectives. With the example of the National History Academy, Glass will encourage us to look at history without abandoning critical thinking or underestimating the travelers' ability to comprehend complex topics. Lifelong learning tours can challenge the traveler to be more thoughtful in embracing history's lessons and relevance for today and visioning for tomorrow.

6:00 - 7:00 PM

**Beyond All Boundaries Meet in Lobby to proceed to WWII Solomon Victory theatre**

Private screening for Symposium attendees to the exclusive 4D cinematic film narrated by Tom Hanks. Don't miss this powerful and inspirational experience! *Meet in the lobby at 6:00 PM sharp.*

7:00 -9:30 PM



### Unity Dinner BBs Stage Door Canteen WWII Museum

Get ready for great fun tonight at the WWII Museum. Surrounded by a backdrop of Hollywood glamour and style, with entertainment by the 1940's songs performed by the lovely Victory Belles, you will be transported to another era. During World War II, Stage Door Canteens hosted a steady stream of GIs headed off to war, offering a welcome opportunity to forget their anxieties, with music, fellowship and a little American spirit. The National WWII Museum honors this memorable war-time tradition in their very own BB's Stage Door Canteen. A cash bar is also available. **Dinner and Drink Tickets Required.**

*Menu: Caesar Salad, Crisp Romaine, Shaved Parmesan, Garlic & Herb Croutons; Rolls and Butter; Bourbon-Pecan Chicken; Pasta Jambalaya, Free Range Chicken, Andouille, Fire Roasted Vegetables, Tomato Cream; Potatoes Au Gratin; Roasted Seasonal Vegetable; Bananas Foster Bread Pudding, Rum Caramel Sauce; Iced Tea*

## Day 3: Wednesday, November 10, 2021

7:30 - 8:30 AM



### Regional Breakfast Tastes of Colombia Arcadia Ballroom A&B

Be on time to get your gift bag of specialty Colombian Coffee! Enjoy a special treat this morning - a colorful traditional breakfast served with Colombian coffee kicked off by a brief storytelling stroll through six regions of Colombia with the remainder of time free for networking with colleagues and enjoying a great meal.

*Menu: Sliced Fruits; Guava and Cheese Pastries; Tamales Tolimenses; Sweet Plantain and Tostones; Colombian Cheese Arepas with Salsa and Queso Fresco; Huevos Pericos; Yucca Potato Hash; Freshly Brewed Colombian Coffee, Decaffeinated Coffee and Hot Tea selection*

8:30 - 9:45 AM

### Morning Focus: The Importance of Story and Context to Lifelong Learning Through Travel Arcadia Ballroom A&B

Thought Leader: Joe Lambert, Founder, Story Center

Facilitator: Janet Ferguson, Independent Scholar and Consultant

Storytelling is the oldest learning model. We all share stories to clarify, to expand, to provoke, to heal. The art of storytelling, like many of our innate skills in culture, has been lost a little in modern life. We consume stories, but authoring them, especially ones that capture deep insight and transformation, seems out of our reach. StoryCenter founder Joe Lambert has travelled the globe spreading Story Center's methods of participatory media and story work. He will share lessons about the specific role he believes story-informed engagement with place, and new interactions with culture and community in travel, can leave visitors with a richer sense of their experiences. Touching upon his work with travel study, service abroad travel, cultural heritage and appreciation, and intercultural

education and understanding, Joe will impart insights through “digital stories” in travel, the short media form his organization has pioneered which speak directly to the future of visually capturing one’s travel "experiences."



9:45 - 10:00 AM **Refreshment Break Arcadia Terrace**  
Time for a refreshment, stretch and convenience break courtesy of our sponsor!

10:00 - 11:00 AM **Concurrent Conversations III:**

<i>Topic</i>	<i>Speaker</i>	<i>Location</i>
<p><b>Seismic Shifts: A World in Recovery</b> </p> <p>How are traveler decisions and behavior and expectations changing in response to the global pandemic as related to safety, health, risk and travel? What are the key indicators trending weekly that guide and gauge travel recovery ahead? Where is traveler demand peaking as the landscape is changing under our feet weekly since March 2020. How are the global barriers to tourism and travel and government regulations continuing to impact this new world order and surging demand for travel? What are operators and agents and others doing to help get their businesses back on their feet? How are operators addressing the rising price of travel, uneven staff issues, the uncertainty of supply across the board, service challenges as well as travelers’ expectations due to shortages? How do we re-instill confidence with travelers for leisure travel in light of unfolding unknowns and access to services if and when something goes awry? Amid the chaos, it’s critical to base strategic decisions on consistent, sound, market intelligence. Discussion kicks off with a global assessment and predictions for travel in this new world order - reflection points on where we have been and outlook for Q1 2022 - and the definitive implications for educational tour operators, planners and destinations in a sector primed and positioned to boom!</p>	<p>Facilitator: Mary Ann Hunt, Associate Director, Lifelong Learning, Tufts University</p> <p>Topic Expert: Dan Richards, CEO, Global Rescue, &amp; World Tourism &amp; Travel Council/WTTC Global Member</p>	<p>Arcadia Ballroom A&amp;B</p>

<p><b>Creative Interpretation Strategies for Destinations, Museums and Attractions</b> 🎧</p> <p>Learn how to engage audiences and share stories through different interpretative themes, tools and techniques. A variety of examples will help set the stage on how to transform learning experiences.</p>	<p>Facilitator: Kim Campbell, World War II Homefront Museum</p> <p>Topic Expert: Patrick Gallagher, President and Founder, Gallagher Design</p>	<p>Chartwell/ American Red Cross</p>
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11:15 AM - 12:15 PM **Concurrent Conversations IV:**

