The Biloxi Lighthouse was erected in 1848 and was one of the first cast-iron lighthouses in the South. It is the city's signature landmark and has become a post-Katrina symbol of the city's resolve and resilience. The light was civilian operated from 1848 to 1939, and is notable for its several female lightkeepers, including Maria Youngblut, who tended the light for 53 years.
September 26, 2013

Dear friends,

Welcome to Mississippi! I am pleased to greet you on behalf of the people of our great state. We are delighted to host the 2013 Society of American Travel Writers (SATW) Convention. You could not have selected a more inspiring location for your event.

The beautiful Mississippi Gulf Coast is here for your enjoyment, and I hope you have the opportunity to take advantage of all that our coastline has to offer you. But Mississippi is so much more than sandy beaches and water recreation.

From the Hill Country over to the Delta and the Capital-River Region down to the Pines, Mississippi is a diverse landscape with even more eclectic people and places. We are the "Birthplace of America's Music," the home of literary and culinary greats and the site of a rich historical legacy from the Civil War to the Civil Rights Movement.

For those of you who have visited and written about Mississippi in the past, I know you will be reminded of the beauty of the great outdoors and character of the people here. For first time visitors, I am confident you will fall in love with our state and return again and again to experience the authenticity that is alive only in Mississippi.

Enjoy the convention and make the most of the networking opportunities. But most importantly, take time to explore and discover your own story in Mississippi.

Sincerely,

Phil Bryant
Governor

Members of the Society of American Travel Writers,

Welcome to Biloxi and the Mississippi Gulf Coast, and your 2013 convention. Your group has been around the world and we are honored to have you in our community this year.

We have a great deal to offer you and your audiences: first-class accommodations, 62 miles of inviting beaches, great seafood restaurants, exciting deep sea fishing, nearly two dozen championship golf courses, historic sites and museums that tell the story of our first 300 years, and plenty of family attractions. And, yes, we have a few casino resorts in town, too, with big-name entertainment and excitement of 24-hour gaming.

In short, "We have it all, y'all!"

I invite you to get out and explore. We're all about fun. We're all about affordability. And we're all about hospitality. In fact, I think our strongest asset is the smiling faces you'll find on our residents.

Your host committee has worked to assemble a number of options for you to appreciate our broad appeal and diversity. We're a great story on so many levels.

Again, enjoy your time here in Biloxi and on the Mississippi Gulf Coast.

Sincerely,

A.J. Holloway
Mayor
Welcome

On behalf of over 50 businesses that make up our association, I look forward to personally welcoming each of you to a place that thousands of visitors call "home" each year.

Our natural beauty and uniqueness stand out beginning with 26 miles of totally accessible white sand beaches and glistening Gulf waters surrounded by ancient live oaks. Savor our locally caught seafood readily available in the charming small towns found along our coastline. Discover historic communities originally inhabited by coastal Indian tribes, and later by French colonists during the sixteenth centuries. And experience a region that became known in the early 1900s as the "Seafood Capital of the World" for the abundance of sweet Gulf shrimp, blue crab, fish and superb oysters. Many generations of East European, Cajun, and Vietnamese families have worked and continue to work in our seafood industry, making the Mississippi Gulf Coast one of the most culturally diverse regions in the south, and very different from the rest of the state. We're only about an hour from New Orleans and it shows in our food and lifestyle.

Step back in time at Beauvoir, the last home of Confederate President Jefferson Davis. See the genius of George Ohr, the "Mad Potter of Biloxi," at the Frank Gehry-designed Ohr-O'Keefe Museum of Art. Discover the fascinating gulf Island world of Walter Anderson at the museum of art named for him in the charming town of Ocean Springs. Elsewhere, local art and treasure is abundant and easily found within the eclectic shops and galleries of our other coastal cities like Bay St. Louis, Pass Christian, Long Beach, and Gulfport. Consider venturing out into the Mississippi Sound on one of our many charter fishing and sightseeing boats. View dolphins from the Ship Island Ferry as it travels to Gulf Islands National Seashore and civil war era Fort Massachusetts. Learn how to catch shrimp aboard the Biloxi Shrimp Tour. Encounter geese while discovering some of the best eco-tourism in the US by exploring the exquisite Pascagoula River Basin to our east, and the Pearl River to our West. Or sail into an excellent fall sunset with a bottle of rum, a cooler of boiled shrimp, and some good company aboard one of our sailing charter boats, including the historic Biloxi schooners.

A trip to the Mississippi Gulf Coast is as much about absorbing our lifestyle as it is visiting our casinos, museums and shops. I encourage you to interact with our gregarious local inhabitants. Mississippi Coast folks are known for their warmth and hospitality. We are always ready to provide friendly advice to out-of-towners on where to eat, drink and have fun. And be sure to get out along the water during your visit.

Taking a stroll or bike ride along the seawall at sunrise will help you understand why Jimmy Buffet loves this area and sings about in "Down around Biloxi."

Thank you for choosing the Mississippi Gulf Coast as the 2013 site for the annual SATW Convention. I promise you that every effort has been made by our association to make sure your visit is both enjoyable and productive by showcasing the best in travel our area has to offer.

Louis Skrmetta
President

Your 2013 Officers and Board Members

Louis Skrmetta, President
Rhonda Roberts, 1st Vice President
Janice Jones, 2nd Vice President
Jim King, Treasurer
Santia Gillis, Secretary
Innis Becker, Past President
Rosemary Roosa, Board Member
Elizabeth Kesie, Board Member
Robin Davis, Board Member
Welcome

SATW Delegates,

Welcome to the Mississippi Gulf Coast, where no one is ever a stranger and our hospitality is as warm as our sunshine.

While you're here your schedule will let you enjoy some of our attractions, from the exciting nightlife at our Las Vegas-style casino resorts to our museums and festivals that celebrate a history and culture reaching back to 1699. Here you can visit nature on the pristine Pascagoula River in the morning, and visit the stars at Infinity at NASA's Stennis Space Center the same afternoon.

If there's one complaint we hear often from departing visitors, it's "I wish we had more time to see and do it all." And that's a complaint we hope to build upon as we continue to add more attractions and amenities for our visitors.

Thanks for choosing the Mississippi Gulf Coast for your 2013 convention. We hope you'll help us tell our story across the nation and around the world.

Enjoy your stay, and come back soon.

John McFarland, Chairman
Gulf Coast Regional Tourism Partnership
SATW Sponsor

Duncan McKenzie, President
Mississippi Coast Regional Convention & Visitors Bureau
SATW Host

Welcome to Biloxi and the colorful Gulf Coast of Mississippi, y'all. This is the state that gave us such great storytellers as Tennessee Williams, Walker Percy and William Faulkner – and which will now offer you a wealth of story opportunities.

While I can't possibly list all the stories the Gulf Coast has to tell, I plan to learn more about African-American culture and blues music in historic Bay Saint Louis and meet Apollo 13 astronaut Fred Haise at the Infinity Science Center. You might prefer a birding expedition led by birding experts from the Pascagoula River Audubon Center – or a trip to one of the barrier islands that make up the Gulf Islands National Seashore.

And since writers don't live by stories alone, why not savor the richness of southern cuisine? Taste a shrimp po' boy at Desporte's & Sons Seafood, make a Mardi Gras king cake at Sweet Stuff or sample succulent ribs at Daddy's BBQ.

As professional development is an important component of any convention, we have a menu of some of the best: Microsoft digital sessions, WordPress workshops, a panel on social media, one on monetizing your website and much more. We even have a limited number of one-on-one appointments with our experts.

Play is important, too, so get ready to hike, bike, kayak – and generally have a good old time as you immerse yourself in the delicious cultural gumbo that is the Mississippi Gulf Coast.

Lillian Africano
SATW President
Welcome

On behalf of your SATW Host Committee, welcome to the beautiful Mississippi Gulf Coast! For many months, we have worked with great diligence and anticipation to prepare for your arrival. You will find that the residents of the Mississippi Gulf Coast love fresh seafood, enjoy outdoor activities whether on the water, golf course, shopping or being entertained by the variety of attractions that makes us the playground of the south. The committee has planned some informative and fun tours to give you a glimpse into why we enjoy this slice of southern heaven. We invite you to relax, feel the sand between your toes and the warm sun on your face as you enjoy a fun-filled week. We hope you will be captivated by your experience on the Mississippi Gulf Coast and tell all of your friends!

