

April 29 – May 3



# MTJA in Fort Wayne

Spring Conference 2022



# welcome

## to Fort Wayne, Indiana!

As we settle in for five days of exploring, celebrating, and reconnecting, we're excited to showcase our community's personality, flavors, and creativity.

We start the conference by exploring our host hotel and neighborhood, and we'll kick off the evening with a Welcome Dinner, where you'll get a look at projects pushing Fort Wayne's growth.

Saturday is all about discovering downtown Fort Wayne and its unique districts, including our 8 miles of downtown riverfront and the Genealogy Center – one of the best places to research your family history.

Sunday, we'll get a look at different assets in Fort Wayne, like the Fort Wayne Children's Zoo and Turnstone, and meet organizations and people breaking the mold and making waves in our community.

Monday, we'll explore Sweetwater – the nation's largest online music retailer, where we'll enjoy our marketplace and lunch. We then return to The Bradley for an afternoon of meetings, including professional development sessions. Actives will learn from LinkedIn expert Anthony Juliano, and Associates will have a chance to build conversations around public relations with a local PR Panel.

Tuesday, we'll wrap up the conference with a breakfast with Barbara Bradley Baekgaard (co-founder of Vera Bradley) and Zach Miller (General Manager of The Bradley.) We'll also pay a visit to the Vera Bradley Design Center for a special experience.

We hope your time in Fort Wayne presents you with opportunities to discover new stories, have fun, and build new connections and friendships. It has been a joy and an honor to prepare these experiences for you. We are so thrilled you are here.

Cheers to the adventures you'll soon discover!



*Jessa Campbell*

**Jessa Campbell**  
and the **Visit Fort Wayne Team**

## CONFERENCE COMMUNICATION

We will use a text messaging system to communicate with attendees about transportation departures and additional conference updates. The system also allows you to privately message conference organizers with any questions or concerns.

Please follow these steps to join the messaging group:

- 1. Text 81010 with the message @mtja2022**
- 2. Enter your birth date.** (This is private and will not be shared with organizers or attendees.)
- 3. Admin will admit you into the group.**
- 4. Once you are admitted, you can add texts to privately message admin with questions.**

## CONTACT INFORMATION

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## CONFERENCE ITINERARY | Friday, April 29

**12:00 – 3:00 PM**

### **Registration + Check-In**

Registration will take place at The Bradley in the Whitley Room.

### **Lunch Dine Around on The Landing**

A lunch voucher is provided in your registration packet. The voucher is valid at six restaurants located on The Landing.

**1:15 PM**

### **Tour of The Bradley**

Meeting Location: The Bradley Lobby

A tour of The Bradley will be provided to get an overview and behind-the-scenes look at the property, its special design features, and other highlights.

**2:00 PM**

### **Tour of The Landing**

Meeting Location: The Bradley Lobby

Enjoy a walking tour of The Landing and learn how this one-block neighborhood was transformed into a dining and entertainment destination.

**3:00 PM**

### **Tour of Electric Works**

Transportation departs from The Bradley Lobby.

Take a tour of Electric Works, a historic GE campus that is undergoing a massive redevelopment. The mixed-use project will become housing, shops, a food hall, and more.

**Attire:** All visitors are required to wear hardhats (provided) and closed-toe shoes. No open-toe shoes, shorts, or tank tops are permitted. You are welcome to bring a change of shoes for dinner.

**5:00 PM**

### **Cocktail Hour**

*Sponsored by Electric Works and Chapman's Brewing.*

**5:45 PM**

### **Welcome to Fort Wayne Dinner**

*Sponsored by Greater Fort Wayne*

Enjoy farm-to-fork fare provided by Junk Ditch Brewing Company, with food sourced from local farms.

**Attire:** Dressy Casual

**7:30 PM**

### **Optional Late-Night Activity: TinCaps Baseball Game**

*Transportation to the baseball game departs from our dinner location.*



## CONFERENCE ITINERARY | Saturday, April 30

**7:00 AM**

### **Sunrise Photo Tour (Optional)**

Depart from The Bradley Lobby

**8:00 AM**

### **Breakfast at the YLNI Farmers Market**

Depart from The Bradley Lobby

**Attire:** Please wear comfortable shoes for a day of walking. We will not return to the hotel before our walking tours.

**9:30 AM**

### **Walking Tours of Downtown Fort Wayne**

**Attire:** Please wear comfortable shoes for a day of walking.

*Walking tours will take place in 4 pre-determined groups. Your group is specified in your **customized itinerary**.*

**12:30 PM**

### **Downtown Lunch Dine Around**

*\*Your lunch location is specified in your **customized itinerary**.\**

**2:00 PM**

### **Downtown Walking Tours Resume**

**3:15 PM**

### **FAM Tour A: Active Riverfront Immersive Experience**

Take to the rivers and trails for active recreation! Go kayaking on the St. Marys River and hit the trails on bike to explore the areas where natural scenery meets Fort Wayne's vibrant downtown.