<i>Topic</i>	<i>Speaker</i>	<i>Location</i>
<p><b>Insurance &amp; Safety: How to Best Prepare</b> 🗨️</p> <p>With concerted focus on rapidly evolving new safety and health protocols, and insurance policies keeping pace with shifting coverages, industry colleagues share specific strategies being deployed now in the field on tour or in the works as specific to the educational travel market. This is a timely opportunity to share best practices and issues in this ever-evolving climate. Discussion kicks off with specific concerns received in advance of the Symposium and expands into a deep dive into best practices going forward.</p>	<p>Facilitator: Karen Kuttner-Dimitry, VP of Affinity and Charter Sales, Lindblad Expeditions.</p> <p>Topic Leader: Greg Fraher, Vice President, Sales and Marketing, Arrangements Abroad</p>	<p>Arcadia Ballroom A&amp;B</p>
<p><b>Getting Ready for the Revolution: America 250</b> 🎧</p> <p>Learn how destinations and museums are preparing for 2026 with inclusive themes, diverse interpretation, relevant tours, collaborative partnerships, and marketing.</p>	<p>Facilitator: Janice Selinger, Executive Director, Crossroads of the American Revolution National Heritage Area</p> <p>Topic Expert: Terry Brown, Director of Federal Partnerships, America 250</p>	<p>Chartwell/ American Red Cross</p>

12:15 - 1:15 PM **Gather and Gab - Grab & Go Lunches Arcadia Ballroom C**  
 Take advantage of time to chat with colleagues as well as featured speakers of the day. Pick up lunches in Arcadia Ballroom C and dine anywhere from Ballroom C to Arcadia Terrace. **Tickets Required.**

1:15 - 2:15 PM **Mid-Day Focus: Trends, Challenges and Opportunities for 21<sup>st</sup> Century Cultural Heritage Tourism Arcadia Ballroom A&B** 🗨️  
*Facilitator: Cheryl Hargrove, President, Hargrove International, Inc.*  
*Topic Experts: Sherry L. Rupert - CEO, AIANTA (American Indian Alaska Native Travel Assn); Olga Ramudo - CEO, Express Travel, & Member of National Travel & Tourism Advisory Board; Kristin Kitchen - Founder & CEO, Sojourn Heritage*

*Accommodations, & Member, National Blacks in Travel and Tourism Collaborative*

This discussion with national experts and industry leaders will explore issues impacting the growth and sustainability of cultural heritage tourism in the next decade.

2:15 - 2:45 PM

**Afternoon “Irish Tea” Experience Arcadia Ballroom A&B** 

Enjoy tableside service and an experiential shift into the art and tradition of Irish teatime.



*Menu: Selection of Finger Sandwiches: Ham Tomato, Egg Mayo, Smoked Salmon; Irish Cheddar Ballymaloe; Cucumber Crème Fraiche; Freshly Baked Irish Scones, Irish Butter and Whipped Butter, Irish Preserves; Selection of Assorted Sweet Petits Fours; Irish Tea Selection - Barry’s Tea Gold Blend, Breakfast Decaf, Irish Breakfast Black Tea; Selection of Irish Cheese, Soda Bread and Crackers, Dubliner Aged Cheddar with Irish Whiskey Cashel Blue*

2:45 - 4:00 PM

**Deep Dive Topics (2)**

Topic	Speaker	Location
<p><b>iPhones, Androids and GoPros: How to create stories in motion on tour</b> </p> <p>This hands-on intensive will emphasize how photography can inform transformational storytelling as part of the travel experience for your travelers. StoryCenter facilitators lead you through a process of creating a short “picture” story using apps on your mobile devices. In this hands-on lab, you will be provided an overview to the digital story form, be presented with two creative prompts, sent on a short photo safari, and shown an easy-to-use editing process for creating a “digital postcard” story.</p> <p>For those planning to take a Learning Lab on Thursday this workshop will prepare you for firsthand digital storytelling in the field.</p>	<p>Workshop Facilitators: Joe Lambert, Founder, Story Center; Janet Ferguson, Independent Scholar and Consultant</p>	<p>Chartwell/American Red Cross</p>
<p><b>Messaging on Sustainable Tourism: What can destinations, operators and planners say to travelers</b> </p> <p>How are planners, operators and DMOs preparing in advance and putting protocols in their 2023</p>	<p>Facilitator: Beth Ray-Schroeder, Director, Duke Travels</p> <p>Topic Leaders: Robert Bingle, Director of Sales, Thomas P. Gohagan &amp; Company;</p>	<p>Arcadia Ballroom A&amp;B</p>

materials about what they do for communities and economies when sustainability will be front and center again?	Margaret Devlin, Managing Director, Thalassa Journeys; Carylann Assante, CEO, SYTA; Melanie Swenarchuk, Senior Business Development Manager, Travel Manitoba	
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4:15 - 5:30 PM

**Afternoon Focus and Closing: Consumer Trends Impacting Travel Arcadia Ballroom A&B** 

Thought Leader: Danny Guerrero, VP, North America Strategy & GM, MMGY Global

Facilitator: Sharon Calcote, Director of Louisiana Byways Program, Louisiana Office of Tourism

Comments: ETC Advisory Council & Cultural Heritage Tourism Expert Post COVID, traveler sentiment and motivations have changed. Learn what travelers want and what experiences are most desired by the different generations of travelers including Millennials, Gen X, Boomers and Gen Z.

5:45 - 6:45 PM

**Travel Planner Farewell Cocktails**

A private invitation from the WWII Museum to ETC travel planners for cocktails on Rosie's on the Roof at the Higgins Hotel. Great moment and spot overlooking the city to gather and network with planner only colleagues before heading off into New Orleans for a last night dinner!

7:00 PM

**End of Teaching Through Tourism Fall Symposium**

Please bring your Symposium evaluation to the registration desk before you depart. Thank you for your feedback and participation!



ETC members with an online learning pass can access synchronous (live streamed ) or asynchronous sessions (recorded ). Sessions available to online learning pass holders are marked above. Live streamed sessions will also be recorded.



