



# Strategic Leadership Visit: Salt Lake City

August 4-7, 2024

## TRAVEL INFORMATION

### Hotel Accommodations

The Grand America | 555 Main St, Salt Lake City, UT 84111

(801) 258-6000 | [grandamerica.com](http://grandamerica.com)

### Cobb Chamber Contacts

Primary: Michele Howard | 478.414.6318

Sharon Mason | 404.308.8181

Dana Johnson | 404.550.6220

Amanda Seals | 770.653.4969

## SUNDAY, AUGUST 4

2:00 PM **Group Arrival in Salt Lake**

2:30 PM **Hotel Check In: The Grand America**

5:00 PM **Depart for Park City**

5:30 PM **Welcome Dinner at Mike & Mary Plant's Home**  
Trip Welcome: Sharon Mason, Cobb Chamber  
Dinner Sponsor Remarks: Mike Plant, Atlanta Braves  
Presenting Sponsor Remarks: Chris Britton, Brasfield & Gorrie

8:30 PM **Return to The Grand America Hotel**

## MONDAY, AUGUST 5

7:15 AM **Breakfast & Welcome**  
*The Grand Salon*  
Mike Plant, President & CEO of Development, Atlanta Braves

Sharon Mason, President & CEO, Cobb Chamber

- 8:00 AM **Welcome to Utah**  
Governor Spencer Cox, State of Utah
- 8:30 AM **Utah & Salt Lake Economic Overview**  
Ginger Chinn, EVP Public Policy & Government Affairs, Salt Lake Chamber  
Kori Ann Edwards, Managing Director of Strategic Initiatives, Utah Governor's Office of Economic Opportunity  
Sharon Mason, President & CEO, Cobb Chamber
- 9:25 AM **Program Sponsor Remarks & Session Introduction**  
Lindey Burruss, EVP, Marketing & Programs, Cobb Travel & Tourism
- 9:30 AM **West of Conventional: Discover Salt Lake**  
Tyler Gosnell, Chief Brand & Marketing Officer, Visit Salt Lake  
Holly Quinlan, President & CEO, Cobb Travel & Tourism
- 10:20 AM **Refreshment Break**
- 10:40 AM **Meet in Lobby & Depart for Post District Tour**
- 11:00 AM **Post District Presentation & Tour**  
Alex Lowe, Principal & Chief Investment Officer, Lowe Property Group  
Ben Lowe, Principal & Chief Development Officer, Lowe Property Group
- 12:30 PM **Traeger Grills HQ: Welcome & Presentation**  
Jeremy Andrus, CEO, Traeger Grills
- 1:00 PM **Lunch at Traeger Grills HQ Rooftop**
- 2:00 PM **Depart for The Grand America Hotel**
- 2:30 PM **Arrive & Debrief**  
*Savoy Room*  
Mike Plant, President & CEO of Development, Atlanta Braves  
Sharon Mason, President & CEO, Cobb Chamber
- 3:00 PM **The Sports & Entertainment Economy**  
Steve Starks, CEO, Larry H. Miller Group  
Jeff Robbins, President & CEO, Utah Sports Commission  
Mike Plant, President & CEO of Development, Atlanta Braves
- 4:30 PM **Free Time to Explore Salt Lake**
- 6:30 PM **Small Group Dinners (On Own)**  
*See attendee emails and trip map for details on restaurant locations*

## TUESDAY, AUGUST 6

- 7:45 AM **Breakfast**  
*The Grand Salon*
- 8:00 AM **Day 1 Debrief & Day 2 Overview**  
Mike Plant, President & CEO of Development, Atlanta Braves  
Sharon Mason, President & CEO, Cobb Chamber
- 8:55 AM **Program Sponsor Remarks & Session Introduction**  
Kim Menefee, Executive Director, Cumberland CID
- 9:00 AM **Regional Transportation & Mobility Innovations**  
Carlos Braceras, Executive Director, Utah Department of Transportation  
Ted Knowlton, Deputy Director, Wasatch Front Regional Council  
Hal Johnson, Director Innovative Mobility Solutions, Utah Transit Authority  
Eddie Wade, COO, Croy Engineering
- 10:15 AM **Break**
- 10:30 AM **The Future of Talent & Workforce Development**  
Jimmy McDonough, Director of Higher Education Initiatives, Talent Ready Utah  
Trina Limpert, CEO & Founder, RizeNext | Co-Founder, Tech-Moms  
Ginger Chinn, EVP Public Policy & Government Affairs, Salt Lake Chamber  
Sonya Wilson, President & CEO, CobbWorks
- 11:30 AM **Transportation Sponsor Remarks: Town Center CID**  
Tracy Styf, Executive Director, Town Center CID
- 11:35 PM **Lunch & Debrief**
- 12:15 PM **Program Sponsor Remarks: Kennesaw State University**  
Tyler Reinagel, AVP, Economic Development, Kennesaw State University
- 12:30 PM **Depart for the University of Utah**
- 12:50 PM **Arrive at the University of Utah: Incubator Tour**
- 1:00 PM **Lassonde Entrepreneur Institute & Lassonde Studios: Tour & Presentation**  
Thad Kelling, Marketing & Public Relations Director, University of Utah, Lassonde Entrepreneur Institute
- 2:15 PM **Doman Innovation Studio: Tour & Presentation**  
Cord Bowen, Director, Doman Innovation Studio, University of Utah
- 3:00 PM **Depart for Altitude Lab**
- 3:30 PM **Altitude Lab Presentation & Tour**  
Kapil Sharma, Program Manager, Altitude Lab
- 4:30 PM **Depart for The Grand America Hotel**

4:45 PM **Free Time to Explore Salt Lake**

7:00 PM **Group Dinner at Urban Hill**  
*510 S 300 W #100, Salt Lake City, UT 84101*  
Dinner Sponsor Remarks: Al Martin, Georgia Power

**WEDNESDAY, AUGUST 7**

8:00AM **Breakfast & Trip Debrief**  
*The Grand Salon*  
Mike Plant, President & CEO of Development, Atlanta Braves  
Sharon Mason, President & CEO, Cobb Chamber

9:00 AM **Group Transportation to Salt Lake City International Airport**