WRAP UP REPORT

> TTIA did a great job w/ #TTIASummit11 Going back to work pumped up!
> **funparents**

Thank you, funparents, for your tweet! We hope everyone felt this way about the 2011 Texas Travel Summit. We were pleased to see so many of our friends in the industry in attendance and participating in this year's Summit events and activities. *(See below for more Tweets & Comments from our attendees.)*

Here are some of the highlights at this year's Summit:

Sunday

- The Opening Night event at the Buckhorn Saloon & Museum showed off the great hospitality from our friends in San Antonio. According to several attendees, "the food at the Buckhorn was AMAZING!"

Monday

- The Austin CVB showed off why Austin is the "Live Music Capital of the World" by bringing in three fantastic musicians for Monday's Awards Luncheon.

> Kicking off lunch with fiddle, expert guitar licks, and Tejano accordion all from Austin! #TTIASummit11
> **etxtraveler**

> With #ttiasummit11 luncheon the music is sublime. John Pointer broke my heart with his guitar.
> **Chicadeisla**

- Google places decals will be made of special NFC sensory material. So cool... Nerding out about this #ttiasummit11
  Beaumartian

- "Break out session topics were very interesting and helpful. I wish I would have been able to attend all 4."

Tuesday

- Adam Sacks made us all feel smarter just by listening to him and provided a "fascinating session on world economics" according to several tweets from the session.

- If you missed the closing night event at SeaWorld, you missed a wonderful meal and one heck of a great Shamu show!

Wednesday

- The Wednesday morning Round Table Breakfast discussions drew quite a crowd and we were pleased by the participation. We are planning to bring this back next year!

- And folks who left early missed one of the best sessions of the entire conference – the *Motivating, Mentoring, & Maintaining the Next Leaders* session on Wednesday morning with Drew Holmgreen, Melissa White and Steve Dewire. Here are some of the Tweets sent during that session:

> Confrontation doesn't have to be negative, says Steve Dewire. You are helping someone finish strong. #TTIASummit11
> **etxtraveler**

> Teach young leaders to take responsibility, own their mistakes, and help them see the opportunities in them. #TTIASummit11
> **etxtraveler**

> (tourism and hospitality) aren't spectator sports. We don't want bench warmers- Melissa White. #ttiasummit11
> **Chaybee**

> Mentoring session-fav of conference. Great panelists, valuable advice! Shout out to @dpoteete, MY mentor at @SanAntonioCVBPR! #TTIASummit11
> **evaaiva**

"The mentoring panel was one of the most amazing sessions I've ever attended. All the speakers were spot on, so thoughtful--just pitch perfect."

TTIA added several new innovations to Summit this year and continued a few of the new innovations from last year that were well received, including:

- TTIA Summit Mobile Site – provided the schedule, plus other information about the conference, in your hand
- Day Rate – allowed more attendees who may not have been able to attend for the full conference; and allowed college students to attend for the primary educational day
- QR Scavenger Hunt – allowed us to provide a fun, interactive activity with great prizes
- Let's Summit Up Reception with the State Agency Reps – allowed for a relaxed opportunity to mix & mingle with the Executive Directors of the state agencies as well as the international rep firms for Texas Tourism
- Name Badge Recycling - Thank you to everyone who recycled their name badges – 54 badges were dropped into the recycling boxes (We plan to make the recycling effort even bigger next year!)

TTIA's membership elected a new Board of Directors and Officers. Here they are:

Officers of the Board of Directors:

- Chair: Terri Adams, Chief Operating Officer, Schlitterbahn Waterparks
- Chair-Elect: Steve Atkins, President, The Atkins Group
- Treasurer: Frank Morogiello, Vice President Global Sales, American Airlines
- Secretary: Kim Phillips, Executive Director, Denton Convention & Visitors Bureau
- Immediate Past Chair: Paul Schultz, Vice President of Hospitality, Landry's Hotel Division
- President: David Teel, President and CEO, Texas Travel Industry Association

Executive Committee (Premier members):

- Susan Skaggs, Civic Affairs Director, Dallas Cowboys Football Club
- John Hudak, Publisher & Editor-in-Chief, Madden Media
- Allan Hughes, General Manger, Traders Village – Grand Prairie
- Davis Phillips, General Manager, Phillips Entertainment, Inc.

Executive Committee (At-Large members):

- Steve Dewire, General Manager, Hyatt Regency Lost Pines Resort
- Jim Brothers, Director of Marketing, Six Flags Over Texas
- Rebecca Ramirez, Executive Director, San Marcos Convention & Visitors Bureau
- Bob Lander, President and CEO, Austin Convention & Visitors Bureau

Chair Elect Appointment to the Executive Committee:

- Keith Arnold, CEO, Corpus Christi Convention & Visitors Bureau

Of Counsel Members to the Executive Committee:

- Nanci Liles, Executive Director, Abilene Convention & Visitors Bureau
- Scott McGehee, President, Texas Approach

At-Large Board of Directors (Returning Members - Three Year Term):

- Davis Phillips, President and CEO, Phillips Entertainment, Inc.
- Christine Szalay, Director of Marketing, NorthPark Center Management Company
- Mary Jane Nalley, Owner, Gristmill River Restaurant and Bar

At-Large Board of Directors (New Members - Three Year Term):

- Mike Coston, President, Kilgore Chamber of Commerce and Visitor Bureau
- John Osborne, CEO, Visit Lubbock
- Blasita Lopez, Director, Laredo Convention and Visitors Bureau
- John Zendt, President and CEO, Moody Gardens
- Bob Phillips, President and CEO, Texas Country Reporter
- Richard Allen, President and CEO, Space Center Houston
- Joe Trevino, South Texas District Sales Manager, Certified Folder Display

One Year Appointments to At Large Board:

- Judy Young, Director, Greater New Braunfels Chamber of Commerce
- Casandra Matej, Executive Director, San Antonio Convention & Visitors Bureau

HERE'S WHAT SOME ATTENDEES HAD TO SAY ABOUT THE 2011 TEXAS TRAVEL SUMMIT

Thanks all for a great event in San Antonio #ttiasummit11
ryanathompson

Thank you for a tremendously awesome night @SeaWorldTexas ! I was completely starstruck by Shamu and Sesame Street friends! #TTIASummit11
etxtraveler

The new Shamu show at @SeaWorldTexas is amazing! Everyone should go. #TTIASummit11 http://t.co/6DTWu47o
pagetx

Fascinating lesson in world economics from Adam Sacks. Lots happening that could impact tourism. #TTIASummit11
pagetx

"I … TRULY enjoyed the Wednesday roundtable discussions. I would love to have some at breakfast every morning and I could visit more topics."

"I loved, loved, loved the Smart technology event but it is because the speakers were so knowledgeable and yet spoke on a level that the general public could understand."

Of course, no conference gets just positive feedback! We had our share of constructive criticism and recommendations for the future, which we will be taking into consideration as we plan the 2012 Texas Travel Summit!

Thank you all for attending and for providing your comments, tweets and feedback. And make sure the 2012 Texas Travel Summit is on your calendar. We'll be in Austin at the beautiful Hyatt Regency Lost Pines Resort & Spa, September 23-26, 2012.

Best Regards,

The Staff of TTIA

P.S. *Thank you to everyone who contributed to the* ***HotelPAC****.* ***We collected $2,200 during Summit.*** *We still have $2,000 to go to meet our 2011 Goal. You can still contribute to the HotelPAC! Contact Courtney Graham (courtneyg@ttia.org) to find out how.*