## Day 4: Thursday, November 11, 2021 (Post-Symposium Events)

### All Day



### Learning Labs

Moving outside the hotel's four walls, Learning Lab programs incorporate diverse experiences, interpretation models, new learning methods, and a reflection segment to provide a new lens on experiential learning through travel. Learning labs are a passkey into local culture, neighborhoods and personal narratives that bring you inside the destination to discover new and surprising connections through experiential learning. Redefining travel experiences, Learning Labs walk you through every stage of the design and delivery process of experiential learning to orchestrate immersive, local, interactive and compelling travel experiences for your travelers, wherever the destination. Each Learning Lab delivers carefully crafted hands-on activities that create interaction and make learning active and memorable.

*For ALL Learning Labs, please bring along the Louisiana Civil Rights Trail Journal that you received in your Symposium Welcome Bag, a pen, your phone or camera and comfortable walking shoes! All **buses load 15 minutes prior** to on time departures.*

### 8:00 - 3:00 PM

#### Great River Road Plantations: New Perspectives

Louisiana's Great River Road is well known for its sugar plantations. Stretching approximately 70 miles on each side of the river between Baton Rouge and New Orleans, this learning lab shows the evolution of agriculture, architecture, and commerce. At the peak of sugar cane production, approximately 350 estates - from modest to majestic - dotted both sides of the river. To better understand the history of the land and its people, plantations are redefining their interpretation to be more inclusive and more instructive focusing on the slave owner and the enslaved. Today, you'll see a collection of opulent mansion houses and farms, fields of sugar cane, and petroleum refineries along this nationally-designated All American Road. During this learning lab, you'll tour sites along the Great River Road presenting their history through new lenses and perspectives - and meet the interpretive specialists charting a new course for more diverse educational experiences at these sites. Concluding the program, Janet Ferguson, Independent Scholar and Consultant, facilitates a group discussion on multi experiences and transformational moments in this Learning Lab.

### 8:30 - 3:00 PM

#### New Orleans Neighborhoods: Multicultural, multi-racial, & multi-ethnic

New Orleans is a multicultural, multi-racial, multi-ethnic gumbo. This lively mix of cultures combined with a tumultuous history has given the city its special character. One of the best ways of getting under the skin of this unique city is through an exploration of its

individual neighborhoods. New Orleanians are passionate about the neighborhoods they live in; to an extent that may seem a little extreme to visitors. For natives of the city, one's neighborhood is an important part of one's personal sense of identification, and neighborhoods are often reflected in the names of social and benevolent societies, Mardi Gras organizations, sports teams—it's not unusual to find the neighborhood of residence mentioned in an individual's obituary!

Today, journey with Dana Criswell, New Orleans Tour Guide and Bywater Resident, to sites in specific neighborhoods that embody the rich history and culture of New Orleans, focusing primarily on the Tremé and Bywater neighborhoods. Both are neighborhoods with a long history and a strong sense of identity, and both are currently struggling somewhat unhappily with the transformations brought about by gentrification and urban renewal projects. Long-time marcher in St. Anne's, Visual Artist and Storyteller, Marie Lovejoy, will lead a walk through the Faubourg Marigny to the river. Participants should bring a small object that holds meaning (anything that can be worn or held in a pocket). Through a series of photo and writing prompts, culminating in a story circle at program's end, Marie asks participants to consider what they carry with them and to share their multi experiences and transformational moments in this Learning Lab.

3:15 - 4:15 PM

**Framing the Questions: Learning Lab Observations & Recommendations Patriots' Circle** (adjacent to Provisions Market)

*Facilitator: Janet Ferguson, Independent Scholar & Consultant*

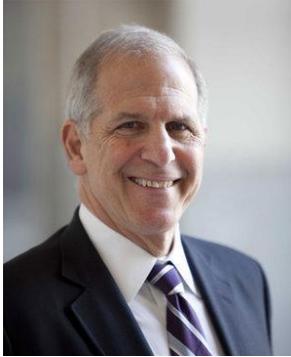
All Learning Lab participants reconvene at the Higgins Hotel for facilitated discussion exploring moments of insight & learning from the experiences of the day and their direct application to transformational learning through travel program designs.

*Thank you to all Symposium Sponsors!*



## Teaching Through Tourism Fall Symposium

### Thought Leaders



#### **Brent D. Glass**

Director Emeritus

Smithsonian's National Museum of American History

Washington, DC

Brent D. Glass is Director Emeritus of the Smithsonian's National Museum of American History, the world's largest museum devoted to telling the story of America. A national leader in the preservation, interpretation, and promotion of history, Glass is a public historian who pioneered influential oral history and material culture studies, an author, and an international speaker on cultural

diplomacy and museum management.

As director of the National Museum of American History since 2002, Glass led a two-year, \$120 million renovation and development of 20 new exhibitions for the 2008 reopening, including the major exhibitions on The Star-Spangled Banner; Abraham Lincoln: An Extraordinary Life and On the Water: Stories from Maritime America, and 80 public programs and 2,500 theater performances. Since 2008, more than 13 million people have visited, a 50% increase over previous years and the Museum's website has an additional 8 million visitors.

Glass is an active member of and consultant to the diplomatic, cultural, and academic communities. He is a member of the Flight 93 Memorial Advisory Commission and of the State Department's U.S.-Russia Bilateral Commission Working Group on Education and Culture. He travels frequently as a featured speaker or participant in U.S. State Department public and cultural diplomacy programs and serves as a consultant and advisor to several cultural organizations including The Presidio in San Francisco Presidio and the DeVos Institute at The Kennedy Center in Washington. He is a trustee of Lafayette College in Easton, Pennsylvania, and a Senior Scholar at the Woodrow Wilson Center for International Studies in Washington, D.C.