Have a fabulous time,

Pam Meininger, Chairman
SATW Host Committee
Gulfport Premium Outlets

SATW Host Committee

Beth Carrier
Taryn Sammon
Crystal Johnson
Janice Jones
MS Gulf Coast CVB
Rhonda Roberns
Gulfport Premium Outlets

Kay Maghan
Godwin Group Advertising

Bridgette Varone
MS Hospitality & Restaurant Association

Tom Becker
T & D Charters

Rich Westfall
Charter Bank

Leslie Barfield
Dynamic Events

Jeremy Pirtle
Hancock County Chamber of Commerce

Louis Simonetta
Kevin Buckles
Ship Island Excursions

Mary Cachala Spain
Mike Davis
Beau Rivage Resort & Casino

Steve Theobald
Pitz Williams LaRoss & Company

Mark LaSalle
Pascagoula River Audubon Center

Jamie Bates
James Edward Bates Photography

Cynthia Dobbs Smith
Ocean Springs Chamber of Commerce

Susan Gaffney
Dynamic Events

Long Beach is home to the 400 year old Friendship Oak. "All who pass under it shall remain friends for life."
Casual elegance is redefined at Beau Rivage Resort & Casino, MGM Resorts International's destination resort on the Mississippi Gulf Coast. Recognized as one of the top hotels in the United States by both Conde Nast Traveler and Travel + Leisure, Beau Rivage blends world-class amenities with world-famous Southern hospitality.

French for “beautiful shore,” Beau Rivage opened in March of 1999 and was destined to forever change the face of tourism on the Mississippi Gulf Coast. At the time, MGM Resorts’ 32-story, 1,740-room luxury resort was the largest hotel casino in the United States outside of Nevada and its $750 million+ investment made it the largest one time single investment in Mississippi’s history. But it wasn’t the cost or size alone that made Beau Rivage’s contribution to its home state so significant. Upon opening, the Beau employed more than 4,000 people, making it one of the largest employers in the state.

Hurricane Katrina closed the property on August 29, 2005. Committed in its efforts to rebuild and renew the Gulf Coast, MGM Resorts set an ambitious goal – to reopen the resort just one year after Katrina made landfall. With the support of the Gulf Coast community and to the astonishment of many, Beau Rivage reopened for business on the one-year anniversary of the storm, following a dramatic $550-million renovation. New amenities have been added but the Beau’s legendary Southern charm is still ever-present and welcoming.

From the 31 majestic oak trees that line the front entry drive to the elegantly appointed guest rooms and suites, the resort offers AAA Four-Diamond accommodations unparalleled anywhere in the Southeast. Beau Rivage features 10 distinct restaurants, four nightclubs and bars, an 85,000-square-foot casino, a 1,550-seat theatre, an upscale shopping promenade, 50,000 square feet of meeting space, a world-class spa & salon and the award-winning Fallen Oak, a Tom Fazio-designed golf course that is home to the Champions Tour Mississippi Gulf Resort Classic.
<table>
<thead>
<tr>
<th>DATE/TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
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</thead>
<tbody>
<tr>
<td>Sunday, October 20</td>
<td>Registration Open</td>
<td>Registration desk</td>
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<tr>
<td>9 a.m. - 10 p.m.</td>
<td>Media Resource Center Open</td>
<td>Azalea A</td>
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<tr>
<td>7 a.m. - 10 p.m.</td>
<td>Internet Center Open</td>
<td>Oak Board Room</td>
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<tr>
<td>7 a.m. - 10 p.m.</td>
<td>Local Tours</td>
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<tr>
<td>12 p.m. - 5 p.m.</td>
<td>First Timers Orientation</td>
<td>Magnolia E</td>
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<tr>
<td>6 p.m. - 6:50 p.m.</td>
<td>Opening Reception</td>
<td>Magnolia Ballroom A-D</td>
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<tr>
<td>Monday, October 21</td>
<td>Media Resource Center Open</td>
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<tr>
<td>7 a.m. - 10 p.m.</td>
<td>Internet Center Open</td>
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<td>7 a.m. - 10 p.m.</td>
<td>Exhibits Hall Open</td>
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<tr>
<td>7 a.m. - 9:15 a.m.</td>
<td>SATW Breakfast &amp; Business Meeting</td>
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<tr>
<td>9:30 a.m. - noon</td>
<td>Professional Development Sessions</td>
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<tr>
<td>12:30 p.m. - 2 p.m.</td>
<td>Awards Luncheon</td>
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<tr>
<td>2:30 p.m. - 5:30 p.m.</td>
<td>Professional Development Workshops</td>
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<td>2 p.m. - 5 p.m.</td>
<td>Half-Day Tours</td>
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<td>5 p.m. - 6:30 p.m.</td>
<td>Exhibits Hall Reception</td>
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<tr>
<td>6:30 p.m. - 10 p.m.</td>
<td>Dinner at the IP Resort</td>
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<tr>
<td>Tuesday, October 22</td>
<td>Media Resource Center Open</td>
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<td>7 a.m. - 10 p.m.</td>
<td>Internet Center Open</td>
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<td>7 a.m. - 10 p.m.</td>
<td>Exhibits Hall Open</td>
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<tr>
<td>8 a.m. - 9:15 a.m.</td>
<td>Council Breakfasts</td>
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<td>9:30 a.m. - noon</td>
<td>Marketplace</td>
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<tr>
<td>12:30 p.m. - 1:30 p.m.</td>
<td>Chapter Lunchees</td>
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<td>Wednesday, October 23</td>
<td>Media Resource Center Open</td>
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<td>7 a.m. - 10 p.m.</td>
<td>Internet Center Open</td>
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<td>7 a.m. - 9 a.m.</td>
<td>Breakfast</td>
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<td>9:30 a.m. - 5 p.m.</td>
<td>Day Tours (includes lunch)</td>
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<tr>
<td>9 a.m. - 5 p.m.</td>
<td>Professional Development Immersion Classes</td>
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<tr>
<td>7 p.m. - 10 p.m.</td>
<td>Dinner at Margaritaville</td>
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<td>Thursday, October 24</td>
<td>Media Resource Center Open</td>
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<td>7 a.m. - 10 p.m.</td>
<td>Internet Café Open</td>
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<td>7 a.m. - 9 a.m.</td>
<td>Breakfast</td>
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<tr>
<td>9:30 a.m. - 5 p.m.</td>
<td>Day Tours (includes lunch)</td>
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<tr>
<td>9 a.m. - 5 p.m.</td>
<td>Microsoft and WordPress Workshops</td>
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<tr>
<td>5:30 p.m. - 10 p.m.</td>
<td>Closing Night Event at Beauvoir</td>
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<tr>
<td>Friday, October 25</td>
<td>Internet Center Open</td>
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<tr>
<td>7 a.m. - 9 a.m.</td>
<td>Breakfast</td>
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<tr>
<td>All Day</td>
<td>Airport Transfers/Depart for Post-Tours</td>
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<tr>
<td>DATE/TIME</td>
<td>EVENT</td>
<td>LOCATION</td>
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<tr>
<td>2 p.m. - 5:30 p.m.</td>
<td>Professional Development Workshops</td>
<td>Magnolia A &amp; North,</td>
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<tr>
<td>2 p.m. - 7 p.m.</td>
<td>Day Tours</td>
<td>Magnolia G, H</td>
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<tr>
<td>Mini-Meeting Ends</td>
<td>Open Night Dining</td>
<td>Board buses at the bus lobby on the hotel lower level</td>
</tr>
<tr>
<td>5:30 p.m. - 10 p.m.</td>
<td></td>
<td>Board buses at the bus lobby on the hotel lower level</td>
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Professional Development Schedule

Monday, October 20

Microsoft Digital Workshop
9:30 a.m. – Noon • 2:30 p.m. – 5:30 p.m.

SATW is excited to be partnering with Microsoft for this unique showcase of the latest and greatest Windows technology paired with expert instruction. Led by Microsoft "techsperts," workshops will showcase state-of-the-art technology provided and maintained by Microsoft. Areas of focus will include:

- Files, Folders and Sharing
- HealthVault
- Exploring the Cloud
- Sharing Photos
- Stay Connected featuring Windows Live Mail
- Introductory Photo Editing
- Transferring Photos
- Windows Live Photo Gallery/photo and video editing

"Techspert" Time – one-on-one coaching sessions

Classroom setting includes Windows 8-certified computers, printers, scanners and a wireless network; alternatively, bring your own laptop with pre-loaded Windows 8 operating system software or share with a friend.

WordPress Workshop
9:30 a.m. – Noon • 2:30 p.m. – 5:30 p.m.

You've got your WordPress site and mastered the operational basics. Now, roll up your sleeves and learn how to monetize and maximize its potential. This intermediate-to-advanced workshop will be led by WordPress experts Andy Christian and Melissa Cahill from Tadpole,tc and features real-time examples and interactive learning to help you make your site more professional and more productive. Areas of focus will include:

- Working with Widgets
- Uploading ads
- Making the most of media

- Plug-ins – which will boost your site, which will break it
- Newest social media plug-ins
- Customizing WordPress with themes
- Security for your site
- Beyond the basics of search engine optimization
- Best back-end practices

Why Does America Hate Travelers?
9:30 a.m. – Noon

Join a panel of international travel experts from the U.S. Transportation Security Administration (TSA), U.S. Customs Border Protection (CBP) and the U.S. Travel Association for an interactive discussion on:

- The state of U.S. Global Entry
- U.S. visa reform
- Stimulating more international inbound travel to the U.S.
- How to make domestic travel more efficient and enjoyable

Making Money Through Your Website
2:30 p.m. – 5:30 p.m.

