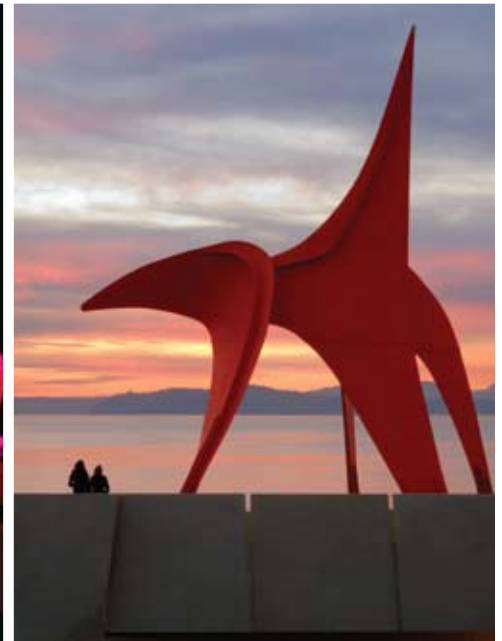


9th

**Cultural & Heritage
Tourism Alliance
Conference**

November 28-December 1, 2007
Seattle, Washington



9th Annual Cultural & Heritage Tourism Alliance Conference
Wednesday, November 28 – Saturday, December 1, 2007

PROGRAM

9th Cultural & Heritage Tourism Alliance Conference

November 28-December 1, 2007 Seattle, Washington

WELCOME



DON WELSH

Greetings and welcome to Seattle.

Let me begin by saying what an honor it is for us to be hosting the 9th Cultural Heritage & Tourism Alliance meeting. We are very fortunate to have such an extensive and diverse arts and cultural community; it adds such depth and vibrancy to our region.

I would like to take this opportunity to recognize the hard work and effort that Tracey Wickersham, our Director of Cultural Tourism has committed to this meeting. I know that your schedule is very full, however I do hope you have the opportunity to experience some of the wonderful cultural attractions and events Seattle has to offer.

Again, welcome to Seattle and have a great meeting.

Sincerely,

President & CEO
Seattle's Convention and Visitors Bureau



TRACEY WICKERSHAM

Welcome Cultural & Heritage Tourism Alliance Attendees!

Welcome to Seattle and the 9th Cultural & Heritage Tourism Alliance gathering. We are delighted that you are here.

This meeting is designed to bring together colleagues from all across North America to learn together, network, further develop leadership in the cultural & heritage tourism arena, share our success stories and address challenges in the field.

The program was developed with the assistance of the Steering Committee and numerous local organizations and individuals. We thank everyone for their support and hope that you enjoy the results! We'd like to specifically acknowledge our two major presenting sponsors, the Mayor's Office of Arts & Cultural Affairs, and 4Culture. These two organizations are key partners in our local cultural tourism efforts and we are so pleased that they have joined us in support of this gathering. I also want to recognize conference coordinator Doris Bartha, whose hard work was essential in pulling together all the aspects of this event.

I attended my first CHTA conference in Pittsburgh in 2002. I am so pleased to see many folks that I met back then are still part of this annual event—along with lots of new faces. If this is your first conference, welcome! This great mix of people from tourism, arts, heritage, economic development, higher education and more offers a wonderful opportunity to learn from each other and develop a broader network of invaluable colleagues.

We're delighted to see attendance from all across the United States and Canada. Please enjoy the conference, Seattle, and the great state of Washington!

Cheers,

Tracey Wickersham
Director of Cultural Tourism
Seattle's Convention & Visitors Bureau
2007 CHTA Conference Chair



CHRISTINE O. GREGOIRE
Governor

STATE OF WASHINGTON

OFFICE OF THE GOVERNOR

P.O. Box 40002 • Olympia, Washington 98504-0002 • (360) 753-6780 • www.governor.wa.gov

Greetings from the Governor

November 28 – December 1, 2007

I am pleased to extend warm greetings to all of those attending the 9th Annual Cultural & Heritage Tourism Alliance (CHTA) Conference, hosted by the Seattle Convention and Visitors Bureau (SCVB).

This forum is a wonderful opportunity to discuss changing trends and share strategies for generating economic development through cultural tourism programs. I commend each of you for your commitment to professional excellence, and I am confident that you will find this year's conference to be informational and well worth the time you have invested.

I am delighted that the 2007 CHTA Conference is being held in Washington, and I understand that your scheduled activities include the opportunity to experience some of our state's cultural icons. From theater, museums, and fine dining to the Experience Music Project and the famous Pike Place Market, the Emerald City and surrounding Puget Sound area are truly destinations to remember.

Thank you for coming, and please accept my best wishes for a rewarding and productive meeting.

Sincerely,

A handwritten signature in black ink that reads "Chris Gregoire".

Christine O. Gregoire
Governor

9th

Cultural & Heritage Tourism Alliance Conference

November 28-December 1, 2007 Seattle, Washington

WELCOME

City of Seattle • Office of the Mayor

GREETINGS

November 28, 2007

Greetings and welcome to Seattle – the Emerald City.