Before joining the Smithsonian, Glass served from 1987-2002 as executive director of the Pennsylvania Historical and Museum Commission, managing the largest and most comprehensive state history program in the country, with 25 historical sites and museums, State Archives, State Museum, the State Historic Preservation Office, public history programs and historical publications.

Glass earned his doctorate in history from the University of North Carolina-Chapel Hill, a master's degree in American Studies from New York University, and a bachelor's degree from Lafayette College. He also completed the program for government executives at the Kennedy School of Government at Harvard University. He writes extensively on topics ranging from state-of-the-museum blogs to public memory, historic preservation, and industrial history.

## Teaching Through Tourism Fall Symposium



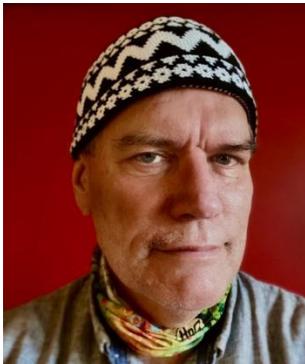
### **Danny Guerrero**

VP North America Strategy  
MMGY Global  
Los Angeles, California

Danny Guerrero brings 20 years of dedication to integrated marketing and communications in travel, tourism, and hospitality to MMGY Global. He is a passionate, and committed leader having led teams for three different MMGY Global agency brands from his post in Los Angeles where he serves as General Manager.

An ardent supporter of diversity in travel, Danny leads the development of industry-leading research programs, thought leadership platforms, and integrated marketing programs at MMGY Global to advocate for better representation of travelers of color, different perspectives and abilities in the industry. He also serves as Co-Chair of the agency's DEI Council and is a member of Destinations International's Equity, Diversity and Inclusion Committee, as well as CalTravel's DEI Task Force.

Danny is a proud first-generation Mexican-American (Chicano) and is a native of San Diego, California where he began his career as an intern for the San Diego Tourism Authority at 18 years of age through INROADS, an organization that places talented underserved youth in business and industry and prepares them for corporate and community leadership.



### **Joe Lambert**

Chief Listener and Convener  
StoryCenter  
Berkeley, California

Joe Lambert founded the Center for Digital Storytelling (now StoryCenter) in 1994. He and his colleagues developed a computer training and arts program known as The Digital Storytelling Workshop. Joe's and his staff have traveled the world to spread the practice of digital storytelling, to all 50 US States and some 79 countries. Lambert is author of Digital Storytelling: Capturing Lives, Creating Community (6th Edition, Digital Diner Press) and his more recent Seven Stages: Story and the Human Experience(Digital Diner Press).

In 2021, Lambert celebrates his 38th year as a non-profit Executive Director, having evolved his work from his the 1980s and early 1990s in the performing arts.

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### **Tonya M. Matthews, Ph.D.**

CEO

International African American Museum  
Charleston, South Carolina

Dr. Tonya M. Matthews is a thought-leader in institutionalized equity and inclusion frameworks, social entrepreneurship, and the intersectionality of formal and informal education. Her background as both poet and engineer has made her a highly sought-after visioning partner on boards and community building projects, as well as a frequent public speaker and presenter for communities across all ages and venues.

A non-profit executive leadership veteran, Dr. Matthews is currently Chief Executive Officer of the International African American Museum (IAAM) located in Charleston, SC at the historically sacred site of Gadsden's Wharf. IAAM is a champion of authentic, empathetic storytelling of American history and thus, one of the nation's newest platforms for the disruption of institutionalized racism as America continues the walk toward "a more perfect union."

Dr. Matthews has a storied career in leadership. Most recently, she served as Associate Provost for Inclusive Workforce Development & Director of the STEM Innovation Learning Center for Wayne State University and, prior to that, as the President & CEO of the Michigan Science Center – flexing her science and tech educational equity chops in both roles. Dr. Matthews credits her time at Wayne State University for a deeper understanding of the intersectionality of education, career, community agency, and self-efficacy which she refers to as the "pre-K through Gray" pipeline. While at the Michigan Science Center, she founded *The STEMinista Project*, a movement to engage girls in their future with STEM careers and tools. She continues this work today through *STEMinista Rising*, supporting professional women in STEM – and the colleagues who champion them – with an inclusive emphasis on women of color.

Dr. Matthews' dedication to the community and her accomplishments is widely recognized. She was noted as one of the Most Influential Women in Michigan (Crain's Business, 2016) and honored as *Trailblazer* by Career Mastered Magazine (2017). She is a member of the National Academy of Sciences Board on Science Education and was appointed by both Democratic and Republican administrations to the National Assessment Governing Board. Dr. Matthews is a published poet, included in *100 Best African-American Poems (2010)* edited by Nikki Giovanni, and has written several articles and book chapters on inclusive governance, non-profit management, and fundraising.

Dr. Matthews received her Ph.D. in biomedical engineering from Johns Hopkins University and her B.S.E. in biomedical and electrical engineering from Duke University, alongside a certificate in African/African-American Studies. She is a member of Delta Sigma Sorority, Inc. and The Links, Inc. Dr. Matthews a native of Washington, D.C. and, in each community she has settled, is known for planting roots on the side of town best for keeping an eye on progress.

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## Topic Experts



### **Carylann Assante, CAE**

Chief Executive Officer  
Student & Youth Travel Association  
Arlington, Virginia

A seasoned tourism and association executive with more than 30 years of experience in the industry, Carylann Assante, CAE serves as the Executive Director of the Student & Youth Travel Association, the international association that promotes student and youth travel worldwide. Carylann is also the Executive Director of the SYTA Youth Foundation, the philanthropic arm that provides scholarships and educational experiences for students and youth who are unable to travel due to financial and personal hardship.

Prior to joining SYTA, Carylann served as the Vice President of Member Relations and Partnerships at ASAE, the American Society of Association Executives. In this role, Carylann was responsible for building relationships with associations and business partners that served the industry. As an experienced association executive, Carylann spoke at conferences, meetings, and industry events on all aspects of association management.

