



Tuesday, October 15

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| 10:00 am – 1:00 pm | MLHA Board of Directors meeting |
| 12:00 noon – 5:00 pm | <i>Exhibitor Set-Up</i> |
| 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
<i>Sponsored by Montana Linen</i>
“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

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| 8:00-9:30 am | Breakfast in the Trade Show – Platinum & Gold Sponsor Spotlight |
| 9:30 am-11:00 am | Concurrent sessions: <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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.