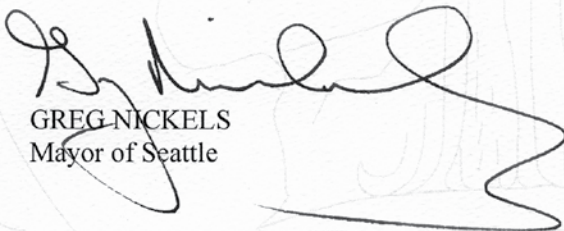
As Mayor of Seattle, it is my great pleasure to welcome you to the 9th Annual Cultural & Heritage Tourism Alliance Conference.

This year's conference, which brings together North America's leading heritage preservationists, educators and art and culture marketers, will provide an opportunity for tourism professionals to share strategies and programs. The hope is that collaborative efforts, such as the Annual Cultural & Heritage Tourism Alliance Conference, will help create economic and community benefits for cities through cultural tourism programs.

While your days are filled with sessions and networking with colleagues, my hope is that you will spend some time to explore Seattle and the surrounding areas. You will be within walking distance to the Pike Street Market and the Seattle waterfront, where you may take a ferry ride across Puget Sound. Entertainment is readily at hand, whether you enjoy attending the theater, dining with colleagues at one of our premiere restaurants, strolling through the Olympic Sculpture Park or listening to jazz or the symphony.

Welcome to Seattle – and I hope you enjoy your time in the Pacific Northwest.

Sincerely,



GREG NICKELS
Mayor of Seattle

1869



CULTURAL & HERITAGE TOURISM ALLIANCE

MISSION

- To strengthen cultural and heritage tourism and address shared challenges in the travel industry.
- Advocate for the value of cultural and heritage tourism.
- Provide an annual forum for professional development.
- Promote the integration of culture and heritage into a broad range of economic development strategies.

WEBSITE

www.chtalliance.com

PRESENTING SPONSORS



SUPPORTING SPONSORS





Cultural & Heritage Tourism Alliance Conference

November 28-December 1, 2007 Seattle, Washington

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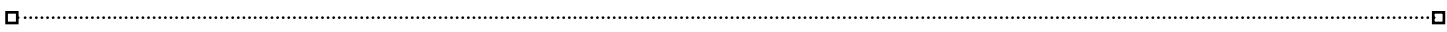
Doris Bartha

Conference Coordinator

Esther Yoo

Conference Assistant

STEERING COMMITTEE



WEDNESDAY, NOVEMBER 28**7:45am-5:00pm****CONFERENCE REGISTRATION & INFORMATION IN THE LOBBY ALCOVE**

Grand Hyatt Seattle Hotel

8:30am-4:30pm**PRE-CONFERENCE WORKSHOP** (pre-registration required)**Putting the Pieces Together - Planning, Product Development and Market Research**

Instructors: Curt Cottle, Curt Cottle Consulting, South Carolina; and Berkeley Young, President of Young Strategies, North Carolina.

The day will be split into four 90-minute sessions with half hour breaks and lunch on your own.

8:30am-10:00am Strategic Planning for Cultural Tourism – Curt Cottle

10:30am-12:00pm Product Development Part One – Curt Cottle

1:00pm-2:30pm Product Development Part Two – Curt Cottle

3:00pm-4:30pm Using Market Research Effectively – Berkeley Young

12:00-4:30pm**PRE-CONFERENCE EXCURSIONS** (pre-registration required)

12:00pm Tacoma Cultural District Tour – Coach Departs from Grand Hyatt Hotel

12:30pm Pike Place Market Tour – Gather in hotel lobby & walk to meeting location

1:30pm Tashiro Kaplan Artists Lofts Tour – Gather in hotel lobby & join escort for tour

1:45pm Olympic Sculpture Park Tour – Gather in lobby for group transport;
or meet at OSP Pavilion at 2:00pm**4:45pm****OPENING NIGHT RECEPTION**Gather in Grand Hyatt Lobby and walk 2 blocks to Seattle Monorail at Westlake Center. Ride the Monorail to EMP/Science Fiction Museum at Seattle Center. **Please make sure you have stopped by registration first for your conference name badge and monorail tickets!****5:00-8:00pm** (Welcoming remarks at 5:15)**Opening Reception at the Experience Music Project & Science Fiction Museum**

We'll open the 9th Annual CHTA Conference with a very special Seattle-style evening celebration. The monorail whisks us through downtown and to the colorful, whimsical, Frank Gehry-designed EMP and Science Fiction Museum. This is a time to unwind, recharge, meet your new colleagues, wander through the museums, and get a taste of the exciting things to come at the Seattle CHTA conference!

Please note: don't delay, the EMP galleries are open for your viewing pleasure until 6:30 pm. Sci-Fi galleries are open until 7:30 pm.



