

Heartland Travel Showcase Tour Operator Pre-FAM

March 4 and 5, 2026

MARCH 4

1:00 PM - BLUEGRASS MUSIC HALL OF FAME & MUSEUM

Home to the only bluegrass hall of fame, this brand- new facility hosts world-class bluegrass, newgrass and Americana artists every weekend in its 450 seat state-of-the art theater. While you're there catching a show, check out the hall of fame and the incredible exhibits dedicated to the home of bluegrass music.

2:30 PM - RICK FARIS GUITAR COMPANY

There are very few luthiers who really understand playing at the "professional touring level" and "the perfect setup". Rick is a 2-time GRAMMY Nominee and 8-time IBMA award winning artist who has toured all over North America, the British Isles, Europe and Australia. Rick can consult on each build by watching a customer's style/approach and understand the micro mechanics of how to achieve the perfect setup and build for each person's needs. Watch Rick make some of the finest guitars in the world on this guided tour.

3:30 PM - CHECK INTO HOTEL HOLIDAY INN

5:00 PM - DINNER AT MOONLITE BBQ

What is it that distinguishes our barbecue from the barbecue in the rest of the world? It's the local popularity of barbecued mutton. Since 1963, we cook in the old fashioned Kentucky tradition just like grandma did.

MARCH 5

8 AM - BREAKFAST AT HOTEL

9:00 AM - OWENSBORO RACING AND GAMING

Owensboro Racing & Gaming is a brand new \$100 million gaming and entertainment complex featuring 600 state-of-the-art historical racing machines, a retail sportsbook, simulcast wagering and multiple food and beverage offerings.

10:30 AM - EXPLORE DOWNTOWN RIVERWALK

11:30 AM - LUNCH AT FETA

Locally owned pizza shop specializing in slices by the cut.

1:00 PM - OWENSBORO MUSEUM OF FINE ART

The Museum of Fine Art is the second largest in the state of Kentucky. Enjoy the historic painted glass windows, multiple bronze sculptures and the rotating array of world-class paintings.

3:00 PM - GREEN RIVER DISTILLING CO

Owensboro has been a hub for bourbon production because of its location along a rail line and waterway, its tremendous limestone water source, its extensive oak forests, and because local farmers have always produced a great deal of corn. The location of the Green River Distillery has been producing Bourbon Whiskey since 1885. Enjoy this guided tour and tasting of Kentucky's best spirit.

5:00 PM - BACK TO HOTEL

6:00 PM - DINNER AT THE MILLER HOUSE

Southern dining at its finest in an old Sears/Robuck home complete with one of the largest bourbon collections in the world.

Photos clockwise: Bluegrass Music Hall of Fame & Museum, Rick Faris Guitar Company, Green River Distilling Co. Photo top banner: Owensboro Museum of Fine Art.



FAM INCLUDES: 2 nights complementary lodging for the nights of March 4 and March 5 at the Holiday Inn Owensboro Riverfront. Additional nights or single room occupancy requests are an additional fee. Meals, admissions and experiences are provided complimentary.