Learn how to maximize the money-making potential of your web site during this interactive panel discussion featuring experts from Google AdSense, Feedster, Commission Junction and large affiliate portals. Areas of focus will include:

- Inserting and positioning ads in your web site copy
- Monetization options for e-mail and RSS feeds
- Delivering value to your audience while boosting your income
- Back-end best practices
- Working with codes to customize your own ads
Professional Development Schedule

Tuesday, October 22

**Advanced Photography Lab**
2 p.m. – 5:30 p.m.

Professional photographers will learn how to take the art of their craft and the science of their equipment to high levels in this advanced, hands-on session. Led by experts from major cameras and photo software companies with the latest equipment for learning and experimentation. Individual time with the experts provided. Areas of focus will include:
- New equipment and the latest trends
- Photo editing and processing – going beyond Photoshop and Lightroom
- Hands-on exploration of new equipment
- Photo buying trends
- Photo plug-ins

**Social Media Lab**
2 p.m. – 5:30 p.m.

Bring your laptop, your friends and your fans – and be prepared to make some new ones. This hands-on, real-time session is designed to help you expand your social equity and boost your business. Social Media educators and consultants will lead the lab and interactive session with time for individual questions and coaching. Areas of focus will include:
- Facebook, Twitter, Google+, Instagram, Pinterest and other channels
- Keeping up with upgrades
- Optimizing to gain more traffic
- Untangling a messy user interface
- Sorting through social media tools like HootSuite, CoTweet and Klout
- Integrating your many social media and web channels
- Search engine marketing strategies

Individual appointments with social media experts will be available.

**Trademark Law and Legal Basics for Travel Communicators**
2 p.m. – 3:30 p.m.

Explore the basics of trademark law and how to apply them to build and protect your business. SATW’s legal counsel, Anthony N. Ellis, P.C., will instruct, troubleshoot and lead a Q&A session.
- Learn how to develop and protect your brand
- Look at real-world brand case studies involving travel journalists and communicators
- Explore trademark law within the social media realm
- Discuss contract issues
- Learn about liability risks including copyright, web issues, indemnities, insurance, libel law and others
- Take away valuable knowledge and tactical advice on how to protect yourself and your business, protect your work, enforce your rights and collect money.

Submit your questions in advance for the Q&A session or schedule a brief one-on-one appointment with Anthony Ellis at the end of the session.

**One-on-one 10 Minute Appointments**

*Appointments must be made in advance.*

**Making Money with Your Website**
2 p.m. – 5:10 p.m.
- Phil Hollows, Freeliber
- Sarah Credy, Commission Junction
- Jason Sainio, Google AdSense
- Michelle G. Goebel, Google AdSense

**WordPress**
2 p.m. – 5:10 p.m.
- Andy Christian
- Melissa Cahill

**Microsoft**
2 p.m. – 5:10 p.m.
- Michele St. John
- Will Strothers

Add: **Branding/Trademarks or any Legal Matter**
3:30 – 4:50 p.m.
Anthony Elia
Professional Development Schedule

Wednesday, October 23 and Thursday, October 24

Microsoft Full-Day Immersion Workshop
(advance registration required)
9:30 a.m. – 5 p.m.

This full-day workshop is a partnership between SATW and Microsoft that will pair the latest Windows 8 technology and related applications with expert instruction. Microsoft "techexperts" will lead a group session in addition to offering individual coaching.

Your classroom setting includes Windows 8-certified computers, printers, scanners and a wireless network; alternatively, bring your own laptop with pre-loaded Windows 8 operating system software or share with a friend.

Lunch will be provided.

WordPress Full-Day Immersion Workshop
(advance registration required)
9:30 a.m. – 5 p.m.

This intensive, hands-on workshop is for those who want to monetize and maximize the potential of their WordPress website. WordPress experts will lead a day of instruction for intermediate and advanced users with real-time examples and interactive learning to help make your site more professional and more productive.

Lunch will be provided.

Professional Development Speakers

WordPress

Melissa Cahill
Tadpole.cc

Melissa Cahill began her professional career as an applications developer, specializing in web-based content management and business automation systems and marketing/communications tools for clients in a variety of industries. After brief stints at Credit Suisse and White & Case, she launched Panopio Online Marketing, LLC., a full-service online marketing agency. Panopio provides integrated solutions for small businesses seeking to leverage their online presence through SEO, paid search advertising, email, social media and mobile marketing. In 2012 she joined four other New York City professionals to form Tadpole Collective. Melissa often consults with Tadpole's clients on their content and SEO strategy.

Andy Christian
Tadpole.cc

Andy Christian has been using WordPress almost since its inception over ten years ago. He has spoken at nearly a dozen WordCamp conferences and other events, introducing new users to the wonders of WordPress. In addition, Andy has spent a number of years in positions that involve education and training for both employees and consumers. These positions include performing employee orientation and training at Target Corporation and providing technical support and training at Apple. Currently, he develops WordPress workshops and online webinars for Tadpole.cc, as well as providing technical support for Tadpole's clients.

Andy is known for being able to explain things in a way that anyone can understand, so his focus on Support and Training for Tadpole makes perfect sense. He believes that everyone should be able to use their site without having to call upon someone for help with every little thing; users that know how to use the software that powers their site are users that get the most out of their site.

About Tadpole.cc

Tadpole.cc is a creative collective that specializes in the integration of WordPress, the world's most popular website content management system, and CivicRM, a constituent relationship manager that is geared towards non-profit organizations. We provide consultation, custom development, support and training on both of these platforms. We can also host and manage your websites, providing a complete end-to-end solution, so you can focus on the needs of your organization. If you have a project (big or small), need training on using your website effectively, or just need simple tasks completed on a regular basis, Tadpole is here to help.
Professional Development Speakers

Web Site Maximization

Sarah Crosby
Product Business Development Manager
Commission Junction

Sarah Crosby is a Product Business Development Manager at Commission Junction, a division of Value Click Inc. She is responsible for developing new product enhancements and solutions that will benefit Commission Junction’s customers. She has seven years of affiliate marketing experience and is passionate about helping both advertisers and publishers strategically grow their affiliate programs.

Prior to Commission Junction, Sarah was Director of Online Marketing at Lions Gate Films in Los Angeles. She orchestrated the online marketing campaigns for films such as “Monsters Ball”, “Crash”, “Saw”, and “Fahrenheit 9/11” and won a Clio award for the “Saw” website. Sarah started her marketing career working with Starbucks Coffee as a Regional Marketing Specialist. She holds a bachelor’s degree in Communications/Advertising from New Mexico State University.

About Commission Junction:
Commission Junction is the leading affiliate marketing network, specializing in pay-for-performance programs that drive results for businesses around the world. The CJ Network helps to reach and connect with millions of online consumers every day by facilitating productive partnerships between advertisers and publishers. Drive more sales and expand your reach - experience the network effect with Commission Junction. www.cj.com.

Phil Hollows
Founder/CEO
FeedBlitz

Phil Hollows is the founder and CEO of FeedBlitz, the email marketing and social media automation service, and premium FeedBurner alternative. After graduating from Oxford University in 1987, Phil built on his high tech, consulting, and marketing leadership experience, and by 2009 the seeds of FeedBlitz were germinating. Private equity investment followed shortly thereafter, and the rest - as they say - is history. He also authored “List Building for Bloggers” (ListBuildingForBloggers.com) outlining proven email strategies to build your audience, increase engagement, and grow your income. Pre-FeedBlitz, Phil was vice president of product marketing for enterprise network security management company OpenService (now LogMatrix), and vice president of technology at the web testing company RadView Software.

Heather Solos
Community Manager
FeedBlitz

About FeedBlitz:
FeedBlitz is a service that monitors blogs, RSS feeds and Web URLs to provide greater reach for feed publishers. FeedBlitz takes all the headache out of converting feed and blog updates into email digests, delivered daily to subscribers’ inboxes. FeedBlitz manages subscriptions, circulation tracking, testing and is compatible with all major blogging platforms and services such as Blogger, WordPress, FeedBurner, Joomla, Drupal and Typepad. Unlike other blogmail services, FeedBlitz is reliable, scalable and fully supported. No hacks, wish lists or road map items here. You’re in production, and so is FeedBlitz. FeedBlitz also enables end users to monitor any feed or blog, anonymously if they wish, regardless of whether the publisher of that feed is using FeedBlitz. FeedBlitz therefore provides a simple way for users to receive updates from their trusted sources using a familiar and ubiquitous medium – email.

Meghan Li
Strategic Partnerships
Google AdSense

Jason Sanio
(Panlist)
Google AdSense

Jason Sanio, Scalable Outreach, Online Partnerships at Google. Jason coordinates email outreach and optimization efforts as part of the scalable partner growth team at Google, supporting products such as AdSense and DoubleClick for Publishers (DPF) Small Business. Jason has also facilitated Learn with Google for Publishers events across the United States for thousands of publishers. Prior to joining Google in 2011, Jason was a consultant with Capgemini Consulting and a business consultant for CBC’s Dragons’ Den television show. Jason earned a bachelor’s degree in international business from York University’s Schulich School of Business in Toronto, Canada.