Cultural & Heritage Tourism Alliance Conference

November 28-December 1, 2007 Seattle, Washington

AGENDA

THURSDAY, NOVEMBER 29

Events are held in the Princessa Ballroom unless otherwise noted

8:00AM-5:00PM

CONFERENCE REGISTRATION & INFORMATION IN THE LOBBY ALCOVE

Grand Hyatt Seattle Hotel

8:30-9:30AM

Breakfast

9:00 AM

WELCOME

Patricia Washington, Chair, Cultural & Heritage Tourism Alliance
Tracey Wickersham, 2007 CHTA Conference Chair
Don Welsh, President & CEO, Seattle's Convention & Visitors Bureau

9:30-10:15AM

INNOVATION & THE ART OF STAYING AHEAD OF THE CURVE

Glenn Kelman, President & CEO, Redfin

Glenn Kelman is President & CEO of Redfin, the industry's first online brokerage for residential real estate, based in Seattle. Redfin identifies its core value as "consumer-driven innovation." The greater Seattle area has a proud tradition of being the home of global innovators and business leaders such as Microsoft, Amazon.com, Nordstrom, Starbucks, REI, Boeing, Costco, Expedia.com, Real Networks, Nintendo of America and Redfin. The travel industry faces change at a rapid pace. What can we learn from the business sector about how successful businesses and organizations anticipate their customer's needs—create a culture of innovation and stay on the leading edge of providing the services and products that their customers want?

MORNING BREAK

Sponsored by the Grand Hyatt Seattle

10:30-11:15AM

KEYNOTE ADDRESS

The State of America's Reputation in the World – And How it Affects Tourism

Cari E. Guittard, Executive Director, Business for Diplomatic Action

Cari Guittard, Executive Director of Business for Diplomatic Action, will share insights into the state of America's global reputation, what it means for the private sector, and discuss ways that travel, tourism and cultural organizations can address the issue.

This presentation offers a unique, intimate opportunity for tourism, business and non-profit leaders to learn and engage on the issue of America's declining global reputation, preview new private sector-led diplomacy initiatives, and find ways to engage their colleagues and communities on questions of World Citizenship and Citizen Diplomacy.

11:30AM

Board Coaches from Lobby for Mobile Workshop & Lunch Excursion



AGENDA

9th Cultural & Heritage Tourism Alliance Conference

November 28-December 1, 2007 Seattle, Washington

11:30-2:30PM

MOBILE WORKSHOP/LUNCH: MARITIME HERITAGE ON LAKE UNION

Your guides on the coaches: Leonard Garfield, Executive Director of the Museum of History & Industry; Dr. Lorraine McConaghy, Historian, MOHA; and Dick Wagner, founder, Center for Wooden Boats.

In the grand tradition of CHTA conferences, we'll leave the classroom behind and take a first-hand look at how a destination can assert its identity through preservation of its history and heritage. Once the neglected home to Seattle's marine industry, Lake Union is now undergoing a major transformation into a thriving commercial, residential, and cultural district. The maritime heritage movement has become a significant force in shaping the future of the waterfront.

After a traditional Northwest luncheon at Ivar's famous Salmon House, we'll visit the working waterfront of South Lake Union. At the Center for Wooden Boats, we'll learn how visitors and community members alike can roll up their sleeves and experience Seattle on a deeper level through Native American canoe-carving, maritime history education, and sailing on historic vessels. The construction of the Lake Union Maritime Heritage Park will provide cohesion and context for the diverse activities on the waterfront. The 1922 steamship Virginia V, the last of the Puget Sound mosquito-fleet ferries and one of only two operating steam-powered, wooden hull passenger ships surviving in the United States today, will welcome us aboard. This meticulously-restored vessel has become one of the best-loved characters on Lake Union, and will show us how the preservation of historic resources can lead to increased visitation.

Please note: This mobile workshop will take place on a working waterfront that is undergoing construction. Please dress comfortably and appropriately for the weather, with walking shoes. We will be walking on gravel, uneven terrain, boats and maritime docks.

Thanks to our hosts:

Betsy Davis, Executive Director, Center for Wooden Boats
Gary Frankel, Virginia V

2:45-4:00PM – *Princessa Ballroom*

TECHNOLOGY SESSION

“New Frontiers, Fads, and Tipping Points: What’s Right for your Communication Mix?”

Todd Hattori, Accredited Business Communicator

Around 1990, we experienced the Internet popularity explosion. From the Internet, new communication resources have emerged, including intranets, extranets, webcasts, wikis, blogs, podcasts ... new social media. How have these “new frontiers” impacted your organizational and business practices? How did you assess the relevance of using technology – taking advantage of fads or optimizing “tipping points?” What is on the technology horizon and how will you decide if you will or will not ride the next great technology wave? During this interactive session, we will explore best practices in implementing and assessing new communication technologies. We will discuss

- Relevance or value of new communication technologies.
- Best practices that can help us optimize effectiveness and minimize risk.
- Continual assessment of communication value.
- Emerging communication technology that can keep our communication tactics fresh.

AFTERNOON BREAK

Sponsored by AmtrakCascades



Cultural & Heritage Tourism Alliance Conference

November 28-December 1, 2007 Seattle, Washington

AGENDA

4:15-5:00PM

TECHNOLOGY SESSION

“Getting in the Social Media Game: What is it and how is it being used to Market Culture?”

Annie Heckenberger, Social Media Director, Greater Philadelphia Tourism Marketing Corporation

Technology has changed the game for marketers. Wondering how you can leverage this new arena and better connect with consumers – all within budget?

