



A weekly newsletter on North Carolina General Assembly news relevant to the North Carolina tourism industry

NCTIA Conference Session on Culture



Is Culture really important? How much does it really matter to an organization or the people working there? Culture eats strategy for breakfast.

At this year's NCTIA Tourism Leadership Conference (November 15-16), attendees will learn what the data is suggesting and learn about four steps that any organization can utilize to start and create its own culture.

MediaOne's Mike Robertson will take the stage from 10:30-11:30AM on Thursday, November 16.

Use this hotlink to register for the conference today.

Book your room at the Westin Raleigh-Durham Airport at the special rate of \$209.00 a night by October 25th. Ask for the NCTIA Tourism Leadership Conference Room Block Reserve. Book your room here.

NC Sports Association of NC Hosts NCTIA



The NC Sports Association invited NCTIA Executive Director Vince Chelena and Lobbyist Brian Lewis to its meeting in Greenville, NC on Friday, October 13. NCTIA President Andrew Schmidt and his team at Visit Greenville were also in attendance.

Chelena and Lewis teamed up to present to the NCTIA member organization about the 2023 General Assembly legislative session and how the organization can use its membership to propel its legislative agenda forward in the short session and beyond.

"The General Assembly has made significant investments in promoting sports tourism in the state in addition to enacting policies that will enhance this growing sector within tourism," said NCTIA Executive Director Vince Chelena. "We look forward to working closely with the North Carolina Sports Association in the coming legislative sessions on even more investments and policies that will benefit all of tourism."

NCTIA's presentation included a primer on political power in the General Assembly, a listing of go-to legislators on NCTIA issues, and a roadmap for its members to bring policy issues forward, have them vetted, and ultimately approved by the NCTIA Board of Directors.



"NCTIA has a tried and true system of approving legislative and budgetary requests to the General Assembly," said Chelena. "We know what the General Assembly is looking for in a request and we know who to go to for these asks. But it requires a lot of work on the front end before we approach a policymaker."

NCTIA will include much of what it shared at the NC Sports Association meeting at the NCTIA Tourism Leadership Conference on November 15-16. The Legislative Session is scheduled for November 16 from 1:15-2:45PM.