About Google AdSense:
Google AdSense provides a free, flexible way to earn money from your websites, mobile sites, and site search results with relevant and engaging ads. AdSense has helped over two million publishers grow their businesses in the last 10 years. Have AdSense fund your content so you can focus on creating even more.
Professional Development Speakers

Microsoft Workshop

Michelle Sutter
Marketing Communications Manager
Microsoft Corporation

Scott Dachler
Microsoft "techspert" presenter
Scott Dachler is a native of the beautiful city of Milwaukee, Wisconsin. Since graduating from the University of Wisconsin a few years ago, Scott has been traveling as a "Techspert", running the Digital Workshop powered by Windows on varying ships in the Holland America Line fleet. When Scott is at home, he enjoys helping a useful hand with a local Brewery Co-op, helping brew craft Milwaukee beers. When he is not traveling or nose deep in hops, Scott is usually training for his next road race, everything from a 5k to full marathon.

Kristin Viotto
Microsoft "techspert" presenter
Kristin Viotto received her bachelor's degree in International Business and Master’s of Business Degree at Texas Tech University. She loves her job as it gives her a chance to see the most beautiful places in the world all while meeting and helping the guests that visit the Digital Workshop.

Will Stockert
Project Manager / Digital Workshop
Holland America Line

About Windows 8:
The Microsoft Corporation launched its Windows operating system, Windows 8, in October 2012. The new system offers consumers and businesses worldwide a beautiful new user interface and a wide range of applications with the grand opening of the Windows Store. As a result of close work with hardware partners, more than 1,000 certified PCs and tablets, including Microsoft Surface, are available—making it the best lineup of PCs ever across the Windows 8 and Windows RT ecosystem.

About Holland America:
Holland America Line's fleet of 15 ships offers more than 500 cruises to 415 ports in 98 countries, territories or dependencies. One- to 110-day itineraries visit all seven continents and highlights include Antarctica, South America, Australia/New Zealand and Asia voyages; a Grand World Voyage; and popular sailings to ports in the Caribbean, Alaska, Mexico, Canada/New England, Europe and Panama Canal.

Why Does America Hate Travelers?

Kenneth E. Hyatt
Acting Deputy Under Secretary for International Trade
U.S. Department of Commerce
International Trade Administration

Kenneth Hyatt oversees the daily operations of the International Trade Administration (ITI), which has an annual budget of $2.5 billion and more than 2,000 employees worldwide. He works side-by-side with the Under Secretary for International Trade to lead ITI, which participates in the development of U.S. trade policy; identifies and resolves market access and compliance issues; promotes American competitiveness and the strength of U.S. companies in the global economy; administers U.S. trade laws; and undertakes a range of trade promotion and trade advocacy efforts.

Douglas Smith
Assistant Secretary
Department of Homeland Security

Douglas Smith advises the Secretary on the impact of the Department's policies, regulations, and processes on 29 million private sector companies, universities, and not-for-profit institutions and enhances strategic communications in order to help the public and private sectors to jointly meet their shared responsibility for homeland security. Assistant Secretary Smith serves as the DHS representative on the President’s Travel and Tourism Advisory Board, the President's Export Council, the White House Business Council, and the World Economic Forum Global Risks Report. Under Assistant Secretary Smith’s leadership, the FSO leads industry engagement for the Blue Campaign Against Human Trafficking, supports many of Customs and Border Protection's Trusted Traveler programs, such as Global Entry and SENTRI, and hosts quarterly DHS for a Day events.
Professional Development Speakers

Edward J. Ramotowski
Director of the Office of Public and Diplomatic Liaison for Visa Services
U.S. Department of State

Prior to Edward Ramotowski assuming his current position in August 2003, he served as Special Assistant to the Assistant Secretary of State for Consular Affairs, Chief of the Consular Section at the U.S. Embassy in Nassau, Bahamas and as U.S. Consul in Warsaw, Poland. Other tours of duty have included service as a consular and political officer in Bogota, Colombia, and consular officer in Kingston Jamaica. Ramotowski joined the Foreign Service in 1986. He is a graduate of Georgetown University and the National War College.

Trademark Session

Anthony Elia
The Law Office of Anthony N. Elia, P.C.

Anthony N. Elia is the founder of The Law Office of Anthony N. Elia, P.C. He focuses his practice on intellectual property and business matters. Mr. Elia represents companies and individuals in transactions and contract negotiations, litigation, arbitration, and in the appeals process. He is an experienced, aggressive and savvy litigation lawyer who has secured numerous victories for his clients. He treats every case as if it will go to trial, researching every fact and point of law. He uses a thorough grasp of the law and facts to persuasively convey that information into clear and understandable terms. In all matters, Mr. Elia is focused on achieving superior results for his clients, always mindful of the end game or every stage of the representation. Mr. Elia utilizes an efficient, creative, and practical approach, and knows when to be an aggressive advocate and when to be an effective negotiator during settlement and deal-making discussions.

Advanced Photo Lab

Michael Spooneybarger

Michael Spooneybarger spent 20 years as a newspaper photographer starting at the Advocate in Victoria, Texas and ending at the Tribune in Tampa, Florida. Starting his career as the first professional digital camera was introduced, lighting was critical for every exposure. Learning to use studio in every situation out of necessity, his passion grew for using light as tool for creativity and quality. Needs range from a simple flash light to bring out a small detail to 10 powered lights so light a stadium. Using his photojournalism background, he has adapted to traveling light and working quickly. Michael is currently a freelance photographer working mainly in the Gulf Coast region from Tallahassee to New Orleans. His recent clients include Reuters, Associated Press, New York Times, USA Today, Maxim, Pooer & Gamble, WIRED, and many other publications. His assignments range from executive portraits to sports and advertising to hurricanes.

Social Media Panel

Martin Stoll
Founder and President
Sparkloft Media

Martin Stoll is the founder and president of Sparkloft Media, a Portland, Oregon-based technology and consulting company. Sparkloft Media offers social media solutions that allow tourism organizations and travel suppliers to integrate social media into their marketing and communications mix.

The company has successfully developed and implemented cutting edge social media campaigns and influencer tours for customers on five continents like Virgin Australia, the Netherlands Board of Tourism, Travel Oregon, One & Only Resorts or Atlantic (Bahamas). Before founding Sparkloft Media, Martin worked as a travel journalist and travel writer as well as for Lufthansa German Airlines in various sales and marketing positions in Europe, Latin America and the United States. A thought leader with over 20 years of experience in travel, technology and social media, Martin speaks on a regular basis at leading industry conferences.

Jason Clampet
Co-founder and Head of Content
Skift

Jason is the co-founder and Head of Content at Skift. Jason has always enjoyed telling people where to go. As a student he worked in the study abroad office before actually studying abroad in Bulgaria, and after college he worked as an agent for Council Travel to supplement his meager income as a Philadelphia Weekly freelancer. After a failed Boston gig in Brazil, Jason returned to Philly and worked first at the Associated Press and then as a launch editor for a young website called Citysearch. He stuck with the local guide through acquisitions and layoffs until the latter got him, and he headed to Esquire, and Mexico to write the book for the Rough Guide series. After a few years bouncing around between Mexico, France and Tokyo, he joined Frommers.com where he managed all of the site's original content, edited Arthur Frommers's blog, helped build new products and acted as a media
Professional Development Speakers

Art & Culture
- Art and culture are thriving on the Mississippi Gulf Coast. The Mississippi Gulf Coast has provided artistic inspiration for many nationally recognized artists.
- Richmond Barthe, Dusit Bonge, Walter Anderson, and George Ohr are just a few of the artists who have called the Mississippi Gulf Coast home. From Bay St Louis to Pascagoula you will find many shops and galleries exhibiting and selling works by local and regional artists.

Carrie Finley-Bajak
Columnist
Travel Weekly
Carrie Finley-Bajak is an early adopter of social media. Carrie's digital footprint includes Twitter, YouTube, Facebook, Instagram, Pinterest, Vine, Google+, LinkedIn and her website (www.CruiseBuzz.net). Carrie is a columnist at Travel Weekly where she writes about social media best practices for the trade. Carrie also helps co-produce a monthly Twitter chat with Travel Weekly about trending topics in travel. Carrie is a creative professional who has experience developing content for social and new media campaigns that result in increased customer engagement and acquisition.

Liz Borod Wright
Liz Borod Wright is a travel blogger and instructor of social media at Columbia University. Previously, she was a senior editor at Zagat.com. She also held staff positions at ABCNews.com, Life & Style Weekly, Fodors, Good Housekeeping and Fortune.com.

She began her travel blog, called Travelogged, in January 2009 as a way to write about her favorite subject: travel. In addition to writing about her own trips, she writes about other people's trips too, as a way to maximize the amount of destinations she can cover. She also writes about travel trends, news and deals.