**Attire:** Suitable clothing for kayaking or biking (weather dependent.)

- OR -

### **FAM Tour B: Family History at The Genealogy Center**

Discover your family's unique story at The Genealogy Center, the nation's second-largest genealogy collection. Located inside the Allen County Public Library.

*\*Your designated FAM Tour is specified in your **customized itinerary**.\**

**6:15 PM**

### **Taste of Arts Campus Fort Wayne Dinner**

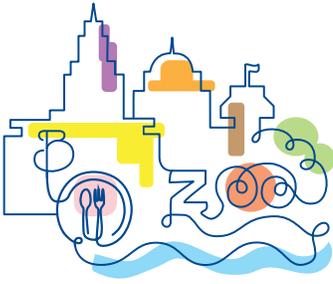
*Sponsored by Arts United of Greater Fort Wayne*

As you explore Arts Campus Fort Wayne, you'll get a taste of our vibrant arts community – including the Fort Wayne Ballet, Fort Wayne Philharmonic, and more – paired perfectly with delicious culinary favorites.

**Attire:** Dressy Casual. Comfortable shoes recommended. We will be walking about three blocks to the dinner.

**8:30 PM**

### **Optional Late-Night Activity: Canvas and Cocktails with artist and muralist, Theoplis Smith III (aka Phresh Laundry)**



## CONFERENCE ITINERARY | Sunday, May 1

**7:00 AM**

**Blind Yoga with Daryl Walker, a Paralympic Athlete (Optional)**

Location: Birdie's Rooftop Deck at The Bradley

**8:00 AM**

**Indiana Foodways Breakfast**

Depart from The Bradley Lobby

*Sponsored by Indiana Foodways Alliance*

Savor a delicious breakfast from local maker, GK Baked Goods.

**Attire:** Please wear comfortable shoes for a day of walking.

We will not return to the hotel before our FAM tours.

**9:30 AM**

**Morning FAM Tour**

*\*Your designated FAM Tour is specified in your **customized itinerary**.\**

**FAM Tour A:** Fort Wayne Children's Zoo

**FAM Tour B:** Fort Wayne Makers

**FAM Tour C:** Turnstone Adaptive Sports Experience

**12:00 PM**

**Lunch at the Fort Wayne Children's Zoo**

*Enjoy lunch at the Parkview Physicians Group Pavilions, located in the African Journey. (Near the Sky Safari ride)*

**1:30 PM**

**Afternoon FAM Tour**

*\*Your designated FAM Tour is specified in your **customized itinerary**.\**

**FAM Tour A:** Fort Wayne Children's Zoo

**FAM Tour B:** Fort Wayne Makers

**FAM Tour C:** Fort Wayne History and Architecture

**5:00 PM**

**VP Hours at The Bradley**

Members use this time to learn about updates from the organization, share any feedback, and connect with fellow members.

**6:00 PM**

**Visit Indiana Dinner** at the Grand Wayne Convention Center

*Sponsored by Indiana Destination Development Corporation*

A celebration of the Hoosier spirit! Enjoy dinner and drinks at the Grand Wayne Convention Center and a delicious DIY s'mores bar for dessert – with DeBrand Fine Chocolate and locally-made marshmallows from GK Baked Goods.

After dinner, mix and mingle with amazing destinations from around Indiana!

**Attire:** Dressy Casual. Comfortable shoes recommended. We will be walking about three blocks to the dinner.



## CONFERENCE ITINERARY | Monday, May 2

**7:00 AM**

### **Sunrise Hike at LC Nature Park during Trillium Season (Optional)**

Depart from The Bradley Lobby

Breakfast from Proximo will be provided on the way. Hikers will be taken directly from LC Nature Park to Sweetwater.

**8:00 AM**

### **Breakfast at Proximo**

Depart from The Bradley Lobby

**Attire:** Dressy to Business Casual for a day of meetings. Comfortable shoes recommended!

*A van will be loaded up before breakfast with any Associate Marketplace materials.*

**9:00 AM**

### **Sweetwater Campus Tour**

Actives will take a guided tour of Sweetwater – the nation's #1 online music retailer, now also home to the largest physical music store in the US.

During this time, Associates will set up their booths for the marketplace.

**10:30 AM**

### **Media Marketplace**

Location: Meeting Room at Sweetwater, located off the dining hall.

**12:30 PM**

### **Lunch at Sweetwater's Crescendo Café**

**1:30 PM**

### **Transportation Back to The Bradley**

**2:30 PM**

### **Business Meeting at The Bradley** Room: Allen

**4:00 PM**

### **Professional Development Sessions**

**Actives** Room: Allen

Hear from Fort Wayne LinkedIn expert, Anthony Juliano.