Since joining SYTA in 2010, Carylann developed and implemented initiatives that contributed to membership, registration, and revenue growth for SYTA and the SYTA Youth Foundation. The SYTA Annual Conference, the premier showcase for Student & Youth Travel experienced record growth with over 1000 attendees participating in business-to-business meetings. The SYTA Youth Foundation doubled its fundraising and the number of kids impacted through travel.

Prior to returning to Washington DC, Carylann served as Director of Conferences and Events at both Virginia Tech and the University of Virginia. Carylann Assante, CAE is an Associate Board of the U.S. Travel Association.



### **Terry E. Brown**

Director of Federal Partnerships  
America 250  
Washington, DC

Terry E. Brown is on special assignment to the U.S. Semiquincentennial Commission serving as the Director of Federal Partnerships. He is the former Superintendent of Fort Monroe National Monument and a long-time veteran of the National Park Service (NPS), with more than 30 years in federal service. Under his leadership at Ft. Monroe, innovation flourished across all programs areas including science, interpretation, natural resources, law enforcement, cultural resources, and administration. Terry helped organize and lead the commemoration of the 400th Anniversary of the

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arrival of the first enslaved Africans in English North America, which culminated with the joint ribbon-cutting on a Fort Monroe Visitor Center and a Healing Day Ceremony. This was one of the most successful events in the Fort's history.

Terry also played a critical role in helping to stand up the Academies of Hampton School Initiative, which was working to transform the traditional high school experience into an innovative model that prepared all students for career opportunities, linking academic courses to college majors and career sectors. Subsequently, he was awarded the 2017 Council Spotlight Award from the City of Hampton, in appreciation of service to the community. He served as a liaison to the Fort Monroe Authority Board of Trustees, and in 2018 he was selected by the Secretary of Interior to serve as a member of the Federal 400 Years of African American History Commission.

Terry's NPS career began at Upper Delaware Scenic & Recreational River. He went on to serve as an Interpretive Park Ranger at Independence National Historic Site, a Supervisory Park Ranger at National Mall & Memorial Parks, and Site Manager of Boston African American National Historic Park. Additionally, he detailed as Site Manager at Old Post Office Tower, Chief of Interpretation and Education at Delaware Water Gap National Recreation Area, Superintendent of Springfield Armory National Historic Site, and Chief of Interpretation and Education at Boston National Historical Park.

He is the recipient of several NPS awards and honors, including the Outstanding Service Award for 2004 Federal Executive Board of Excellence in Government with the category of Improved Federal Image. In 2019, he received from the City of Hampton another Council Spotlight Award in appreciation of his work in the community. Most recently he received the prestigious 2019 Appleman-Judd-Lewis award for his leadership in the commemoration of 400 years of African American history that ultimately led to racial unity and healing at the park.

Raised in a military family, Terry graduated from AFCENT Brunssum International High School in the Netherlands and returned to the U.S. to earn his Bachelor's degree in Criminal Justice at Grambling State University. Throughout his career, he has been guided by one important question: "At the end of the day, are we inspiring others to be good stewards of these resources?"



**Cory Cart, APR**  
Chief Client Officer  
Bandwagon  
New Orleans, Louisiana

Cory Cart, APR, has destination and hospitality marketing experience that includes Visit Oxford, MS; Gallup, NM; New Mexico Tourism Department; Ruth's Chris Steak House; Google Cultural Institute; Clearwater, FL; Aiken, SC; Sunland Park, NM; Destination Bryan, TX; and many more. A

nationally accredited PR practitioner, Cory's clients have been featured by Wall Street Journal, NBC's Today, New York Times, Travel+Leisure, National Geographic, and hundreds of other media outlets. As the chief client officer at Bandwagon, Cory guides clients through integrated destination marketing campaigns built around strong brand differentiators. He also leads the firm's crisis communication and planning team. Cory was honored by the Southern Public Relations Federation as a Sr. PR Practitioner

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and was selected as the 2016 Public Relations Practitioner of the Year by the Public Relations Association of Louisiana.



### **Lauren Cleland**

Director of Data Intelligence and Digital Marketing  
Visit Savannah  
Savannah, Georgia

Previously named one of the Top Women in Travel by WITTI and one of Destination International's 30 Under 30, Lauren Cleland has been a proud member of the tourism marketing world since 2012. After starting her career with the Georgia Tourism Division, Lauren has spent the past 6 years helping to build, refine and innovate Visit Savannah's content marketing and digital media strategies. After growing and leading Visit Savannah and Visit Tybee's robust content strategy and team for 4+ years, Lauren succeeded Zeek Coleman in the role of Director of Data Intelligence & Digital Marketing where she currently oversees the DMO's use of data as a marketing and media planning tool as well as all paid digital media campaign creation and subsequent analysis. She's a proud Girl Mama plus a huge fan of all things Dolly Parton and Walt Disney World.



### **Alea M. Cot**

Assistant Provost for International Education  
University of New Orleans  
New Orleans, Louisiana

As Assistant Provost for International Education at the University of New Orleans (UNO), Alea Cot brings over 30 years of administrative practice in study abroad and exchange, international student services, and language study. Her extensive experience in international program design, fiscal and human resource management, as well as 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. Since 1973, over 13,000 students have participated in UNO's study abroad programs.

Ms. Cot co-chaired a capital campaign to support the founding of the new International Center on the UNO campus. Opened in 2015, the Center houses the majority of UNO's international programs and services. It is a hub for international outreach and academic programming, a learning and socializing space for UNO students, faculty, and staff, and a resource for the New Orleans community.

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. Since then, she has assumed numerous leadership roles in professional associations that serve international education and has presented papers and presided over workshops, presentations and conferences in the

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United States, Mexico, and Europe. She also currently serves as President of the governing board at Benjamin Franklin High School in New Orleans.