Annie Heckenberger, Social Media Director for GPTMC, will speak about new social media tools available to connect with consumers and show how Greater Philadelphia Tourism Marketing Corporation has leveraged them to promote the arts, cultural events and the City of Philadelphia.

During this interactive session you'll learn about case studies from Philadelphia and we will talk about:

- The tools in your social media toolbox
- Testing the waters with small pilot programs
- How to decide which tool is right for your organization

5:30-7:30PM

Evening Reception at Seattle Art Museum

The newly expanded Seattle Art Museum opened in May 2007 to high international acclaim for its innovative integration of existing and new architecture, expansive gallery spaces and a bounty of new artworks on display. Join us for a private reception for wine and hors d'oeuvres, and then take an unstructured stroll through the museum before heading out for an evening on the town. Or take in all the galleries at your leisure—the museum is open for your viewing pleasure until 9pm!

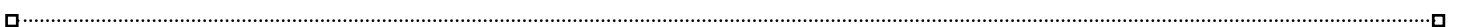
Please note: the museum entrance is located at 1st & Union, 8 blocks from the Grand Hyatt. We recommend walking two blocks south along 7th Avenue to Union, then walking down Union to the Museum entrance at the corner of 1st & Union.

Thanks to guitarist Steve Howland and the Washington State Arts Commission for reception music.

6:00PM onwards

FREE EVENING TO EXPLORE SEATTLE ARTS & CULTURE

Night at the theatre (pre-registration required): Teatro ZinZanni, ACT Theatre & Seattle Repertory Theatre



AGENDA **9th Cultural & Heritage Tourism Alliance Conference**

November 28-December 1, 2007 Seattle, Washington

FRIDAY, NOVEMBER 30

Events are held in the Princessa Ballroom unless otherwise noted

8:00 AM-12:00 Noon

CONFERENCE REGISTRATION & INFORMATION IN THE LOBBY ALCOVE

Grand Hyatt Seattle Hotel

8:15-9:00AM

BREAKFAST & WELCOME

9:00-10:00AM

CHANGING TRENDS AFFECTING CULTURAL AND HERITAGE TRAVEL

Berkeley Young, President, Young Strategies

In the Eliza Anderson Amphitheatre

Each year the team at Young Strategies and Randall Travel Marketing “boil down” the national travel research data and publish “The Top Ten Trends in Travel and Tourism”. For over fifteen years this document has helped travel professionals do their own planning based on the emerging trends and changing behavior of the traveling public. In this session Berkeley Young will reveal how the national trends are showing increased demand for cultural and heritage product as long as the interpretation and experience are updated. Young is always entertaining, so be prepared to laugh and take notes at the same time.

MORNING BREAK

Sponsored by Greater Philadelphia Tourism Marketing Corporation, VisitPittsburgh, and the State of Pennsylvania

10:15-11:15AM

PUTTING SOME ESPRESSO IN YOUR ADVOCACY: MAKING THE ECONOMIC CASE FOR THE ARTS

Randy Cohen, Vice President, Policy & Research, Americans for the Arts

In the Eliza Anderson Amphitheatre

When community leaders fund the arts, they not only enhance our quality of life, but also invest in our economic well being. Economic impact is the most persuasive messages in leveraging public and private sector support for the arts—making the case in both lean and fruitful times. They establish the arts as an industry that supports jobs, generates government revenue, and is the cornerstone of tourism. Your ability to articulate this message and offer strategies that capitalize on these economic benefits strengthens the leadership position of the arts and may be the tipping point between increases and decreases in arts funding. In this lively session, you will learn how to localize these findings and put this potent advocacy and visibility tool to work for you

11:45AM-12:45PM

LUNCH AT THE GRAND HYATT

Sponsored by Palm Beach County CVB, VisitFlorida, & Palm Beach County Cultural Council



Cultural & Heritage Tourism Alliance Conference

November 28-December 1, 2007 Seattle, Washington

AGENDA

1:00-2:15PM

BREAKOUT SESSIONS IN PRODUCT DEVELOPMENT

Product Development A: Heritage Trails and Music

In the Eliza Anderson Amphitheatre

With panelists Alex T. Thomas, Heritage Trails Director, Mississippi Development Authority, Janice Marshall, Macon-Bibb County CVB, President/CEO, moderated by Curt Cottle, Consultant

Alex Thomas will illustrate the Mississippi Development Authority's approach to developing thematic trails for the state of Mississippi through the creation of the Mississippi Blues Trail. Known for its rich musical heritage, Mississippi is the "Birthplace of the Blues." This presentation will highlight the journey of working with small communities, federal grants, state agencies, and other partners to preserve and promote the heritage of this musical art form through a statewide trail project.

Janice Marshall will present a case study of how Macon, Georgia has dramatically increased visitation by repositioning itself as "The Song and Soul of the South". Through thematic product development, reigniting connections to its musical legacy, and working with festivals and events, Macon has re-invented its identity as a center for music heritage.

