

Agenda

- 8:30AM Welcome
- 8:35AM Destination Next – Futures Study
 - Greg Oates, Chief Innovation Officer, NEXTFactor Enterprises
- 9:25AM Mountain Travel Market Update:
 - Ralf Garrison, Researcher, Advisor, Storyteller
- 10:15AM Break
- 10:30AM Destination Marketing
 - Eliza Voss, Director of Marketing
 - Sarah Reynolds Lasser, Director of Sales
 - Maureen Poschman, PROMO Communications
- 11:15AM ALA Members Stay to Approve Budget