### **Dana Criswell**

Tour Guide  
New Orleans

Dana Criswell is retired from the University of New Orleans, where she worked for more than 25 years. She began her career as an adjunct instructor in the English Department, but after several years moved into administration and served as Assistant Director of the Office of International Students and Scholars. In her last years at the university, she was Program Director for the Intensive English Language Program. Her studies in graduate school focused on African Literature and she spent one exciting semester at the University of Ibadan in Nigeria. Her love of history and New Orleans culture led her to become a licensed tour guide after retirement. She specializes in tours of the French Quarter, downriver neighborhoods, and various New Orleans cemeteries.



### **Janet Ferguson**

Independent Scholar and Consultant  
Bermuda

Janet's time as the Executive Director of the Lifelong Learning Centre (LLC) at Bermuda College led to her current volunteering and working partnerships with the National Museum of Bermuda (NMB) Educational Travel Consortium (ETC), Grow Society, NY, and the Bermuda Environmental Sustainability Taskforce (BEST). Janet is also a visiting adjunct professor at the Teacher's College, Columbia University AEGIS doctoral program where she uses Boal's theatre of the oppressed "image theatre" to explore models and theories of racial identity. She continues to teach, undertake research, write, and co-supervise graduate students across multiple disciplines. Janet holds post-graduate qualifications in Commonwealth Area Studies, Marketing, Teaching & Course Design in Higher Education as well as a doctoral degree in Continuing Education, from Warwick University.



### **Patrick Gallagher**

President & Founder  
Gallagher & Associates  
Baltimore, Maryland

Over the past 30 years, Patrick has built a strong reputation globally as a leader in the field of Museum Planning and Design. He has worked with every kind of collection from microscopic stardust, to hundreds of vintage

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military tanks and aircraft, in institutions ranging from cultural history and natural science to sports, music, and the arts. A graduate of Northern Illinois University, Patrick is a past president of the SEGDA and has served on the board of numerous professional design organizations.



### **Rodney E. Gould**

Travel Attorney  
Smith Dugan Buell & Rufo  
Boston, Massachusetts

A litigator with over 40 years of experience, Rod has conducted litigations in federal and state courts throughout the country. He concentrates in travel and tour operator law, recreation law, commercial litigation, securities, and antitrust law, employer/employee relations including EEOC and state administrative issues, intellectual property, and general corporate counseling. As a nationally recognized expert in transportation and travel law, he routinely counsels travel-related entities throughout the country, and has served as an expert witness in numerous cases.

He co-authored a major text titled *Litigating International Torts in U.S. Courts*, (West 2017, 6<sup>th</sup> Edition). Prior to joining Smith Duggan, Rod was a partner at Rubin Hay and Gould P.C. Previously, he was an associate at Covington & Burling, Washington DC, and later at Rosenman Colin Freund Lewis & Cohen in New York City. He also served as Vice President and General Counsel at International Weekends Charter Vacations, as Group Counsel at Digital Equipment Corp, and as Assistant Regional Director, Boston Regional Office of the Federal Trade Commission.

Rod is also the author of many articles and regularly gives speeches to travel associations, other trade groups and bar associations. He has taught various courses at several New England law schools and was selected as a Massachusetts Super Lawyer in *Boston Magazine*.



### **Devin Heath**

Executive Director  
Visit Natchez  
Natchez, Mississippi

Devin Heath serves as Executive Director of Visit Natchez, the official destination marketing organization of Natchez, Mississippi. After graduating from Loyola University in Maryland, Heath has served in various capacities within tourism and hospitality organizations over a 28-year career spanning over 9 states and the District of Columbia. Heath has worked with diverse communities, developing programs to attract and sustain new groups of visitation. Richmond-Virginia, Atlanta-Georgia, and now Natchez-Mississippi are some of the destinations where he and his community developed programs to address the difficult histories of their past. Currently, Heath and his team are partnering with the National Park Service, the Historic Natchez Foundation, and the community to address telling

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the full story of the foundations of their community through the modern era. With a goal of bridging the gap between unconsciousness and understanding, Heath recognizes the role tourism can have in providing avenues for experiential learning.



### **Catherine Hansen-Stamp**

Lawyer  
Golden, Colorado

Catherine Hansen-Stamp is an attorney in private practice in Golden, Colorado. She advises travel, recreation, adventure, sport, and/or experiential program providers and related organizations on law, liability and risk management issues. She speaks and writes frequently on these issues, both regionally and nationally. She has presented at the Annual Wilderness Risk Managers' 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 adventure travel and tripping programs, camps, schools, outfitters and guides, dude ranches, corporate team builders, ropes and challenge course builders and facilitators, resort owners, science and environmental programs, competitive event sponsors and others. Cathy 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.



### **Brian Jewell**

Executive Editor  
The Group Travel Leader, Inc.  
Louisville, Kentucky

Brian Jewell is executive editor of The Group Travel Leader, Inc., a niche publishing company serving the group tourism markets. In this capacity, he oversees the company's print and online products, including flagship magazine The Group Travel Leader, which reaches 15,000 tour operators, travel agents, group leaders, and other travel industry readers, He also oversees Going On Faith, the national magazine for church groups with an audience of 6,500 church travel planners, and Select Traveler, which reaches 4,100 bank club travel directors, university alumni travel directors and chamber of commerce travel planners. Brian has been with the company since 2004, previously serving as associate editor, project manager, and staff writer. His work with the company has taken him to 48 U.S. states and more than 25 foreign countries He resides in Lexington, Kentucky, with his wife Laura and children Daisy and Liam.

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**Adam Karlin**  
**Travel Writer/Journalist**  
New Orleans, Louisiana

Adam Karlin is a travel writer and journalist based out of New Orleans. He is a regular author for Lonely Planet and has contributed to over 100 guidebooks for that company, covering destinations in Asia, Africa, and North America. His traditional journalism has been published by the BBC, NPR, The Christian Science Monitor, and Huck, among other publications, while his creative nonfiction has appeared in Catapult, The Bitter Southerner, and been listed in Best American Travel Writing. He lives in New Orleans with his wife, daughter, and son.



