



# THE GREAT RIVER ROAD CONFERENCE

— 2025 MRPC Annual Meeting —

September 10-12, 2025 | Baton Rouge, LA  
Hilton Baton Rouge Capitol Center, 201 Lafayette St., Baton Rouge, LA 70801

***Agenda will continue to be updated as speakers are confirmed.***

## WEDNESDAY, SEPTEMBER 10

- All Day      Free to explore downtown Baton Rouge  
*Louisiana State Capitol, 900 N 3rd Street b170*  
*Louisiana Old State Capitol, 100 North Boulevard*  
*Old Governor's Mansion, 502 North Boulevard*  
*Third Street*
- Noon-2pm      Registration - *Hotel Lobby*
- 3pm      MRPC Board Meeting
- 6pm      Welcome Reception  
*Tour Louisiana River Road Museum, 40100 Highway 942, Darrow*  
*Dinner at Houmas House, 40136 Highway 942, Darrow*

## THURSDAY, SEPTEMBER 11

7:30-8:15am      New Member Orientation

8:30am-5pm      General Session

The Mississippi River and the Opening of Atlantic Trade

Presenter: Susan Gaunt Stearns

In *Empire of Commerce*, author Susan Gaunt Stearns takes readers back to a time when there was nothing inevitable about the United States' untrammelled westward expansion. Her work demonstrates the centrality of trade on and along the Mississippi River to the complex development of the political and economic structures that shaped the nascent American republic. Stearns's perspective-shifting book reconfigures our understanding of key postrevolutionary moments—the writing of the Constitution, the outbreak of the Whiskey Rebellion, and the Louisiana Purchase—and demonstrates how the transatlantic cotton trade finally set the stage for transforming an imagined west into something real.

America 250

Partnerships (America's Watershed)

Navigation of the Mississippi River (Mississippi River Pilots Assoc.)

Tips on Grant Writing

Technical Committee Work Sessions

*(Feel free to move between committee sessions)*

Culture and Heritage Committee

Environment, Recreation, Agriculture Committee

Marketing Committee

Transportation Committee

6pm

Pilot's Banquet and Awards

## **FRIDAY, SEPTEMBER 12**

8:30am-Noon

General Session

Corridor Management Plan: IC Signing Standards

US Bike Route and Mississippi River Trail

Operation Pollination

Interpretive Center Highlights

Mastering AI for Productivity

Presenter: Krista Neher, CEO of Boot Camp Digital

AI is changing the way we complete tasks. It's a powerful tool that can accelerate results. We'll learn practical and tangible ways to use AI to get better results faster.

Krista Neher is a six-time bestselling author, having written six books on digital marketing, including a textbook and a "Dummies" book. Krista is an international speaker and an award-winning entrepreneur. She has worked with companies like Facebook, Nike, Procter & Gamble, GE, Macy's, Google, Morgan Stanley, and the U.S. Senate and has been featured as an expert in the New York Times, CNN, Wall Street Journal, NBC, CBS, Entrepreneur, and the Associated Press.

