



MACVB Education Summit
June 1-2, 2023 | The Lodge on Lake Detroit, Detroit Lakes, MN

June 1, 2023

8:30 AM MACVB Board Meeting

10:00 AM Welcome, Cleone Stewart, Visit Detroit Lakes

10:15 AM Staying the Course
Dick Beardsley, World Class Athlete, Speaker & Author
Dick shares in a personal and poignant way a journey of greatness and the ups and downs faced along the way. A story of hope, courage, and perseverance; you'll be inspired to take the next step when you don't think you can.

11:15 AM Introduction to Google Analytics 4
Kyle Huff, Director of Growth Marketing, Tempest
Google Analytics 4 is here and Universal Analytics (the Google Analytics tool you know and love) is set to retire beginning July 1, 2023. In this session, get a quick download on the key differences between GA4 and UA, plus tips on simple and effective ways to improve your reporting and secure historical data.

12:00 Noon Explore Minnesota Tourism Update
Lauren Bennett McGinty

1:00 PM My Life as a DMO Leader
Bonnie Carlson, President/CEO, Bloomington Convention & Visitors Bureau
With more than 30 years of experience in the tourism industry, Bonnie Carlson has seen it all! Bonnie reflects on her time in the tourism industry, the challenges and changes, and the gift of working in an industry she loves.

2:00 PM WE Fest- 40 Years of Music
Mark Bjerke, General Manager, WE Fest Holdings, LLC
What does it take to be a successful Country Music Festival for more than 40 years? Mark Bjerke, general manager of We Fest shares the secret—from sponsor and guest experience to world-class logistics and infrastructure.

- 3:00 PM** **Break**
- 3:15 PM** **Sponsor Marketplace Highlight Reel**
- 3:30 PM** **2023 Legislative Session Re-Cap**
Todd Hill and Tony Kwilas
Todd and Tony share the wins (and losses) from the 2023 legislative session. Join us for the discussion and a peek behind the political curtain.
- 4:15 PM** **Adjourn**
- 5:30 PM** **Zorbaz – An iconic local restaurant for more than 50 years**
Tate Jansen, Operating Partner, Zorbaz, Detroit Lakez, MN
Tate shares the history and the journey of how Zorbaz continues to be a local institution after more than 50 years in business.
- 6:00 PM** **Bus leaves for Zorbaz**
- 8:00 PM** **Bus Returns – Last bus 9:00 PM**
- 9:00 PM** **After Glow Party, Cash Bar Lola D's at The Lodge on Lake Detroit**

June 2, 2022

- 8:30 AM** **Breakfast Buffet Available**
- 9:00 AM** **Welcome Back, Tim Zunker, Chair**
- 9:00 AM** **Panel Discussion - Trade Shows**
Leisure travelers, Conference/Convention, Sports/Outdoor, SMERF, BIPOC
Which shows to attend, how to set up your booth, and engage show attendees.
- 10:00 AM** **Quick Hit Sessions**
Join in these 20-minute, facilitated quick-hit sessions to gather great information on topics relevant for your organization in a short time. Three groups will rotate through each of the tables and sessions in an hour.
- Quick Hit Session #1 – Effective Boards = Effective Organizations**
Agendas, board composition, roles and responsibilities
- Quick Hit Session #2: Financing Tools, Memberships, TID, Grants**
Beyond the lodging tax. What are other tools available to help finance your mission and the work of your DMO.
- Quick Hit Session #3: AI/Chat Bots**
Are Chat Bots helpful, valuable, or just frustrating for your travelers?

11:00 AM **Diversity, Equity, Inclusion & Belonging for Every Destination**
Whitney Harvey, Sr. Director of Workforce Diversity & Inclusion, Minnesota Chamber Foundation

Wherever you are in your DEI journey as an organization, there is more to learn. Whitney shares easy first steps to begin the journey for your organization and tips for signaling that you are a welcoming and inclusive destination to visitors through your marketing.

11:55 AM **Closing Remarks**

12:00 Noon **Adjourn**