

ACCOMMODATION PROGRAM**Meeting Agenda Draft**

October 29, 1997

Burson-Marsteller/Pittsburgh Offices

9:30 p.m. - 4:30 p.m.

- ✓ 1. **The Accommodation Program:** 9:45 - 10:00
National Hospitality Highlights 1997
2. **State Plans** 10:00 - 10:30
- Include Leaving*
- Accomplishments to date
 - Remaining activities
 - Other issues - *What didn't get done + why.*
3. **Budget Modifications** 1/2 hr 10:30 - 10:45
4. **Places Plan Review** 10:45 - 12:00
- Places strategies
 - Hospitality strategies
5. **Lunch** 12:00 - 12:30
6. **Hospitality Plan 1998** 12:30 - 2:30
- B-M plan
 - Budget
 - National sponsorships
 - Top-to-top meetings
 - *State Plans - Review Template + discuss.*
7. **Strategic Issues Discussion** 2:30 - 4:00
- Travel & tourism
 - LBCs
 - Advertorial
8. **Next Steps** 4:00 - 4:30
- November 14 presentation
 - RD meeting/year end report

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