



Website: www.aces.edu/rtc

Website: www.aces.edu/rtc

Columbus, MS 39703

P. O. Drawer 671

Rural
Tourism
Conference



2007 Mississippi-Alabama Rural Tourism Conference

Monday, October 29, 2007

Pre-Conference Tour (optional) & Reception

Tuesday, October 30, 2007

8:00 Registration

8:30 Welcome

8:45 Keynote Lee Sentell
Alabama Bureau of Tourism and Travel
Montgomery, AL

9:30 Breakout Sessions (3)

The Tourism Impact of the Arts in Rural Communities
Malcolm White
Mississippi Arts Commission
Jackson, MS

The Mystery of Motorcoach Success: Building a Prize
Package Melinda Hughey
The RH Factor
Pulaski, TN

Themes and Trail Development
Grey Brennan
Alabama Bureau of Tourism and Travel
Montgomery, AL

10:15 Break

10:30 Breakout Sessions (3) *[repeat of 9:30 sessions]*

11:15 General Session
Music Trails – The MS Blues Trail
Alex Thomas
MDA-Division of Tourism
Jackson, MS

12:00 Luncheon
Exhibitor Introduction

1:30 General Session
The Art and Science of Economic Development in Rural
Communities Phil Hardwick
Stennis Institute of Government
Jackson, MS

2:15 Breakout Sessions (3)

Branding and Positioning a Community on a Limited

Budget Berkeley Young
Young Strategies
Mooresville, NC

Marketing History
Michelle Jones, Community Assistance Coord.
MS Department of Archives and History
Starkville, MS

Nature Tourism
Henry Sansing, Director
Noxubee Wildlife Refuge
Starkville, MS

3:00 Break

3:15 Breakout Sessions (3) *[repeat of 2:15 sessions]*

6:00 Reception

7:00 Dinner on your own

Wednesday, October 31, 2007

7:30 Breakfast

8:45 Keynote

Trends in Cultural and Heritage Tourism
Berkeley Young
Young Strategies
Mooresville, NC

9:30 Breakout Sessions (3)

CPR: Community Public Relations, Practical Tips for
Reviving Your Community's Image
Kristi Brown
Upside Brown Consulting
Starkville, MS

The Family Reunion Market
Carol Murray
DeKalb Convention and Visitor's Bureau
DeKalb, AL

The Relationship Between Peanut Butter and Jelly
Dana Lee Jennings
Alabama Mountain Lakes Tourist Association
Mooresville, AL

10:15 Break

10:30 Breakout Sessions (3) *[repeat of 9:30 sessions]*

11:15 General Session

45 Ideas in 45 Minutes
James Tsismanakis
Columbus Convention and Visitor's Bureau
Columbus, MS

12:00 Adjourn

2007
Mississippi-Alabama
Rural Tourism Conference
Four Points Hotel Sheraton Tuscaloosa-
Capstone, Tuscaloosa, AL

Name & Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

I PLAN TO ATTEND:

Conference Registration (\$95.00) \$ _____

Spouse Registration (\$45.00) Name: _____ \$ _____

TOTAL REGISTRATION \$ _____

_____ I will do the downtown Tuscaloosa / Northport tour.

Make check payable to:

Mississippi-Alabama Rural Tourism Conference
P. O. Drawer 671
Columbus, MS 39703
Email: azaiontz@tenntom.org
Phone: (662) 328-3286
FAX: (662) 328-0363

I will donate a door prize: _____ I will donate items for registration packet: _____

Hotel Accommodations

The Four Points Hotel by Sheraton, Tuscaloosa, AL has offered an attractive rate of \$80.00 sgl/dbl occupancy. Guests may make reservations by calling 1 (888) 627-7070 and asking for the MS/AL Rural Tourism Conference block of rooms. All rooms that are not reserved by September 28, 2007, will be released from the room block for sale to the general public. To guarantee accommodations your room reservations must be made prior to September 28, 2007. After that date the hotel will honor any request for rooms at the group rate, subject to availability.

Exhibits

Exhibit space is available for vendors. Please call Susann Hamlin at (800) 344-0783 or email susannhamlin@comcast.net for more information.

Early Arrivals' Tour

The Tuscaloosa CVB has scheduled a tour of downtown Tuscaloosa for Monday, October 29, 2007. The tour will include a walking tour of Historic Northport, a stop at the Kentuck Museum and Museum of Natural History, a variety of refreshments, and more.

Cover design by:

Quest Marketing
West Point, MS

Sponsor/Exhibitors



Alabama Bureau of Tourism and Travel
Montgomery, AL



Other sponsors will be noted in final program.