**Kristin Kitchen**  
**Founder & CEO**  
Sojourn Heritage Accommodations  
Miami, Florida

Kristin Kitchen, Founder, and CEO of Sojourn Heritage Accommodations, is a historian, successful businesswoman, and member of the National Blacks in Travel and Tourism Collaborative.

With a background in real-estate development, having owned and managed over 20 residential and commercial properties, Kristin has taken that knowledge along with her passion for entrepreneurship to the next level. By integrating a model that not only transforms blighted or underutilized historic structures in urban communities into viable hotel lodging spaces but in doing so, helps to restore the community by creating or enhancing existing businesses from within the community to operate as vendors for the hotel. “We create jobs and entrepreneurs within each community because our mission is to make our communities better and to empower the people that live there.”

For the last 15 years, Kristin has been the owner and operator of the Six Acres Bed & Breakfast in Cincinnati, Ohio. Restoring this historic 6000-sq. ft. home that was once part of the Underground Railroad and turning it into a successful business led to a partnership with Cincinnati public schools to provide field trips to the historic inn and teach children about the Underground Railroad. This project also inspired Kristin to launch a new brand of boutique hotels in 2014. The Sojourn Heritage Hotel Brand focuses on African American History and Culture in urban areas, to share local history while uplifting the community.

Kristin holds a Bachelor’s Degree in Business Administration and a Masters in African American Studies. Kristin lives in Miami, Florida with her adorable, 8-year-old daughter Zahri Jean.

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**Marie Lovejoy**  
**Media Specialist/Facilitator Trainer**  
**StoryCenter**

Marie is a visual artist, theatre artist, audio producer and storyteller. She produces the Antenna::Signals podcast, a narrative storytelling series exploring issues within her New Orleans community through a creative sonic landscape. Since 2010, Marie has served as a Media Specialist and Facilitator Trainer with StoryCenter, where she teaches digital storytelling and podcasting. In 2021, she served as a panelist in Media Arts for the National Endowment for the Arts. Marie is a member of Alternate Roots, a social justice organization supporting Southern artists. In 2018 she collaborated on New Noise Theatre Company's devised theatre piece, *Jubilee*, a synthesis of performance and facilitation considering issues of family and race. BA, Theater, Florida State University; Certificate in Audio Documentary Studies, Duke University Center for Documentary Studies.



**Jeffrey Ment**  
**Managing Partner**  
**Ment Law Group**  
**Hartford, Connecticut**

Jeffrey Ment provides legal counsel to travel companies around the world. He has been in the travel industry for more than thirty-five years. Prior to law school, he gained valuable experience while working as a travel agent, tour guide, and sales manager for two airlines.

Mr. Ment graduated from the University of Connecticut (1989) and the University of Miami School of Law (1992). He is admitted in New York, Connecticut, the United States District Courts of New York (SDNY and EDNY) and Connecticut as well as the United States Circuit Court of Appeals, Second Circuit. Mr. Ment has years of experience mediating cases and was selected as a mediator for Litigation Alternatives, Inc. located in West Hartford, CT.

Mr. Ment offers a unique ability to represent the many facets of the travel and tourism industry: travel agents, OTA's, tour operators, hospitality groups, cruise lines, motorcoach tours, and insurers. He handles the defense of personal injury actions, international and national compliance laws, seller of travel law compliance, general representation for travel companies, resolution of IATA/ARC issues, contract drafting, and risk avoidance management services. His cases come from around the globe, including Africa, South America, Europe, and the Caribbean. He is trusted by travel agents, host agencies, technology companies, tour operators, and insurance companies to handle matters across the country and around the world, particularly in claims arising from accidents or incidents. He regularly represents clients in liability litigation arising from these accidents.

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Mr. Ment is a sought-after speaker at industry events. He regularly addresses members of the National Tour Association, United States Tour Operators Association, American Society of Travel Advisors, Family Travel Association, Adventure Travel Trade Association, Wellness Tourism Association, Student & Youth Travel Association, and the International Tour Management Institute. He is a member of The International Forum of Travel and Tourism Attorneys and the Academy of Hospitality Industry Attorneys.

Mr. Ment writes the legal column for Travel Age West and is frequently quoted in the media on articles on travel. The Ment Law Group has offices in Hartford and Westport, Connecticut, and New York City.



### **Janet Moore**

Owner/Founder  
Distant Horizons  
Long Beach, California

Janet Moore founded Distant Horizons in 1985 to combine her passion for travel with her love of learning. Since its first program for the Denver Art Museum in 1986 to China, Distant Horizons has operated hundreds of customized programs for institutions including Harvard University, Johns Hopkins and the Nature Conservancy. Many of Distant Horizons' programs are aimed at donor groups providing a high level of access and curated experiences. Prior to starting Distant Horizons, Janet obtained a Master's in Public Policy at the University of Michigan. During her undergraduate and graduate studies, she worked as a tour manager for the American Council for International Studies, organizing High School programs for students and teachers in Europe. In 1983 she moved to Los Angeles to open their California office. For the last several years she has been voted as part of the "A-LIST Travel Operators" by *Travel and Leisure* Magazine. She has contributed to NPR's "The World" and is frequently interviewed by prominent national newspapers on travel issues. Janet lives by the ocean in Long Beach, CA and is married to physician David Larson and has four children. Janet has held numerous board positions including the Downtown Long Beach Alliance and the Intellectual Virtues Academy.