**Associates** Room: Wells

Join conversations around public relations with a panel of local PR professionals.

- Angelica Pickens — City of Fort Wayne
- Heather Herron — Sweetwater
- Kevin Erb — Palisade Partners

**7:00 PM**

### **Northeast Indiana Showcase Dinner** at Promenade Park

*Sponsored by Northeast Indiana Regional Partnership*

Enjoy dinner by the riverfront, inside the Park Foundation Pavilion at Promenade Park. The Northeast Indiana Regional Partnership will showcase the wonders of the 11 surrounding counties.

**Attire:** Dressy Casual. Comfortable shoes recommended. We will be walking about two blocks to the dinner.

**9:30 PM**

### **Optional Late-Night Activity: Social Hour on The Landing**

*Sponsored by Mammoth Lakes, CA | Host of the Fall 2022 MTJA Conference*

Celebrate our time together and raise a glass to a great MTJA conference! Enjoy a "cocktail throwdown" and live music.



# CONFERENCE ITINERARY | Tuesday, May 3

|                 |  |
|-----------------|--|
| <b>8:00 AM</b>  | <b>Breakfast at The Bradley</b> with <b>Barbara Bradley Baekgaard</b> (co-founder of Vera Bradley) and <b>Zach Miller</b> (General Manager at The Bradley)<br>Room: Allen                  |
| <b>9:30 AM</b>  | <i>Check out of rooms and bring luggage to store in the hospitality room (Whitley) before we depart for the Vera Bradley Design Center. The room will be monitored and locked.</i>         |
| <b>10:00 AM</b> | <b>Vera Bradley Experience + Boxed Lunch</b><br>Take a tour of the Vera Bradley Design Center, where inspiration and art come to life to create the iconic, beloved Vera Bradley patterns. |
| <b>2:00 PM</b>  | <b>Return to The Bradley</b><br><b>Depart for Home or Post Tours!</b>  |



### Social Media Contest:

Participate in our social media contest! Follow the daily themes and post on Facebook, Twitter and Instagram with the conference hashtag: **#mtjaInfortwayne**

Each evening, we'll select a winner with the best post and award them a prize coinciding with the theme of the day.

At the end of the conference, we will also award an overall **Social Media Standout Award** to one person for their interactions and engagement throughout the conference. This person will receive a special grand prize!

### Daily Social Media Themes:

- **Foodie Friday** – Share a photo of your lunch as you dine on The Landing.
- **Selfie Saturday** – Share a selfie with a fun, colorful backdrop you encounter on the day's tours.
- **FAM Favorites** – Share your favorite highlights from your **Sunday FAM** experiences.
- **Music Monday** – Share the most unique instrument you find in the Sweetwater store.

**Share your MTJA Conference experience on social media with the hashtag: **#mtjaInfortwayne****

NOTE: Each morning, you will receive a card with the social media handles and hashtags for the businesses and locations you will visit that day. We encourage you to tag these accounts when you post about them!

**Connect with Visit Fort Wayne:**  
**Facebook, Instagram, and Twitter: @VisitFortWayne**  
**Brand Hashtags: #MyFortWayne, #VisitFortWayne, #FortWayne**



## About The Bradley

Delight in the Midwestern charm and modern design at our conference host hotel — The Bradley — a collaboration between Vera Bradley co-founder, Barbara Bradley Baekgaard, and Provenance Hotels. Located on The Landing Historic District in downtown Fort Wayne, this signature hotel offers a perfect balance of classic, elegant style with pops of patterns, local art, and handpicked details. The Bradley, which opened in July 2021, has 124 guestrooms, nine of which are designer suites and some even offer exterior balconies where you can relax while taking in the downtown sights and sounds. Guests will also enjoy two great on-site dining spots: Arbor, a ground-level coffee bar and restaurant, and Birdie's Rooftop Bar with skyline views, hand-crafted cocktails, and curated bites for dinner.



## Whitley Room – Hospitality Suite

During the conference, the Whitley Room is always open to attendees as a place to mingle, relax, and recharge (literally – charging stations provided!). You're welcome to take a seat and unwind during any downtime.

If you have any questions, you can also find Visit Fort Wayne staff in the Hospitality Suite. We're always happy to help!

## MTJA Media Story Database

As you tour Fort Wayne, you'll discover so many exciting new story ideas. To help you keep track of it all, we have created an MTJA Media Story Database – with stories and bios for each location visited during your tours, and photos and video for media use. We will keep this database updated with stories and new information from around Fort Wayne.

Scan the QR Code to browse the database.



## Thank You to Our Sponsors

Thank you to the following organizations for their generous support of MTJA in Fort Wayne:

