

**Tourism brings \$\$\$ into your Community!**

Hear from the TEXAS TRAVEL ALLIANCE • TOURISM DESTINATIONS  
COMMUNITY LEADERS • GOVERNOR'S OFFICE • AND MORE



# EDUCATIONAL SUMMIT

& annual membership meeting

**SEPTEMBER 10, 2026**

The Oaks at High Hill, 1800 Bruno Road

**Schulenburg, Tx**

**Everyone  
welcomed!**  
Lunch & Door Prizes!

## 9:30 AM TOUR OF ST. MARY'S HIGH HILL CHURCH

A famous Painted Church. 2833 FM 2672, Schulenburg.

**10:00 AM** Registration, Business Expo begins at The Oaks.

## 10:45 AM EDUCATIONAL SUMMIT

**2026 Trends in Travel & Tourism.** Erika Boyd, CEO, Texas Travel Alliance

**Your New Favorite Coworker : Practical AI for Small-Town  
Chambers, Attractions & Tourism.** Jill Wallis, Realtor

### Have You Painted Yet?

Attracting Visitors to Church... All 6 of Them. What is YOUR Attraction?

Diana Mikesky, President, Schulenburg Chamber of Commerce.

**Visitor Quest Concepts: Just a Little Off I-10.** Building your  
Experiences to Targeted Populations to Slow Down, Take the Exit & Explore.

Charlie Wade, Tourism Manager, Discover Sealy.

### Leveraging the Travel Texas Co-Op for Regional Collaboration.

Spencer Zamora, Office of the Governor, Economic Development & Tourism.

## 3:00 PM ANNUAL MEMBERSHIP & BOARD MEETINGS

**4 MONTHS  
FREE !**

### NEW MEMBER OFFER

Attend the Summit and join the I-10 Alliance by  
Sept. 30, 2026 to enjoy your membership through  
December 2027. Call Mike at 210-865-2340



**Just a  
Little Off!**



High Hill  
Venue & Villas  
Schulenburg, Texas



**FOR MORE DETAILS & TO REGISTER:**  
[www.i-10alliancetx.org/event/2026-summit](http://www.i-10alliancetx.org/event/2026-summit)