### **Nekasha Pratt**

Founder  
Bright Advisory Group  
Nashville, Tennessee

Nekasha (pronounced "Ne-kee-sha") Pratt is an award-winning marketer and strategist, founder of consulting firm Bright Advisory Group, and a publishing VP of marketing. Previously the marketing director for Tennessee Tourism for 3.5 years, she also served as the state's delegate and review committee member for the US Civil Rights Trail. Prior to that position, Nekasha was the marketing director for the National Museum of African American Music. Throughout her career, she has held leadership positions at global organizations, worked with Fortune 500 companies, and helped lead campaigns that have won 25+ awards, including ESTO Mercury and international Cannes Lions awards.

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As a sought-after speaker and thought-leader, Nekasha has consulted and/or provided talks regarding diversity, equity, inclusion, and representation for organizations and events such as Willis Towers Watson, Government Social Media Conference, Big Brothers Big Sisters, The Marketing Store, International Black Film Festival, among others. She has been featured on podcasts as well as interviewed for publications such as Thrive Global, Bizwomen Business Journal, CrowdRiff, and Platform Magazine. Nekasha holds a bachelor's degree in Management/Marketing and is a globally certified Project Management Professional (PMP).



### **Olga M. Ramudo**

President & CEO  
Express Travel  
Miami, Florida

Olga Ramudo is President & CEO of Express Travel which has grown from what began as a startup business in 1989 that was started with her sister and a best friend, to today being one of the leading travel management companies in the United States. Its great reputation and long-term client retention are Express Travel's greatest source of accomplishment. The commitment made to the Hispanic luxury market, corporate travel, as well as community involvement, has earned Express Travel numerous awards and recognitions throughout the years, including national travel agency of the year from ASTA, top ten women-led business, and fastest-growing company in the State of Florida.

Olga Ramudo has conspicuously pioneered and led the charge to not only advocate on behalf of the tourism industry but has also provided an outstanding public role model as a successful woman-owned business who has always found the time to serve her community and her industry through leadership appointments on numerous local, state, national and international organizations. The South Florida Business Journal has recognized Olga as one of their Ultimate CEOs as well as one of the top influential business leaders in South Florida. Miami Today has also recognized her with the "Best of Miami" designation. WITII (Women in Travel and Tourism) honored Olga with its Lifetime Achievement Award.

The U.S. Secretary of Commerce has appointed Olga to a third term on the U.S. Travel and Tourism Advisory Board. She also sits on the national board of ASTA (American Society of Travel Advisors), the World Trade Center Miami, the Greater Miami Chamber of Commerce, and the Executive Board of the Beacon Council where she also serves as Treasurer of the organization. The Miami Dade County Board of County Commissioners has appointed Olga to serve on their Tourism Development Council Board and Miami's Mayor appointed her as her representative to the International Trade Consortium (ITC). Express Travel is composed of corporate, leisure, groups and meetings, cruise, and study abroad departments. Olga studied in Puerto Rico and has two sons and two granddaughters.

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### **Dan Richards**

CEO  
Global Rescue  
Lebanon, NH

Mr. Richards has served as the Chief Executive Officer of Global Rescue since he founded the company in 2004. He also serves as the President of Crisis Services Company, a Vermont-based captive insurance company. Mr. Richards has been a featured speaker on CNN, Fox News, NPR, and other major media outlets regarding crisis response, mitigation, and travel risk management topics. He currently serves on the U.S. Travel and Tourism Advisory Board at the U.S. Department of Commerce, is the Chairman of the Board of Global Wildlife Conservation, a science-based environmental conservation organization, is an Ambassador for the U.S. Ski and Snowboard Team, and a Global Member of the World Travel and Tourism Council. Prior to founding Global Rescue, Mr. Richards spent a decade in the private equity and financial services industries. He previously worked at the \$1.3 billion private equity affiliate of Thomas Weisel Partners and in various positions at Thoma Cressey Equity Partners, Donaldson, Lufkin and Jenrette and Deutsche Banc Alex Brown. Over the last two decades, he has been involved in financings and private equity investments for more than 30 companies. Mr. Richards is a graduate of Middlebury College where he played football, rugby and was a competitive powerlifter. He received his MBA from the Tuck School of Business at Dartmouth College where he has served as an Entrepreneur-in-Residence.



### **Sherry L. Rupert**

CEO  
American Indian Alaska Native Tourism Association (AIANTA)  
Albuquerque, New Mexico

AIANTA CEO Sherry L. Rupert (Paiute/Washoe) has nearly two decades of executive-level experience managing and promoting Native American tourism. Since joining AIANTA as CEO in 2019, she has spearheaded several initiatives, including the organization's groundbreaking new Tribal Agritourism program and overseeing AIANTA's first-ever virtual American Indian Tourism Conference, which drew a record number of registrants in 2020.

As CEO of the only national association dedicated to indigenous tourism, she is the leading voice when it comes to advocating for travel and tourism as a significant economic driver in tribal nations. Among her responsibilities, she curates a robust educational program for tribes and indigenous-owned hospitality enterprises around the country. Prior to assuming the role of CEO, she was President of AIANTA's Board of Directors since 2010. During that time, she was instrumental in working with Congress to pass the Native American Tourism and Improving Visitor Experience (NATIVE) Act.

Rupert was formerly the Executive Director of the State of Nevada Indian Commission, where she reported directly to the Governor of Nevada to serve as a liaison to the state's 27 tribes, bands, and colonies. During her tenure, she developed the Nevada Indian Territory initiative and won awards and

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accolades for her work in preserving the site of the Stewart Indian School as a museum and cultural center.



**Berkeley Young**  
**President**  
**Young Strategies**  
Charlotte, North Carolina

As president of Young Strategies, Inc., Berkeley excels at all types of market research and strategic planning for tourism destinations large and small. With 20+ years of experience, Berkeley has worked with more than 100 destinations in 26 states and is a frequent speaker at national conferences. Young Strategies and HTC Partners recently collaborated on a project for

Natchez, Mississippi with research demonstrating the potential for this historic city to grow its heritage tourism.