

## 2018 TTIA Travel & Tourism College

**Alumni Class: Thursday, June 28, 2018 11:30 am – 3:30 pm**

Dan Decker, TTIA's Chief Operating Officer, will moderate two panels discussing the importance of and proven practices for local and state legislative advocacy. The panels are part of the development of TTIA's future Legislative Academy and the more than 20 Alumni members already registered will get the first look at a portion of this new component of TTIA's educational line-up.

The first panel consists of local Public and Private sector travel leaders in Texas with significant advocacy experience. Leaders of not only their organizations, but also leaders of TTIA's Legislative Committee include:



**Larry Woods**

Director, Boerne Convention & Visitors Bureau and Member of TTIA Board of Directors



**Davis Phillips**

President & CEO, Phillips Entertainment Inc.; Co-Chair, TTIA Legislative Committee; and Past Chairman, TTIA Board of Directors



**Robert Jackson**

Senior Vice President of Public Affairs, VisitHouston

The second panel will be comprised of local and state legislative strategists, sharing their experiences and proven practice for developing strategies for a wide variety of support and defend issues.



**Marco Barros**

President and CEO, San Antonio Area Tourism Council and TTIA Tall in Texas Award Winner



**Ashley Harris**

Director of Industry & Government Relations, Visit San Antonio and Co-Chair, TTIA Policy Council



**Cheri Huddleston**

Legislative Consultant, Hance Scarborough and TTIA Lobbyist

Both sessions will include discussion on topics such as;

- Legislative agenda development
- Key narrative messaging for issues
- Legislator relationship building
- Legislative process considerations

Each session will allow for attendees to have exclusive access and time for questions with each of the panels. Additionally, we will be surveying the attendees for live session feedback as we develop this educational program to be eventually available for all TTIA members.