Full-Day Tours – Wednesday, October 23

African-American Heritage
Depart at 8 a.m.; Returns at 5:30 p.m.
Tour Sponsor:
Oklahoma Museum of Art ........................................... www.okmuseum.org
100 Men Hall ......................................................... www.100menhall.org
Ship Island Excursions ........................................... www.shipisland.com
National Park Service – Gulf Islands Seashore ........................................... www.nps.gov/guis

Family Adventures
Depart at 8:15 a.m.; Returns at 5:30 p.m.
Tour Sponsor:
Oklahoma Museum of Art ........................................... www.okmuseum.org
Museum of Natural History .................................................. www.mnh.org
Ship Island Excursions ........................................... www.shipisland.com

Favorite Southern Style Cuisine
Depart at 9:45 a.m.; Returns at 4:30 p.m.
Tour & Lunch Sponsors:
Darwell's Cafe .......................................................... www.darwellcafe.com
Blow Fly Inn .............................................................. www.blowflyinn.com
The Shed BBQ & Blues Joint ........................................... www.theshedbbq.com

Girlfriend Getaway
Depart at 9:30 a.m.; Returns at 3:30 p.m.
Tour Sponsor:
Ocean Springs Chamber/Main Street ........................................... www.oceanspringschamber.com
Phoenix Gourmet .......................................................... www.phoenixgourmet.com
Red Lily Spa Natural ....................................................... www.redlillyspa.com
Lunch Sponsor:
Gulfport Premium Outlets ........................................... www.premioustravel.com/gulfport

Go with a Guide: (Photographers Only)
Depart at 9:45 a.m.; Returns at 4:30 p.m.
Photographers may request a car and local driver to travel along the Mississippi Gulf Coast on Wednesday or Thursday. Requests must be made in advance during registration and are subject to availability.
Multicultural
The Mississippi Gulf Coast has a rich multicultural heritage. Beginning with the Indians who first called the Mississippi Gulf Coast home to the French and Spanish settlers to the Creole and Vietnamese fishing families and the many men and women stationed at Keesler Air Force Base. The Mississippi Gulf Coast has been influenced by all of these groups.

Full-Day Tours – Wednesday, October 23

Golf Tournament
Departs at 7:45 a.m.; Returns at 10 a.m.
Gulf Digest ranks the Mississippi Gulf Coast 10th among the Top 10 golf destinations in value for the money, with courses here receiving multiple kudos by Golf Digest and Golfweek.
Tour Sponsors:
Bridges Golf Club, www.hollywoodbal.com/golf

Gulf to Table: Serving Up Shrimp
Departs at 8:40 a.m.; Returns at 3 p.m.
Tour Sponsors:
Biloxi Shrimp Trip, www.biloxishrimpingtrip.com
Lunch Sponsor:
Desporte's & Sons Seafood, www.desportesseaffood.com

Island Adventure: Ship Island
Departs at 7:45 a.m.; Returns at 4:30 p.m.
Tour Sponsors:
Ship Island Excursions, www.shipisland.com
Lunch Sponsor:
National Park Service – Gulf Islands Seashore, www.nps.gov/guis

On Your Own
Use your complimentary 5-day Coast Transit Authority (CTA) bus pass to self-guide around the Mississippi Gulf Coast. Take a look at our story leads to see what the Mississippi Gulf Coast has to offer.
Tour Sponsor:
Coast Transit Authority, www.coasttransit.com

Preserving and Protecting: Nature Attractions
Departs at 8:15 a.m.; Returns at 5 p.m.
Learn what draws visitors to the ecotourism experience and observe the sites' unique focus on preserving the area's natural beauty and wildlife.
Tour Sponsors:
Gulf Islands National Seashore Park, www.nps.gov/guis
Mississippi Sandhill Crane National Wildlife Refuge, www.fws.gov/mssandhillcrane
Pascagoula River Audubon Center, www.pascagoulariveraudubon.org

Science and Space: Discover Your Inner Explorer
Departs at 8:45 a.m.; Returns at 4:50 p.m.
Meet Apollo 13 astronaut Fred Haise at INFINITY Science Center, the official NASA Visitors Center for the John C. Stennis Space Center. Where all NASA rocket engines have been tested since the 1950s. The day includes a behind-the-scenes tour of the NASA John C. Stennis Space Center.
Tour Sponsors:
INFINITY Science Center, www.visitinfinity.com
NASA John C. Stennis Space Center, www.nasa.gov/centers/estennis

Southern Sweetness: Create and Taste
Departs at 8:15 a.m.; Returns at 4 p.m.
Learn to make a traditional Vietnamese dessert; learn to make traditional southern praline; sample a pastry team's handiwork at a casino; you'll learn the tradition of Mardi Gras king cakes and make your own to sample. At the family-owned Gelato Della Costa try gelato and freshly brewed Coast Roast.
Tour Sponsors:
Le Bakery, www.facebook.com/LeBiloxiBakery
The Candy Cottage, www.thecandycottageonline.com
Sweet Stuff Bakery, www.sweetstuffonline.com
Lunch Sponsor:
Gelato Della Costa, www.gelatodos.com

Multicultural – The multicultural heritage of the Mississippi Gulf Coast is further showcased through the area attractions. From St. Augustine's Grotto in Bay St Louis, Fort Massachusetts 12 miles south of the Coastline, the Ohr-O'Keefe Museum of Art to the Mississippi Blues and Country Music Trails we celebrate our diverse cultural backgrounds.
Full-Day Tours – Thursday, October 24

**Bayous and Barbecue**
Depart at 8:30 a.m.; Returns at 5 p.m.
Kayaking the Fj. Bayou Blueway along coastal mangroves and bayous; lunch at The Shed BBQ & Blues Joint; tour The Sauscory. Smile, you are about to Get Saused!
Tour Sponsors:
- South Coast Paddling Company: www.southcoastpaddling.com
- Lunch Sponsor: The Shed BBQ & Blues Joint: www.theshebbq.com

**Beer & Bonding**
Departs at 8 a.m.; Returns at 4:15 p.m.
Tour and sample Lazy Magnolia Brewery; lunch & learn Demo and Hands-On Lunch at Lynn Meadows Discovery Center; tour and sample at Crooked Letter Brewery;
Tour Sponsors:
- Lazy Magnolia Brewery: www.lazymagnolia.com
- Crooked Letter Brewery: www.crookedletterbrewing.com
- Lynn Meadows Discovery Center: www.lmdc.org
- Daddy's BBQ: www.daddysbbq.com

**Biloxi**
Departs at 8:30 a.m.; Returns at 5 p.m.
Take a closer look to discover this booming center for tourism in the town that geographically is the center of the Mississippi Gulf Coast.
Tour Sponsors:
- Ohr-O'Keefe Museum: www.georgeohr.org
- Biloxi Tour Train: www.biloxitourtrain.com
- Beauvoir: www.beauvoir.org
- Coast Transit Authority: www.coasttransit.com
- Maritime & Seafood Industry Museum: www.maritimemuseum.org
- Lunch Sponsor: Palace Casino: www.palacecasinoresort.com

**Go with a Guide: (Photographers Only)**
Depart at 12:00 p.m.; Returns at 9:30 p.m.
Photographers may request a car and local driver to travel along the Mississippi Gulf Coast on Wednesday or Thursday. Requests must be made in advance during registration and are subject to availability.

**Historic Bay St Louis & INFINITY**
Departs at 8:30 a.m.; Returns at 5 p.m.
This tour takes us to the west end of the Coast and Bay St. Louis starting at the historic Train Depot circa 1922, which served as the centerpiece of the film “This Property is Condemned” starring Robert Redford and Natalie Wood; Alice Moseley Museum, 100 Men Hall, Lunch at Hollywood Casino, tour at INFINITY Science Center, the NASA Visitor Center for the John C. Stennis Space Center.
Tour Sponsors:
- Hancock County Tourism Bureau: www.mswestcoast.org
- Alice Moseley Museum: www.alicemoseley.com
- 100 Men Hall: www.100menhall.org
- INFINITY Science Center: www.visitinfinity.com

**Immigrants Find a Sense of Place**
Departs at 8:45 a.m.; Returns at 4:30 p.m.
Explore a variety of cultures that make up the “cultural gumbo” of the Gulf.
Tour Sponsors:
- French Lodge
- Slovenian Lodge
- Buddhist Temple
- Vietnamese Catholic Church
- Congregation Beth Israel Synagogue
- Lunch Sponsor: Le Bakery: www.facebook.com/LeBakeryBiloxi

*Mardi Gras was first celebrated on the Mississippi Gulf Coast in 1699 in the New World by d'Iberville and his men.*
Full-Day Tours – Thursday, October 24

History of Coast –
Decided upon by King Louis XIV that the crown should make a more permanent stake in this vast area. Pierre Le Moyne, Sieur d'Iberville, was commissioned to plant a colony somewhere near the mouth of the Mississippi. In October 1698, he set sail from France with about 200 colonists aboard. Six months later, he arrived at Biloxi Bay and landed on its East Side.