Product Development B: Learning-Based Vacations and Voluntourism

In the Discovery Room

With panelists Annette M. Schilling, Cultural & Heritage Tourism Director, North Dakota Department of Commerce, Tourism Division and Jill Osborn, Assistant Heritage Program Leader, U.S. Forest Service, moderated by Colleen Kalchthaler, Cultural Tourism Director, VisitPittsburgh

Today's tourists are seeking fun learning experiences. Annette Schilling will present a case study of North Dakota's Learning Based Vacations program, which caters to groups or individuals looking to combine learning new skills with fun and adventure. Visitors are getting out of the buses and taking to North Dakota's fields, kitchens or canoes. Learn how to create a fun, exciting and rewarding adventure to offer your state's visitors.

Jill Osborn will describe how the U.S. Forest Service responds to the demand for learning vacations through the agency's Passport in Time (PIT) program. PIT has been hosting volunteers on archaeological and historic preservation projects for nearly 20 years. Unfortunately, the demand far exceeds the agency's ability to host the projects and both the public and the resources suffer as a consequence. She will speak to the cooperation between private tourism organizations and the agencies with historic preservation responsibilities as the only way that we will be able to provide Americans with the experiences they want, and at the same time take care of the resources we all love.

2:30-3:30PM

TOWN HALL DISCUSSION: I'M SICK OF BUDDY HOLLY, SMOKESTACKS & GRUNGE

Moderated by Barbara Steinfeld, VP, Tourism Sales, Travel Portland

Here's our chance to come together for a fun, lively Town Hall-style brainstorming session. Every community has a history and an image, but sometimes, the common perception doesn't match the reality of all that a destination can offer. We'll be discussing strategies for overcoming tired, negative, or stereotypical images of your community through new product development, creative and effective marketing, re-embracing the past, and re-imagining the future. This session is all about participation, so please come prepared with your own stories, ideas, and questions!



AGENDA

9th Cultural & Heritage Tourism Alliance Conference

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AFTERNOON BREAK

Sponsored by Preserve America & the Advisory Council on Historic Preservation

3:45-4:45PM

CULINARY TOURISM PANEL: THE *TERROIR* OF TOURISM

Presenters: Holly Macfee, Director, Brand Strategy for Travel Oregon, Robin Pollard, Executive Director, Washington Wine Commission, & Dan Taylor, Chief Economic Development Officer, Prince Edward County, Ontario. Moderated by Barbara Steinfeld, Vice President, Tourism Sales, Portland Oregon Visitors Association

Find out why culinary tourism is more than a passing fad. Getting to know a place through its cheese, nuts, pears, berries, beef, wine or beer resonates with visitors. States, cities and rural regions each benefit from increased tourism through local foods. Learn about successful programs from Oregon Bounty to Washington wines to Prince Edward County's Taste Trail. Feast on some great ideas and go home hungry for more!

5:30PM

Board coaches from lobby for Pratt Fine Arts Center

6:00-8:00PM

CLOSING RECEPTION AT PRATT FINE ARTS CENTER

We'll wrap up our conference in style with a casual evening gathering at Pratt Fine Arts Center. Pratt is a nonprofit arts education center in central Seattle, offering art classes for every age and every level of ability in four fully-equipped art studios: glass; sculpture; drawing, painting and printmaking; and jewelry/metalsmithing. Each year, more than 3,200 students and 500 working artists are served by Pratt Fine Arts Center's studios and education programs. You'll see the studios in action, including glassblowing, and meet some of Pratt's great artist instructors and students. And to continue in fine style after Friday afternoon's session on culinary tourism, our hosts for the evening include many of Washington's great wineries and microbreweries, offering delicious liquid refreshments to go with our edible treats! Thanks to the Paul Rucker Trio and the Washington State Arts Commission for musical entertainment, and to 4Culture's Site Specific Artists Program for Subhashini Santhanam's henna art.

Please note: this is a working arts center, please dress comfortably and casually!

8:00PM

Load coaches to return to Grand Hyatt Seattle

SATURDAY, DECEMBER 1

WOODINVILLE WINERY TOUR (pre-registration required)

9:30AM

Load Coaches from Grand Hyatt for St. Nick's Day at the Woodinville Wineries (pre-registration required)

5:00PM

Return to Grand Hyatt



Cultural & Heritage Tourism Alliance Conference

November 28-December 1, 2007 Seattle, Washington

PRESENTER BIOS

RANDY COHEN

Randy Cohen is vice president of policy and research at Americans for the Arts—the national organization advancing the arts in America—where he has directed research and arts policy initiatives since 1991. Randy has produced the two benchmark economic studies of the U.S. arts industry, including the latest Arts & Economic Prosperity III report; developed the Institute for Community Development and the Arts; and established the National Arts Policy Roundtable. He regularly publishes reports about local arts agencies and contributed support for the arts. Randy is a spokesman for Americans for the Arts on arts research and policy issues. He has given speeches in 48 states and regularly appears in arts news stories in publications such as The Wall Street Journal and The New York Times, as well as on NPR and the BBC and CNN networks.

CURT COTTLE

Curt Cottle is a consultant based in Columbia, South Carolina with more than 20 years experience in marketing and communications, as well as economic and community development. Areas of focus include planning, workshops and project management. Current clients include state tourism offices, heritage areas and communities interested in asset-based strategies for development. He recently has been working with a USAID project in northern Cyprus.

