



October 2-4, 2024

La Crescent Event Center, La Crescent, Minnesota

Presenting Sponsors:



Wednesday, October 2, 2024

1:00 PM	Registration Open; Vendor Set-Up Available	La Crescent Event Center, Main Ballroom
1:45 PM	Welcome	Rachel Thompson, Visit Greater St. Cloud; MACVB Board Chair
2:00 PM	Opening Keynote: Aspire to Lead	Jen Medernach, Speaker, Mentor, Coach
2:50 PM	Break	
3:00 PM	DMO Leaders Panel DMO Leaders Break Out: Charley Johnson, Fargo Moorhead CVB, Janelle Jones, Lovin' Lake County; Eric Satre, Destination Woodbury and Bill Von Bank, Experience Rochester	Facilitator: Julie Wearn, Visit Roseville
4:00 PM	Keynote: Don't Keep Score How the Kwik Trip culture creates a great customer experience every time, at every store, with every customer.	Ben Leibl, Public Relations Kwik Trip, Inc.
4:50 PM	Adjourn	
5:30 PM	The Wisconsin Supper Club Experience We'll board a bus and take the short trip to Trempealeau, Wisconsin for a private, not-to-be-missed authentic Wisconsin Supper Club experience.	Sullivan's Supper Club, overlooking the beautiful Mississippi River in the historic town of Trempealeau, WI
8:30 PM	Board bus back to La Crescent	Best Western Plus Hotel

Thanks to our Motor Coach Sponsors:





October 2-4, 2024

La Crescent Event Center, La Crescent, Minnesota

Thursday, October 3, 2024

8:00 AM	Breakfast Available	La Crescent Event Center, Main Ballroom
9:00 AM	Keynote: 12 Laws of Artificial Intelligence	Heather Molina, Madden Media
10:00 AM	Break	
10:20 AM	Session: Putting AI into Action	Heather Molina, Madden Media
11:30 AM	Networking Lunch & Annual Meeting Presentation of Roger Toussaint Award	La Crescent Event Center
1:00 PM	Accessing and Capitalizing on the Motor Coach Market Panelists: Denise Olsen, Enjoy Eagan, Carmen Chavez, Chanhassen Dinner Theaters, Jon Evenson, Lamers Bus	Introduction and facilitated by Wendy Dobrzynski, Circle Wisconsin
2:00 PM	Public Policy, Legislative, Elections Update	Tony Kwilas, MACVB Lobbyist
2:30 PM	Adjourn	
3:00 PM	Explore La Crescent/La Crosse; Bus departs hotel lobby for afternoon and evening activities hosted by Discover La Crosse	Mississippi River Boat Cruise
3:30 PM	Mississippi River Boat Cruise departs shore. Enjoy appetizers and a cash bar while cruising the beautiful Mississippi River	
5:00 PM	Boat returns to shore, board busses back to La Crescent Event Center for Taste of La Crescent Event with food, drink, and music!	La Crescent Event Center
7:00 PM	Adjourn, Evening activities continue on your own.	Best Western Plus Hotel Timeout Tavern

Thanks to our Entertainment Sponsor:





October 2-4, 2024

La Crescent Event Center, La Crescent, Minnesota

Friday, October 4, 2024

8:00 AM	Breakfast Available	La Crescent Event Center
9:00 AM	Keynote: Don Weber shares his powerful, personal story. Entrepreneur, Philanthropist, Marine and Military Supporter	Don Weber, The Weber Group
9:45 AM	Break	
10:00 AM	Small Group Sessions Bring your questions, challenges, and great ideas to the ever-popular facilitated peer exchange.	Facilitated
10:00 AM	Sponsors Only Session MACVB board members invite sponsors to visit with them in their very own session!	Facilitated
10:45 AM	Sense of Place Leading localism and exploring the power of storytelling to make your community a destination for residents and tourists alike	Megan Kellin, Mark Weiler
11:30 AM	Closing Remarks, Adjourn	Beth Fischer, Willmar Lakes Area CVB

Thanks to our Sponsors

Presenting Sponsors:

ORANGE 142™

L A K E
AND COMPANY

Keynote Sponsor:

 MADDEN

Lunch Sponsor

 greenspring
media

Social Sponsor:

 StarTribune

Industry Partner Sponsors:

 MEDIAONE
.digital

 ZARTICO

Conference Sponsors:

Clear Channel Outdoor
Mpls.St. Paul Magazine
NMMA

HaveFunBiking.com
Tempest

Midwest Living
WhiteBox Marketing