Island Adventure: Ship Island
Departs at 7:45 a.m.; Returns at 4:30 p.m.
Tour Sponsor:
Ship Island Excursions .................................. www.shipisland.com
Lunch Sponsor:
National Park Service – Gulf Islands Seashore . . . . . . . . . www.nps.gov/guis

On Your Own
Use your complimentary 5-day Coast Transit Authority (CTA) bus pass to self-guide around the Mississippi Gulf Coast. You'll see the world's longest man-made beach — started by nature improved by man. You can enjoy artistic and historical museums or try your luck at one of our 24-hour casino resorts. Take a look at our story to learn what the Mississippi Gulf Coast has to offer.
Tour Sponsor:
Coast Transit Authority .................................. www.coasttransit.com

Shop 'Til You Drop
Departs at 8:30 a.m.; Returns at 5 p.m.
Travelers always like to bring home momentos from their trips, and this shopping tour gives you a taste of some of the options the Mississippi Gulf Coast has to offer.
Tour Sponsor:
Hancock County Tourism Bureau . . . . . . . . . . . . . . www.mswestcoast.org
Gulfport Premium Outlets . . . . . . . . . . . . . . . . . . . . . www.premiumoutlets.com/gulfport
Ocean Springs Chamber/Main Street
www.oceanspringschamber.com
Lunch Sponsor:
Gulfport Premium Outlets . . . . . . . . . . . . . . . . . . . . . www.premiumoutlets.com/gulfport

Tee Off on the Mississippi "Golf" Coast
Departs at 7:30 a.m.; Returns at 4:30 p.m.
Two of the finest Mississippi Golf Coast golf courses — Fallen Oak and The Oaks — are offering tee-times to interested delegates. Both courses will provide transportation, tee time, cart, club rental, if needed, and lunch. Participants will be responsible for tip to caddie. The Tom Fazio-designed Fallen Oak, venue for the PGA Champions Tour Mississippi Golf Resort Classic, is a 7,487-yard course featuring finely manicured TifEagle greens, century-old oak trees, wiregrass, lakes and marshland. The Oaks, designed by Steven Caplinger and Chris Cole, is routed through timberlands and native wetlands, with strategic bunkering and dramatic green complexes.
Tour & Lunch Sponsors:
Fallen Oak Golf Club . . . . . . . . . . . . . . . . . . . . . www.fallenoak.com
The Oaks Golf Club . . . . . . . . . . . . . . . . . . . . . . www.theoaksgolfclub.com

Wildlife Inventory on the Pascagoula River
Departs at 8:30 a.m.; Returns at 4:00 p.m.
Engage in Volunteerism. As part of the Pascagoula River Biodiversity Inventory program, work alongside the Pascagoula River Audubon Center, renowned scientists and local volunteers to sample and inventory animal and plant species of the Pascagoula River, one of the country's longest remaining free-flowing river systems.
Tour Sponsor:
Pascagoula River Audubon Center . . . . . . . . . . www.pascagoulariveraudubon.org

History of Coast –
It was then on April 8, 1699, d'Iberville selected the site of present-day Ocean Springs to build Fort Marenas for the first settlement by the French for Colonial Louisiana. A replica of this fort was created and may be visited. It is a particularly lively place for the Fort Marenas Renactment or the annual Landing of D'Iberville, celebrated in Ocean Springs.
Half-Day Tours – Wednesday, October 23

**MORNING TOURS**

**Birding Paradise**
Departs at 7:35 a.m.; Returns at 12:30 p.m.
Birding expedition along Hancock County beaches and nearby marsh areas.
Tour Sponsor:
Pascagoula River Audubon Center
www.pascagoulariveraudubon.org

**Explore Horn Island (Photographers Only)**
Departs at 8 a.m.; Returns at 11:30 a.m.
Local photographer Jamie Bates will lead an expedition to Horn Island.
Tour Sponsor:
National Park Service – Gulf Islands Seashore
www.nps.gov/guis

**Go WILD on the Pascagoula River**
Departs at 7:15 a.m.; Returns at 1 p.m.
A two-hour boat trip takes you on one of the country’s longest remaining free-flowing river systems, an ecosystem wild food fest of the truest proportions, lunch will feature your wildlife finds.
Tour Sponsor:
Pascagoula River Audubon Center
www.pascagoulariveraudubon.org

**Gulf to Table: Reeling in the Big One**
Departs at 11 a.m.; Returns at 1:30 p.m.
Local captains will show you firsthand the fun and excitement of reeling in the big one out in the Gulf. Captains can arrange to have your catch pressed and iced to ship home.
Tour Sponsor:
Mississippi Charter Boat Captains Assn. www.misscharterboats.org

**Gulfport**
Departs at 8:30 a.m.; Returns at 1 p.m.
Find out what Gulfport is all about.
Tour Sponsor:
Busted Wrench Garage & Museum
www.bustedwrench.com
Institute for Marine Mammal Studies
www.imms.org
Lunch Sponsor:
The Blow Fly Inn
www.blow-fly-inn.com

**Support Our Troops**
Departs at 8 a.m.; Returns at 1 p.m.
Veterans and active duty military personnel will explain the area’s military ties, including being home to Keesler Air Force Base since 1941, the U.S. Navy Construction Battalion Center (the Seabees) since 1942, and shipyards that for generations have built warships and submarines. Visit Blunts National Cemetery, USS Biloxi’s mast, USS Tullibee Memorial, Mississippi Vietnam Veterans Memorial, and G. I. Museum.
Tour Sponsor:

**Taste of the Casinos**
Departs at 8 a.m.; Returns at 11:30 a.m.
Tour of some of the best casino buffets along the Mississippi Gulf Coast.
Tour Sponsor:

**Sunrise Sail (Photographers Only)**
Departs at 6 a.m.; Returns at 9:30 a.m.
Sail the Mississippi Sound from the Gulfport Harbor with Captain Jim King as you watch the sun rise in the east.
Tour Sponsor:
North Star Sailing Charters
www.northstarsailingcharters.com
A Storied Past
Departs at 1:30 p.m.; Returns at 5:30 p.m.
Start at Beauvoir, the beautiful last home of Jefferson Davis overlooking the Gulf of Mexico. The next stop is the Maritime & Seafood Industry Museum with special emphasis on the different cultures who crafted livelihoods and the Mississippi Gulf Coast from their work on the sea. Final stop is the GI Museum, featuring more than 16,000 historical artifacts.
Tour Sponsor:
Beauvoir ........................................... www.beauvoir.org
GI Museum ........................................ www.giumuseum.com

Art is All Around
Departs at 2 p.m.; Returns at 5 p.m.
Visit two venues showcasing the artistic talents, history and lasting impact of a legendary Mississippi Gulf Coast family: Walter Anderson Museum of Art (Ocean Springs), showcasing the talents of Walter Inglis Anderson, and Shearwater Pottery, started by Peter Anderson in 1928 and still a working studio.
Tour Sponsor:
Shearwater Pottery ................................ www.shearwaterpottery.com

Ocean Springs
Departs at 1:15 p.m.; Returns at 5 p.m.
The Mississippi Gulf Coast is made up of multiple small towns that each have their own personality and feel. This tour takes us to the east end of the Coast, where art and nature mix! We start in Ocean Springs with its unique fusion of locally-owned boutiques, art galleries, candy shops, antique stores and home décor options with locally-owned restaurants. With shopping bags full, we move on to the artistic center of this quaint art-focused town at the Walter Anderson Museum of Art and Shearwater Pottery. Tour Sponsor:
Ocean Springs Chamber/Main Streetwww.oceanspringschamber.com
Shearwater Pottery ................................... www.shearwaterpottery.com

Paddle Pursuits
Departs at 1:15 p.m.; Returns at 5:30 p.m.
With guides from Eco-Tours of South Mississippi, kayak the swamp and bayou, braving from Courrier City Park. See red mangroves, moss-draped trees and cypress swamps with 300 species of native plants. Spy a variety of native and migratory birds including osprey and bald eagles.
Tour Sponsor:
Eco-Tours of South Mississippi www.eco-toursofsouthmississippi.com

History of Coast – Beauvoir, built in Biloxi from 1848 to 1852, is a graceful antebellum home on Beach Blvd in Biloxi that is evidence of the Southern plantation society bestowed upon the Mississippi Gulf Coast and is an exceptional example of the antebellum and Victorian homes that once graced the Coast. The exquisite, recently restored cottage-style residence was completed in 1852 and stands on a spectacular 52-acre site overlooking the Gulf of Mexico.
Given that Beauvoir is on the National Register of Historic Places and holds designations as both a Mississippi Historical Landmark and a National Historic Landmark, touring the home is essential.