Before going out on his own in 2003, he was director of the Office of Heritage Tourism Development at the South Carolina Department of Parks, Recreation and Tourism. In that capacity, he was also the founding president of the South Carolina National Heritage Corridor, which his office managed under an agreement with the nonprofit board of directors. Before joining SCPRT in 1996, Curt was communications director for the South Carolina Department of Commerce, which he left to earn a management degree at Harvard.

CARI E. GUITTARD

Cari E. Guittard is Executive Director of Business for Diplomatic Action. She received her BA in Political Science and Public Administration from the University of Texas at Dallas in 1997 and a Masters of Public Affairs in 1998. Upon graduation, she was selected as a 1998 Presidential Management Internship recipient and began work as a computer security specialist and spokesperson for cyber threats and critical infrastructure protection for the US Department of State.

Guittard has traveled globally to work on State systems, developing threat perspectives and working with thousands of Ambassadors, Chiefs of Mission, US Government officials including Secretaries Albright and Powell, and heads of corporations on cyber terrorism and related threats.

Following the September 11, 2001 attacks, Guittard worked as a special assistant for the Under Secretary of State for Public Diplomacy & Public Affairs, Charlotte Beers. In 2003, she was hired to lead Business for Diplomatic Action, a private-sector led apolitical, non-profit taskforce whose purpose is to enlist the U.S. business community in public diplomacy efforts, building new bridges of respect and understanding for America with the world.

Business for Diplomatic Action has received extensive support, most notably for testimony in response to the 9/11 Commission Report, their partnership with Young Arab Leaders, and their Executive World Citizens Guide program.

Guittard is an active member of the Pacific Council for International Policy and the World Affairs Council of California. She speaks to hundreds of audiences each year and guest lectures at universities throughout the US on issues ranging from public diplomacy to foreign policy, national security, and counter-terrorism. Guittard has appeared on numerous television and radio programs, and was selected as a 2006 finalist for the German Marshall Fund Fellowship.



TODD T. HATTORI

As the technology acquisition services manager for the State of Washington's Department of Information Services, Todd Hattori, ABC*, leads the hardware and software vendor negotiations, product leasing and brokering, and agency marketing to help customers use technology to improve service to citizens. As a professional communicator working in the technology arena, Todd is committed to reducing the fears and intimidation about technology; encouraging others to maintain awareness of new uses of technology; and providing pointers, insights, and best practices to help communicators deliver value to their employers and clients. For the past 16 years, he has provided communication leadership to government, not-for-profit, and private organizations, and was an associate professor for the College of Arts and Sciences at Westminster College in Salt Lake City, Utah. Todd currently resides in Seattle, WA. He obtained a Bachelor of Arts degree from the University of Utah in argumentation and negotiation, and a Master of Arts degree from Westminster College in technical writing.

* Accredited Business Communicator by the International Association of Business Communicators

ANNIE HECKENBERGER

Annie Heckenberger recently joined the Greater Philadelphia Tourism Marketing Corporation in the new position of Social Media Director. In this capacity, she will be introducing and integrating new, multimedia vehicles that connect the Philadelphia brand and brand messages with consumers, beyond traditional print and broadcast media.

Annie brings more than 10 years of PR, Branding and Marketing agency experience with her to GPTMC. Her diverse background includes managing accounts and generating national publicity for beauty/lifestyle, consumer electronics, entertainment, fashion, fitness, food, hair care, healthcare, telecom and wireless clients. She previously founded an Emerging Media division for NYC PR agency Marina Maher Communications that sought new ways for brands to reach consumers via both online and mobile applications.

Annie has a long and deep traditional media background with solid relationships at top media outlets. Past clients include Fortune 500 companies such as Johnson & Johnson, Pfizer, Proctor & Gamble, Sara Lee and Schering Plough.

Annie is a graduate of Fairfield University in Fairfield, CT, where she received a B.A., majoring in English and minoring in Political Science and Communications. She also attended London Guildhall University in London, England, while interning as a Research Assistant in the House of Commons, for Tory MP Piers Merchant.

GLENN KELMAN

Glenn Kelman is President & CEO of Redfin, the industry's first online brokerage for residential real estate, based in Seattle. Prior to joining Redfin, Mr. Kelman was a co-founder of Plumtree Software, a Sequoia-backed, publicly traded company that created the enterprise portal software market. In his seven years at Plumtree, Mr. Kelman at different times led engineering, marketing, product management and business development; he also was responsible for financing and general operations in Plumtree's early days. Prior to starting Plumtree, Mr. Kelman worked as one of the first employees at Stanford Technology Group, a Sequoia-backed start-up acquired by IBM. Mr. Kelman is a member of the Board of Directors for Naviance, a hosted service for schools and colleges. Mr. Kelman was raised in Seattle and was graduated summa cum laude from the University of California, Berkeley.



