



# NATIONAL TOURISM WEEK *Brunch*



TradeWinds Island Grand  
Thursday, May 23rd

# PROGRAM AGENDA



## WELCOME REMARKS

Robin A. Miller, IOM, FCCP - CEO/President

Brian Lowack, CEO - VSPC

Kathleen Peters, County Commissioner/  
Tourism Development Council Chair

## KEYNOTE SPEAKER

Peter C. Yesawich, Ph.D. - Co-founder of  
MMGY Global

## TOURISM PERSON OF THE YEAR PRESENTATION

Dannette Lynch, Florida Restaurant &  
Lodging Association

## GRAND RAFFLE PRIZE DRAWING

Sponsored by Tampa Bay Rays and Rowdies

# KEYNOTE SPEAKER



## PETER C. YESAWICH

Peter C. Yesawich, Sr. is a trailblazer in the worlds of hospitality and healthcare, serving as Chairman of Yesawich Holding, LLC, Co-Founder of MMGY Global, and Chairman of Hospitable Healthcare Partners, LLC. At Yesawich Holding, he leads a dynamic investment and marketing consultancy, while MMGY Global, the world's largest integrated marketing communications company, thrives under his co-leadership, serving top-tier travel, leisure, and entertainment clients. At Hospitable Healthcare Partners, Yesawich is innovatively enhancing patient experiences by infusing hospitality principles into healthcare.

Over the years, Yesawich has masterminded marketing programs for prestigious brands like Fairmont Hotels & Resorts, Hilton International, Disney Parks & Resorts, and Universal Studios, among many others. His impactful decade as Chief Growth Officer at Cancer Treatment Centers of America® saw the organization rise to national prominence as a leading cancer care provider. Celebrated for his contributions, Yesawich has garnered numerous accolades, including the World Travel Award and the Spirit of Hospitality Award, and has shared his expertise through teaching, writing, and board memberships in prominent industry associations.

He is here to provide us with highlights from the MMGY Global 2024 Portrait of American Travelers (the longest continuous analysis of emerging travel trends in America), including the latest travel habits, preferences and intentions of leisure travelers and the implications for marketing our area in the year ahead.

# OUR CHAMBER

The mission of the Tampa Bay Beaches Chamber is to support businesses, promote tourism, and provide a platform for collaboration to enhance the business environment and quality of life in our communities.

## EXECUTIVE COMMITTEE

<b>Chair:</b>	Nigel Duffett, Premier Hotel Corporation
<b>Past Chair:</b>	Matthew Dahm, Mastry's Brewing Co.
<b>Chair Elect:</b>	Scott O'Berry, Edward Jones
<b>Government Chair:</b>	Shawn Rae, Vino Simpatico
<b>Treasurer:</b>	Tim Johnson, Waterfront Realty
<b>Member at Large:</b>	Suzanne Brown, Slyce Pizza
<b>Member at Large:</b>	Victoria Waller, Generations of Trust

## FULL BOARD

<b>Melissa Bonacore</b>	Holiday Inn Harbourside
<b>Brent Burish</b>	HCA Pasadena Hospital
<b>Cathy Claesson</b>	TradeWinds Island Grand Resort
<b>Chiquita Clark</b>	Duke Energy
<b>Brian Ford</b>	Insurance Resources
<b>Jeffrey Homad</b>	Don Cesar and Beach House Suites
<b>Kim Laskey</b>	Bilmar Beach Resort
<b>Laurie Laurenty</b>	Solutions Insurance
<b>Matt Loder</b>	Crabby Bills Family Brands
<b>Denise Macleod</b>	Success Printing + Promotions
<b>Michael Moretti</b>	Mitchell Insurance
<b>Christian Salazar</b>	Bellwether Beach Resort/Beachcomber
<b>Cedrick Wilson</b>	Master Restoration

## NON-VOTING LIAISONS

<b>Debra Schweikowsky</b>	Pinellas County Economic Development
<b>Jake Hermann</b>	Visit St. Pete/Clearwater

# SPONSORS

## PASSPORT TO PARADISE SPONSOR



**ST. PETE  
CLEARWATER**

## AWARD SPONSOR



**FLORIDA  
RESTAURANT &  
LODGING  
ASSOCIATION**

**PINELLAS CHAPTER**

## CENTERPIECE SPONSOR



*Restoring the Bay Every Day*

## DESSERT SPONSOR



## PREMIUM RAFFLE SPONSOR



## GIVE AWAY SPONSOR



# SPONSORS

## TABLE SPONSORS





## Funding by Those Who Wish They Lived Here

Tourism dollars funded nearly \$5 million in beach renourishments last year. Learn more about what visitors do for the destination at [VisitStPeteClearwater.com](http://VisitStPeteClearwater.com).



## Creating leaders through real-world experiences and connections

Our Leadership Institute uses real-world learning experiences to develop connections and leadership talent in the individuals that represent our diverse area. Learn more at:

[TampaBayBeaches.com/Institute](http://TampaBayBeaches.com/Institute)

# 2024 PREMIER INVESTORS

## PLATINUM BEACH LEVEL



## BOARD OF GOVERNORS LEVEL



## COUNCIL OF ADVISORS

