

HOSPITALITYMAINE SUMMIT – CONDENSED AGENDA

MONDAY, NOVEMBER 17

11:00 AM - 12:00 PM	Registration	Schooner
11:00 AM - 12:00 PM	Lunch	Knox
11:50 AM	Welcome <i>Becky Jacobson, Executive Director, HospitalityMaine</i>	Knox
12:00 PM - 1:00 PM	From Struggles to Success: Hospitality Industry Triumphs <i>Opening Keynote – Fred Forsley, Shipyard Brewing Co., Sea Dog Restaurants, Federal Jack's</i>	Knox
1:00 PM - 1:15 PM		Break
1:15 PM - 2:00 PM	1A. Stop Guessing, Start Knowing: Using Data to Guide Your Marketing Including questions / roundtable discussion <i>John Paglio – flyte new media</i>	Knox
1:15 PM - 2:00 PM	1B. Guest Service Excellence: Best Practices from the Front Line Including questions / roundtable discussion <i>Steve DiMillo Sr, DiMillo's On the Water & Connie Russel GM, Samoset Resort</i>	Bay Point
2:00 PM - 2:15 PM		Break
2:15 PM - 3:00 PM	2A. Company Culture: Creating Happy Employees Including questions / roundtable discussion <i>Leah Chamberlin, Horch Roofing & Colby Marvin Bracy, Nonantum Resort</i>	Knox
2:15 PM - 3:00 PM	2B. Digital Marketing: Best Practices Including questions / roundtable discussion <i>Nancy Marshall, Marshall Communications</i>	Bay Point
3:00 PM - 3:15 PM		Break
3:15 PM - 4:00 PM	3A 2025 Government Affairs Wrap Up – Q&A to follow. <i>Nate Cloutier, Director of Government Affairs, HospitalityMaine</i>	Knox
3:15 PM - 4:00 PM	3B Restaurant Operator Hot Seat Including questions / roundtable discussion <i>Roger Beaudoin, Restaurant Rockstars</i>	Bay Point
4:00 PM - 6:30 PM	Industry Tradeshow	State of Maine Hall
5:00 PM - 6:30 PM	Reception – Cash Bar	State of Maine Hall
6:45 PM - 9:00 PM	Awards Dinner	Knox
9:00 PM - 10:00 PM	After Party	Enoteca Lounge

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TUESDAY, NOVEMBER 18

7:00 AM - 8:30 AM	Breakfast	Knox
8:30 AM - 9:00 AM	State of the Association & Annual Meeting Becky Jacobson, Executive Director, HospitalityMaine & Scott Vogel, The Front Porch, Crew Ogunquit, Coastal Alchemist & The Trident Inn	Knox
9:00 AM - 9:15 AM		Break
9:15 AM - 10:00 AM	4A. Hot Topics in Digital Marketing Including questions / roundtable discussion Brandon Hussey, Fathom Companies & Greer Pearce, Words From The Woods	Knox
9:15 AM - 10:00 AM	4B. Sustainability and Profitability: Small Steps That Matter Including questions / roundtable discussion Rauni Kew, Inn by the Sea; Steve Mills, Maine Beer Company & Peter Cooke, University of Southern Maine	Bay Point
10:00 AM - 10:15 AM		Break
10:15 AM - 11:15 AM	AI Workshop Closing Keynote – Mike Lannen, Eternity Marketing	Knox
11:15 AM 12:30 PM	What to keep an eye on for 2026 – Government Affairs Edition Q&A to follow. Nate Cloutier, Director of Government Affairs, HospitalityMaine & Curtis Picard, PCD Collective	Knox
12:30 PM	Closing Remarks Thank you for joining us for our 2025 Summit Becky Jacobson, Executive Director, HospitalityMaine	Knox

UPCOMING EVENTS:



MARCH 25, 2026
CROSS INSURANCE ARENA,
PORTLAND

NOVEMBER 16 - 17, 2026
PORTLAND SHERATON AT
SABLE OAKS, SOUTH PORTLAND