Cultural & Heritage Tourism Alliance Conference

November 28-December 1, 2007 Seattle, Washington

PRESENTER BIOS

HOLLY MACFEE

Holly Macfee is Director of Brand Strategy for Travel Oregon. Holly co-created and currently manages the multiple award-winning Oregon Bounty campaign. In her brand strategy role, Holly oversees strategic planning and creative development, and acts as a marketing resource for tourism organizations around the state. Prior to joining Travel Oregon, Holly worked for The Walt Disney Company for 16 years as a marketing and sales executive internationally and domestically. Her accomplishments include the international launch of Walt Disney World's Millennium celebration and pitching promotional and corporate partners for "Pirates of the Caribbean" with The Walt Disney Studios film marketing division. Her husband, Paul, is a screenwriter and English teacher, and her children, Emerson and Paris, are 6 and 4 years old, respectively.

JANICE MARSHALL

Janice Marshall, President & CEO of the Macon, Georgia Convention & Visitors Bureau, is one of the most respected travel industry leaders in Georgia and the Southeast. She has shepherded the tourism industry in Macon, Georgia through decades of dynamic growth. Never one to shy away from change, Marshall has been a tireless crusader for research-based marketing and the development of Macon's culture and heritage as a sustainable base for the future of the travel industry. In addition, she has successfully partnered with regional CVB's in packaging local and regional tourism product including Georgia's Antebellum Trail, the first State-designated trail in Georgia.

Marshall's work in the industry has earned numerous awards including GA's Travel Industry Member of the Year, Governor's Award for Marketing Excellence, Governor's Award for Product Creation, and four Southeast Tourism Society Shining Example Awards.

JILL A. OSBORN

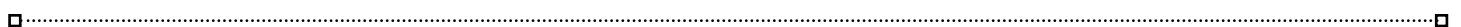
Jill Osborn is the Assistant Heritage Program leader for the US Forest Service. She has held that position in the Forest Service National Headquarters since 1991. Prior to that, she served as Forest Archaeologist on the Colville National Forest in Washington and the Deschutes National Forest in central Oregon. Her degrees in anthropology, archaeology, and linguistics have led her in the direction of public archaeology. Jill's goal is to bridge the gap between scientists and the general public and to encourage responsible tourism that furthers historic preservation and resource stewardship.

ROBIN POLLARD

Robin Pollard is the Executive Director of the Washington Wine Commission (WWC), the state organization representing nearly 700 wine grape growers and producers in Washington State. Pollard is responsible for directing local, national and international initiatives to promote Washington wine, including marketing, public relations, public affairs, member relations and export programs.

Previously, Pollard was the director of the Economic Development Division at the Washington State Department of Community, Trade and Economic Development (CTED). The division works in partnership with businesses and communities to attract, retain, expand, and support economic activity throughout the State of Washington.

Pollard has more than 15 years of experience in small business assistance, business development and tourism in the state of Washington, including serving as the State Tourism Director for six years. During her tenure as Tourism Director, the office achieved a 49 to one return on investment on its consumer marketing program which in turn supported the \$10 billion tourism industry. She also co-chaired the first ever Wine Tourism Task Force which led to development of the "Wine Country" marketing initiative.





ANNETTE SCHILLING

Annette Schilling is the Cultural and Heritage Marketing Director for the North Dakota Tourism Division. Annette has been with North Dakota Tourism since 2003 and coordinates the marketing of the North Dakota's Lewis & Clark Trail, Vacation Packages program and the Learning Based Vacations program.

Annette was the Chairperson of the Circle of State Advisors, a multi-state subcommittee of the National Lewis & Clark Bicentennial Council, is a current member of the National Cultural and Heritage Tourism Alliance Steering Committee, and on the Board of Directors for the Great Plains Region chapter of the International Association of Business Communicators.

She has a Bachelors Degree in Marketing and Public Relations from North Dakota State University and a Masters in Management and Human Resources from the University of Mary.

BARBARA STEINFELD

Barbara is the Vice President of Tourism Sales for Travel Portland, the CVB of Portland, Oregon. Until recently, she was the cultural tourism director there, the fourth one in the country to be hired by a visitors bureau. Barbara has a BA in anthropology from Northwestern University, 30 years of tourism marketing experience and an appreciation for all art forms. She moved to Portland in 1997 from Florida where she worked in international tourism for nine years, particularly in Latin America and Europe, with the Tampa Convention & Visitors Bureau. Previously Barbara was a development consultant in the Nebraska Department of Economic Development's Tourism Division. Originally from Omaha, Barbara spent eight years in Israel where she worked as a tour guide, a community development officer for Save the Children and with turkeys. (Yes, the gobble, gobble kind!)

Barbara is a founding member and past chair of the Cultural & Heritage Tourism Alliance, a Certified Tour Professional of the National Tourism Association and happily serves on the Board of Directors of the Travel Industry Association of America's National Attractions Council and Destinations Council.

DAN TAYLOR

Dan Taylor is the Economic Development Officer for Prince Edward County, Ontario (a rural island paradise - 2 hours drive east of Toronto, on Lake Ontario). He has been in the position for the past 7 years. Prior to coming to 'The County' he spent 15 years honing his marketing skills at entrepreneurial and global advertising & marketing agencies, servicing fortune 500 companies such as Bell Canada, Hostess Frito-Lay, Unilever, MCA Universal, etc...