Half-Day Tours – Wednesday, October 23
Half-Day Tours – Thursday, October 23

MORNING TOURS

Bike Biloxi
Depart at 8:30 a.m.; Returns at 1:30 p.m.
Take a short trolley ride to ecoGeno Bicycle Shop in Biloxi to pick up your bike and safety gear. Map in hand, pedal along all or part of the Mississippi Gulf Coast’s 26 miles of sidewalks that follow Highway 90. (Guides available by request.)
Tour Sponsor:
ecoGeno Bicycle Shop ........................................... www.ecogeno.com

Gulf to Table: How Do You Like Your Oysters?
Depart at 7 a.m.; Returns at 1 p.m.
Go out in the early morning on a working oyster boat to see how oystermen (and women) work for their catch.
Tour Sponsor:  
Department of Marine Resources ............ www.dmr.state.ms.us  
Lunch Sponsor:
Half Shell Oyster House ...................... www.halfshelloysterhouse.com

Gulf to Table: How Do You Like Your Oysters? (Photographers Only)
Depart at 8:30 a.m.; Returns at 1:30 p.m.
Photographers will have the opportunity to follow the activities on the water from a second boat. Watch and photograph the oystermen (and women) at work for their catch. You will have the option to join the rest of the tour or stay on the water for additional photographs. Limited number of participants based upon the size of the vessel.

Gulf to Table: Reeling in the Big One
Departs at 8:30 a.m.; Returns at 1:30 p.m.
The waters of the Gulf of Mexico are home some of the best spots for reeling in the big one – from red fish and red snapper to marlin, and even sharks. The local captains will show you firsthand the fun and excitement of reeling in the big one out in the Gulf. Captains can arrange to have your catch prepared and iced to ship home.
Tour Sponsor:
Mississippi Charter Boat Captains Association  www.mschartersboats.org

Hurricane Katrina
Depart at 9:30 a.m.; Returns at 12:45 p.m.
In the seven years since Katrina unleashed her fury on the Gulf Coast, casinos, hotels, golf courses, museums and restaurants have come back with a fury of their own. Explore some of the landmarks that pay homage to the worst natural disaster in U.S. history and her predecessor Hurricane Camille.
Tour Sponsor:
Mississippi Blues Trail ..................... www.mississippibluestrail.org  
100 Men Hall .......................... www.100menhall.org

Play the Blues: Blues Trail Markers
Departs at 8:30 a.m.; Returns by 1 p.m.
This tour focuses on four historical markers/sites that are part of the Mississippi Blues Trail, which is dedicated to preserving the state’s musical heritage.
Tour Sponsor:  
Mississippi Blues Trail ..................... www.mississippibluestrail.org  
100 Men Hall .......................... www.100menhall.org

Sunrise Sail (Photographers Only)
Departs at 6:30 a.m.; Returns at 9:30 a.m.
Sail the Mississippi Sound from the Gulfport Harbor aboard North Star Sailing Charters with Captains Jim King as you watch the sun rise in the east.
Tour Sponsor:
North Star Sailing Charters .................. www.northstarsailingcharters.com

Taste Creators, Q&A with Local Restaurateurs
Departs at 10:30 a.m.; Returns at 2:30 p.m.
Join three legendary coast restaurateurs at their establishments as they discuss cuisine and the area’s culinary scene.
Tour & Lunch Sponsors:  
Mary Mahoney’s Old French House ........... www.marymahoneys.com  
Red Sky Club House ...................... www.redskyclubhouse.com  
Lookout Steakhouse ...................... www.lookoutsteakhouse.com
Half-Day Tours – Thursday, October 23

AFTERNOON TOURS

Express Yourself: A Hands-On Art Tour
Departs at 1:30 p.m.; Returns at 5 p.m.
Wine and cheese may help boost your creativity on this hands-on artistic tour that explores galleries and studios. Visit the Pink Rooster in downtown Ocean Springs and Negrotto’s Gallery in Biloxi, where various artists will demonstrate their skills.
Tour Sponsor:
Pink Rooster ........................................ www.pinkrooster.net
Negrotto’s Gallery .............................. www.negrottogallery.com

Free It Is
Departs at 2 p.m.; Returns at 5 p.m.
We'll tour plenty of places that help travelers stretch their budgets. Included on this tour: Biloxi Visitors Center, the historic Dauterive House, DuMortier Art Foundation, and Biloxi Fire Museum.
Tour Sponsors:
Biloxi Visitors Center ... www.biloxi.ms.us/museums/Visitors_Center
Dauterive House Foundation .................................. www.dauterive.org
Biloxi Fire Museum www.biloxi.ms.us/museums/firemuseum

Paddle Pursuits on the Wolf River
Departs at 1:30 p.m.; Returns at 5:30 p.m.
Join the crew from Wolf River Canoe & Kayak for a leisurely four-mile paddle on the Wolf River. With white sand beaches lining its shores, the river flows over clay formations and meanders through woodlands on its way to the Gulf of Mexico. The river has calm water with some gentle rapids.
Tour Sponsor:
Wolf River Canoe & Kayak .................. www.wolfrivercanoees.com

Throw Me Something Mister: Mardi Gras on the Coast
Departs at 1:30 p.m.; Returns at 5:15 p.m.
Past Mardi Gras parties will explain that “Laissiez les bons temps rouler” (“Let the Good Times Roll”) is not reserved just for our neighbors to the west in New Orleans. Mardi Gras is just as much a part of life on the Mississippi Gulf Coast. Start with a proper education at the Mardi Gras Museum in Biloxi which traces 300 years of Carnival history with costumes, photographs and memorabilia.
Tour Sponsor:
Hancock County Tourism .................. www.mswecosast.org

Trash & Treasures
Departs at 2 p.m.; Returns at 4:30 p.m.
Love to hunt for a treasure? Treasure Hunt is a very unique shopping experience in Gulfport with inventories from distressed situations such as insurance salvage claims, manufacturer's buybacks and closeouts, bankruptcies and retail stockouts. Thousands of new items arrive at Treasure Hunt weekly. You may find leading private label, brand name clothing, bedding and home decor.
Tour Sponsor:
Treasure Hunt ............................... www.ilovetreasurehunt.com
Additional Day Tours

**SUNDAY, OCTOBER 20**

**Biloxi 101**
Departs at 1 p.m., 2 p.m. and 3 p.m.
Explore the City of Biloxi with the windshield tour. This 45-minute tour will pinpoint popular tourism attractions and casinos.

**Gulfport Premium Outlets Shopping**
Departs 11 a.m., 1:30 p.m. and 3 p.m.
Returning at 1 p.m., 2:30 p.m. and 4:30 p.m.
Upon arrival each guest will receive a quilted Tote Bag, VIP Coupon Book, a map of the property and a Food Court voucher for up to $10.

**Fallen Oaks Golfing**
For more information or to book at tee time, call 228-386-7134. Exclusively for guests of Beau Rivage Resort & Casino, the Tom Fazio-designed Fallen Oak epitomizes the quintessential grace and beauty of the world's great golf courses.

**MONDAY, OCTOBER 21**

**Biloxi 101**
Departs at 2 p.m., 3 p.m. and 4 p.m.
Explore the City of Biloxi with the windshield tour. This 45-minute tour will pinpoint popular tourism attractions and casinos.
Tour Sponsor: [www.ecogeno.com](http://www.ecogeno.com)

**Bike Biloxi (half-day or full-day)**
Departs 7:30 a.m. Returns 12:30 p.m.
One of the best ways to spend a leisurely day enjoying the views of the Mississippi Gulf Coast is by bike. Sidewalks along the beach allow for 26 miles of pedaling at your own pace with the wind on your face and the salty breeze of the Gulf of Mexico in the air.
Tour Sponsor: ecoGeno Bicycle Shop. [www.ecogeno.com](http://www.ecogeno.com)

**Beau Rivage Behind-The-Scenes Tour**
MGM Resorts International welcomes a million guests and prepares more than 90,000 lbs of shrimp and 20,000 gallons of gumbo each year at its 1,740-room AAA Four Diamond Beau Rivage Resort & Casino in Biloxi. SATW attendees are invited on a rare behind-the-scenes tour of the resort’s massive hotel and culinary operations.

Tour Sponsor: Beau Rivage Resort & Casino [www.beaurivage.com](http://www.beaurivage.com)

**Hard Rock Backstage Pass**
Walk to Hard Rock: Tour is from 2:30 p.m. to 4 p.m.
SATW attendees don’t need to make friends with the rockers to get an all-access, behind-the-scenes look at the most rockin’ casino on the Gulf Coast.
Tour Sponsor: Hard Rock Hotel & Casino [www.hardrockbiloxi.com](http://www.hardrockbiloxi.com)

**Shop til You Drop at Sharkheads**
Departs at 2:30 p.m.: Returns at 4 p.m.
Travelers always like to bring home mementos from their trips, and this shopping tour gives you a taste of a souvenir shop, and we make our first stop at Sharkheads. The 32 foot tall shark mouth entrance basks travelers in for the perfect vacation photo!
Tour Sponsor: Sharkheads [www.sharkheads.com](http://www.sharkheads.com)

**TUESDAY, OCTOBER 22**

**Bike Biloxi (half-day or full-day)**
Departs 7:30 a.m. Returns 12:30 p.m.
One of the best ways to spend a leisurely day enjoying the views of the Mississippi Gulf Coast is by bike. Sidewalks along the beach allow for 26 miles of pedaling at your own pace with the wind on your face and the salty breeze of the Gulf of Mexico in the air.
Tour Sponsor: ecoGeno Bicycle Shop. [www.ecogeno.com](http://www.ecogeno.com)

**List of Mississippi Blues Markers:**
- Broadcasting the Blues, 10211 Southpark Drive, Gulfport
- Biloxi Blues, Corner Main & Murray Street, Biloxi
- Blues & Jazz, Corner of Scenic Drive & Davis Avenue, Pass Christian
- Blues Hall, 100 Men Hall, 303 Union Street, Bay St. Louis
Additional Day Tours

Cemetery Tour
Departs at 5:20 p.m.; Returns for Beau Rivage at 6:15 p.m. and 7 p.m.
Event highlighting history-based remembrances at graveside delivered by local personalities and access from Biloxi Little Theater and area high schools.

