



Tuesday, October 15

- 10:00 am – 1:00 pm **MLHA Board of Directors meeting**
- 12:00 noon – 5:00 pm *Exhibitor Set-Up*
- 1:00-3:00 pm **TBID Meeting**
- 3:15-3:45 pm **First-Time Attendee Orientation**
- 4:00-5:00 pm **Conference Welcome & Opening General Session**
Sponsored by Montana Linen
“Unreasonable Hospitality” with [Erica Kaehly](#)
- 5:30-8:30 pm **Trade Show Kick-Off**
Beers with Peers, appetizers and social in Trade Show

Wednesday, October 16

- 8:00-9:30 am **Breakfast in the Trade Show** – Platinum & Gold Sponsor Spotlight
- 9:30 am-11:00 am **Concurrent sessions:**
- **General Manager Best Practices Roundtable Discussion**
 - **Sales & Marketing Council Annual Meeting**
- 11:00-11:15 am **Break In Trade Show**
- 11:15 am-12:00 pm **General Session I**
“Imposter Syndrome” with [Alani Bankhead](#)
- 12:15 pm-1:45 pm **Luncheon with Area Legislators**
- Trade Show Exhibitor Introductions
 - MLHA “Allied Member of the Year” Award
 - Tourism Update, Legislative Preview with Dax Schieffer, Voices of Montana Tourism/Montana Travel Association Executive Director

1:45-2:15 pm	Break In Trade Show
2:15 – 3:30 pm	Concurrent Breakout Sessions: <ul style="list-style-type: none"> • STR Travel Trends and Updates with Brittany Gibson • Trailhead Tourism Ambassador Program with Luke Ashmore, Visit Billings
3:30-3:45 pm	Break
3:45 pm-5:00 pm	General Session II “A Winning Mindset” with John Parker
6:00 pm-9:00 pm	MLHA Awards Dinner Banquet – <i>Sponsored by Ecolab</i>

Thursday, October 17

8:00 – 9:00 am	Breakfast Buffet
9:00am – 12:00 noon	MLHA Membership Meeting/Conference Closing -MLHA State of the Association -Installation of newly elected Board Members -Announcement of 2025 Conference RFP selection -Updates from General Manager Roundtable, Sales & Marketing Council

Conference registration open now at mtlha.com.

Lodging available at the Best Western Plus GranTree Inn

\$139/night for Double Queen/King Rooms

\$149/night for King Suites

Call 800-624-5865 and refer to the MLHA Room Block.

