



## HOSPITALITY UNIVERSITY 2021

### AGENDA

#### **Sunday, November 14, 2021**

3:30 – 6:00 PM

**Registration**  
Colonial Hall Alcove

6:00 – 7:00 PM

**Welcome Reception**  
Cameo Ballroom

**Dinner On Your Own** – Enjoy  
The Greenbrier's Dining Venues  
Reservations recommended

#### **Monday, November 15, 2021**

8:30 AM – 5:00 PM

**Registration**  
Colonial Hall Alcove

8:30 AM – 10:30 AM

**Coffee Break**  
Colonial Hall

9:00 AM

**Welcome**  
Sharon Rowe, Hospitality University Chair  
Colonial Hall

9:15 AM

**Opening Remarks**  
Governor Jim Justice (Invited)  
Colonial Hall

9:30 AM – 10:45 AM

**Legislative Panel**

Senator Mark Maynard  
Speaker of the House Roger Hanshaw  
Delegate Doug Skaff  
Moderator – Richie Heath  
Colonial Hall

11:00 AM – 12:30 PM

**Brunch**

Keynote Speaker: Paul Smith  
***“Why I Came Home – Creating A  
Rising Tide”***  
Chesapeake Hall

1:00 PM – 2:00 PM

***“Destination DEI – Welcoming  
Economic Development and  
Employment Opportunities  
Through Diversity, Equity and  
Inclusion”***

Ashley Hardesty Odell  
Colonial Hall

2:00 PM – 2:30 PM

***“Tourism WVU – Developing Leaders”***

Frank DeMarco  
Colonial Hall

2:30 PM – 3:30 PM

***“Outdoor Recreation’s Role in  
Developing Vibrant Communities for  
Residents and Tourists”***

Danny Twilley  
Colonial Hall

3:30 PM – 4:30 PM

***“Southern West Virginia’s Newest  
Tourism Frontier – the Hatfield McCoy  
Trail System”***

Tara Elder / Jeffrey Lusk  
Colonial Hall

4:30 PM – 5:30 PM

***“Learning to See: How A Boutique  
Creative Studio Is Growing By  
Identifying Patterns in Everyday Lives,  
Environments and Business Practices”***

Ben Berry / Justin Litton  
Colonial Hall

6:30 PM – 7:30 PM

**Reception**  
Crystal Room

**Dinner On Your Own** – Enjoy The  
Greenbrier’s Dining Venues  
Reservations Recommended

**Tuesday, November 16, 2021**

8:30 AM – Noon

**Registration**  
Colonial Hall Alcove

8:30 AM – 10:30 AM

**Coffee Break**  
Colonial Hall

9:00 AM - 10:30 AM

***“Embracing the power of Empathy:  
Insights & Practical Solutions for  
Effective Communications”***  
Aly Goodwin Gregg  
Colonial Hall

10:30 AM – 11:30 AM

***“Learning to Dance: COVID-19  
Lessons Learned and Future Steps”***  
Dr. Clay Marsh  
Colonial Hall

11:45 AM

**Awards Luncheon**  
Chesapeake Room

**WVHTA Awards** – Tom Heywood

**Stars of the Industry Awards** –  
Secretary of Tourism Chelsea Ruby

**Closing Remarks** - Buddy Butler,  
WVHTA Chair

\*Agenda Subject to Change