

Miss-Lou Regional Tourism Summit

Identifying & Marketing Your Community Resources

August 9-11, 2006

Natchez & Woodville, MS / Vidalia, LA

AGENDA * (UPDATED 7/12/06)

Wednesday, August 9th

1:00-5:00 PM	Registration		Natchez Convention Center
<u>Opening Session</u>			
<i>Moderated by Alex Thomas, Mississippi Development Authority</i>			
3:00-3:15 PM	Welcome	Phillip West, Mayor of Natchez Hiram Copeland, Mayor of Vidalia	Natchez Convention Center
3:15-3:45 PM	Cultural Tourism	Leland Speed, Director <i>Mississippi Development Authority</i>	
3:45-4:15 PM	The Importance of Regional Partners	Craig Ray, Director <i>Mississippi Development Authority/Tourism Division</i>	
4:15-4:45 p.m.	Tourism Means Business in Louisiana & Mississippi	Chuck Morse, Assistant Secretary Office of Tourism <i>Louisiana Department of Culture, Recreation & Tourism</i>	
4:45-5:00 PM	Closing Remarks/Invitation to Reception		
5:30-7:00 PM	Reception (Sponsored by Marsala Beverage) <i>Entertainment</i>		Comfort Suites Riverfront, Vidalia
7:00 PM	Dinner on Your Own		

Thursday, August 10th

8:00-8:30 AM	Continental Breakfast	Natchez Visitor's Center
8:30-9:00 AM	Load Buses	Natchez Visitors' Center
9:00 AM	Depart for Woodville	
9:45 AM	Arrive in Woodville	

General Session

Moderated by Ann Davis, Mississippi State University Extension Service

10:00-10:15 AM	Welcome	Gary D'Aquilla, Mayor of Woodville	St. Paul's Episcopal Church, Woodville
10:15-10:45 AM	Promoting Tourism Through Effective Media Relations	Georgia Turner <i>Georgia Turner Group</i>	

Concurrent Sessions (Choose One)

11:00 AM-12:00 PM	1. <i>Tourism is Now Here...Communities that Click</i> Chance McDavid, Mississippi State University Extension Service Dr. Cynthia Pilcher, LSU AgCenter Dr. Kay Tettleton, LSU AgCenter	Wilkinson County Museum
	2. <i>Marketing with Limited Resources</i> Willa Sanders, Kosciusko/Attala County Chamber of Commerce	St. Paul's Episcopal Church
	3. <i>Niche Markets: Bringing Big Business to Small Communities (African American Heritage, the Arts, Birding, & Agri-tourism)</i> Dr. Donzell Lee, Alcorn State University Adam Rohnke, Mississippi State University Dr. Matt Zuefle, University of Mississippi	African American Museum

5:00 PM	Load Buses
5:15 PM	Depart for Natchez
6:00 PM	Arrive at Natchez Visitor's Center
6:00 PM	Dinner on Your Own

Friday, August 11th

General Session

Moderated by Chance McDavid, Mississippi State University Extension Service

8:00-8:45 AM	Continental Breakfast	Natchez Convention Center
9:00-10:00 AM	Success Stories Frogmore Plantation, Frogmore, LA (Lanette Tanner) Town of Woodville, MS (Ernesto Caldeira)	
10:00-10:15 AM	Break	
10:15- 11:45 AM	Panel Discussion with Representatives from Tourism Promotion Organizations Delta Outdoors & Wildlife Association (TBA) Louisiana Delta 65, Inc. (TBA) Natchez Trace Tourism Compact, Inc. (Bobby King) Mississippi Delta Tourism Association (Bill Seratt)	
11:45 AM	Where Do We Go from Here? Invitation to the 2007 Summit <i>Facilitated by Dr. Kay Tettleton, LSU AgCenter</i>	
12:15 PM	Adjourn	

**Sessions, topics, speakers, and times are subject to change without notice. A final program will be available at the registration table.*