Cozy Bed & Breakfasts
Departs at 2 p.m.; Returns at 5:15 p.m.
B&Bs are scattered from Pascagoula to Bay St. Louis.
Tour Sponsor:
Chateau Blessey - www.chateaublessey.com
Almanet Guest House - www.almanetguesthouse.com
Front Beach Cottages - www.frontbeachcottages.com

Hard Rock Biloxi Table Gaming 101
Time: 7:00 p.m.
Class is in session for SATW attendees who want to learn how to play craps and roulette.
Tour Sponsor:
Hard Rock Hotel & Casino - www.hardrockbiloxi.com

Pass Christian
Departs at 2:00 p.m.; Returns at 5 p.m.
Perhaps best known as the hometown of ABC "Good Morning America" anchor Robin Roberts, Pass Christian has a special charm all its own.
Tour Sponsor:
Oak Crest Mansion - www.oakcrestmansion.com
Pass Christian Soup Company - www.passsooup.com

Winner, Winner, Chicken Dinner!
Wine????
Taste????
Every wonder what it takes to be a casino high roller? SATW attendees will become "gambling insiders" after this interactive afternoon session in Beau Rivage's 85,000 square foot casino. Participants will get hands-on lessons and learn to play Black Jack, Roulette, Craps, Baccarat and assorted poker games, and get a brief history of gambling and a look at 20 years of legalized gaming and its extraordinary impact on the Mississippi Gulf Coast, often dubbed the "Mississippi Miracle."
Tour Sponsor:
Beau Rivage Resort & Casino - www.beaurivage.com

WEDNESDAY, OCTOBER 23
& THURSDAY, OCTOBER 24

Bike Biloxi (half-day or full-day)
Departs 7:00 a.m. Returns 7:30 a.m.
One of the best ways to spend a leisurely day enjoying the views of the Mississippi Gulf Coast is by bike. Sidewalks along the beach allow for 26 miles of pedaling at your own pace with the wind on your face and the salty breeze of the Gulf of Mexico in the air. You'll pick up your rental bikes at ecoGeno Bicycle Shop in Biloxi—just a short walk or trolley ride from the Beau Rivage, then spend a few hours enjoying numerous points of interest along the way, from the tree sculptures tucked away along Highway 90 to beautiful homes and many great restaurants for a snack along the way. You never know what birds and beautiful scenery you will see along the beachfront, so be sure to have your camera! Tour Sponsor:
ecoGeno Bicycle Shop - www.ecogeno.com
Dine Around

On Tuesday, October 22 dinner will be an open dine-around. In lieu of the usual “dine-around” evening, you will have the freedom to select where and at what time to dine. Dining is a big part of Southern culture, and you will be able to choose your dinner destination from a list of area restaurants.

You will be responsible for paying for your meal, drinks and gratuity on this evening. Transportation to all restaurants not within walking distance from the Beau Rivage will be provided. Below is a list of participating restaurants, complete with descriptions, sample menus and maps. Some restaurants are also offering a multi-course menu specifically for SATW delegates.

Once you arrive in Biloxi, you will make your reservation in the Media Center with designated staff who will handle transport and dining arrangements. You will receive a “receipt” with instructions and your reservation time. The cut-off time for reservations will be late Monday afternoon. Please, do NOT contact these restaurants in advance for reservations before arriving at the convention.

GULFPORT

- Bacchus Food & Drink
  www.bacchusfoodanddrink.com
- Red Sky Crabhouse
  www.redskycrabhouse.com
- Tony’s Brick Oven Pizzeria
  www.tonysbrickovenpizzeria.com
- Lookout Steakhouse
  www.lookoutsteakhouse.com
- The Chimneys
  www.chimneysrestaurant.com
- TA Sushi Bar
  www.facebook.com/tassushibar

BILOXI

- Half Shell Oyster House
  www.halfshelloysterhouse.com
- Shaggy’s
  www.shaggy.biz
- BR Prime
  www.brisurviage.com
- Thirty-Two
  www.32biloxi.com
- Ole Biloxi Fillis’ Station
  www.facebook.com/pages/The-Ole-Biloxi-Fillis-Station
- Ruth’s Chris Steakhouse
  www.ruthschris.com/

OCEAN SPRINGS

- Maisano’s by the Glass
  www.maisanofinewine.com/wine-bar-bistro
- Mosaic Tapas Bar
  www.mosaictapasrestaurant.com
- Frenchie’s
  www.facebook.com/FrenchiesOceanSprings
- Anthony’s Steaks & Seafood
  www.coastseasfood.com/anthony’s.html
- Aunt Jenny’s Catfish
  www.coastcatfish.com/jennys.html
- Phoenicia Gourmet Cuisine
  www.phoeniciagourmet.com
- Crepes
  www.crepesperiod.com
Pre and Post Tours

A Note About Pre and Post Tours

- Pre and Post Tour Pricing (except Stay and Play in the Biloxi Area, see separate page for pricing):
  - $220 Active
  - $270 Associate
  - $295 Retired
  - $320 Spouse

- All Mississippi tours begin and end in Biloxi except for the Natchez Trace by Motorcycle tour which starts in New Orleans.

Pre 01—Mississippi Artful Adventure
Departs from Biloxi Thursday, October 17 at 9 a.m. Returns to Biloxi Sunday, October 20 by 4 p.m.

Pre 02—Mississippi Culinary/Literary: Food, Faulkner, and More
Departs from Biloxi Thursday, October 17 at 9 a.m. Returns to Biloxi Sunday, October 20 by 4 p.m.

Pre 03—Historic Mississippi: from Civil War to Civil Rights
Departs from Biloxi Thursday, October 17 at 9 a.m. Returns to Biloxi Sunday, October 20 by 4 p.m.

Pre 05—Mississippi Music: Cradle of American Sound
Departs from Biloxi Thursday, October 17 at 9 a.m. Returns to Biloxi Sunday, October 20 by 4 p.m.

Pre 06—Natchez Trace by Motorcycle
Departs from New Orleans Wednesday, October 16, before 1 p.m. Arrives in Biloxi Sunday, October 20 by 3 p.m.

Pre 08—Alabama Gulf Coast Landmarks
Departs from Biloxi Thursday, October 17 at 12 noon Returns to Biloxi Sunday, October 20 by 4 p.m.

Post 02—Mississippi Culinary/Literary: Food, Faulkner, and More
Departs from Biloxi Friday, October 25 at approximately 8:30 a.m. Returns to Biloxi Monday, October 28 by 4 p.m.

Post 04—Mississippi Golf Tour
Departs from Biloxi Friday, October 25 at approximately 8:30 a.m. Returns to Biloxi Monday, October 28 by 4 p.m.

Post 05—Mississippi Music: Cradle of American Sound
Departs from Biloxi Friday, October 25 at approximately 8:30 a.m. Returns to Biloxi Monday, October 28 by 4 p.m.

Post 06—Natchez Trace by Van
Departs from Biloxi Friday, October 25 at approximately 8:30 a.m. Returns to Biloxi Monday, October 28 by 4 p.m.

Post 08—Alabama Coastal Connections
Departs from Biloxi Friday, October 25 at 10:30 a.m. Returns to Biloxi Tuesday, October 29 by 12 noon at the latest

Post 09—Louisiana Northshore Explorations
Departs from Biloxi Friday, October 25 at 10:30 a.m. Returns to Biloxi Monday, October 28 by 11 a.m.

Post 10—New Orleans Culture
Departs from Biloxi Friday, October 25 at 8 a.m. Returns to Biloxi Monday, October 28 by 11 a.m.

- For those taking a Mississippi pre-tour, Mississippi Tourism will provide complimentary hotel rooms in Biloxi on Wednesday, October 16 for those arriving early for pre-tours, and on Monday, October 28, for those taking Mississippi post-tours to accommodate travel plans.

- All tours are limited to 10 participants unless noted otherwise. Please submit a first, second, and third choice. We will waitlist tours once they have filled. Mississippi Tourism has graciously agreed that if a waitlist grows beyond 10 to add a second pre/post tour group.
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Media comps always available for writers conducting research tours. Contact Deborah Wakefield at deborah@citypass.com.