Dan grew up gourmet, is a foodie and has run winery tours as well as started up his own vineyard and winery, specializing in Pinot Noir, which he recently sold.

Dan married his love for food & drink with his marketing expertise to brand Prince Edward County as one of Canada's hottest new wine & culinary tourist regions. The recipe for success was one part chutzpah, two parts passion, a pinch of creativity and a dash of strategy.

As a result of significant community collaboration on economic development initiatives Prince Edward County won 6 major awards at the 2006 Economic Developers Council of Ontario conference including Best of Show/Lieutenant Governor's Award for Marketing Excellence in Ontario for the Taste Trail, Canada's first wine & culinary trail!



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ALEX T. THOMAS

Alex Thomas is the Heritage Trails Director for the Mississippi Development Authority (MDA), Division of Tourism. His main focus as Heritage Trails Director for the state's tourism office is to promote the beauty of Mississippi's history and distinctive culture through driving and walking trails. Alex's ambition is to help tourists discover, enjoy and understand the past, present and future of Mississippi's roots. He takes pride in his work and strives to help the citizens of Mississippi become aware of the beauty of nature found in their own backyards and to keep preservation of our historical landmarks and natural habitats a priority.

Alex presently oversees the development of the Mississippi Blues Trail, a project design to highlight over 130 historical blues sites throughout the state. He currently serves as Board Member of the Mississippi Humanities Council, Past-President of the Metro Jackson Attractions Association, Steering Committee Member of the Cultural Heritage Tourism Alliance, Board Member of the Mississippi Heritage Trust, and is an active member of the Mississippi Tourism Association, Mississippi Blues Commission, Mississippi Delta Tourism Association, Alabama/Mississippi Rural Tourism Conference Planning Committee, Southeast Tourism Society Membership Council, Natchez Trace Compact Executive Committee and recently appointed to the New Stage Theater Board of Directors - just to name a few.

Recent accomplishments include 2007 Mississippi Business Journal's Top 40 Under 40 Business Professional, 2003 Southern Living Rising Star Award, Travel Marketing Professional (TMP) certification from Southeast Tourism Society and 2002 Recipient of Jackson Hometown Hero "Shining Example" Award.

Alex is a Mississippi native and received his Bachelors Degree of Science in Mass Communications from the University of Southern Mississippi.

BERKELEY W. YOUNG

President of Young Strategies, Inc., Berkeley has twenty years of travel/tourism research, marketing, management and retail experience. He has served as the Executive Director of a rural tourism development authority (CVB) and chamber of commerce in which he oversaw the creation and success of a start up research-based tourism marketing program. Then, Young was hired as Director of Sales and quickly promoted to General Manager of a large golf resort. Young joined Randall Travel Marketing, Inc. in 1998 as Director of Client Services and served as Vice President from 2000 to 2004.

In 2004 Young formed his own Charlotte, NC based company focusing on research and strategic planning for all aspects of the tourism industry. Young's firm continues to partner with Randall Travel Marketing and specializes in working with city and county governments in the development of local tourism infrastructure, branding and marketing. In the last nine years Young has worked with destinations in twenty-six states and is a popular speaker at regional and national conferences and conventions. Young is also a popular speaker at travel industry conferences.





DON WELSH

Don Welsh serves as President and CEO of Seattle's Convention and Visitors Bureau, an economic development agency responsible for competitively marketing Seattle as a destination for convention groups and leisure travelers.

Welsh oversees more than 40 employees in the organization's main Seattle office as well as sales offices in Washington, D.C. and Chicago. Welsh's responsibilities include overseeing all departments of SCVB.

Prior to his current position, Welsh served as Senior Vice President, Sales & Marketing for Seattle's Convention and Visitors Bureau, where he was responsible for marketing Seattle as a premier convention and leisure travel destination and directing all of the bureau's marketing programs and departments, including a staff of more than 30 sales, marketing and public relations professionals.

Welsh has built an impressive background of hotel, airline and related travel industry experience. Welsh began his career with United Airlines, which originally brought him to Seattle more than 20 years ago. Subsequently, he was fortunate to serve as a founding member of the Seattle-based start-up Horizon Air, working collaboratively to draft the airline's first marketing plan and serving on the carrier's marketing team until its sale to Alaska Airlines.

Welsh has extensive experience in the hotel industry. From 1992 through 1998, he served as Vice President, Sales and Marketing, North America for Westin Hotels and Resorts, then based in Seattle. He has related senior marketing experience with The Ritz-Carlton Hotel Company in Atlanta and MGM Grand in Las Vegas.

From 2001 through March 2003, Welsh served as Executive Vice President, Business Development for HelmsBriscoe, one of the nation's top meeting planning firms which provides services to more than 7,000 corporations and associations throughout North America.

Visitors spend \$4.3 billion in Seattle and King County annually, contributing more than \$300 million in state and local tax revenues. Direct visitor spending benefits hotels, retailers, restaurants, attractions, transportation services and other businesses, and supports jobs for 60,000 people in the Seattle region.





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Tom Norwalk	Kae Block
Lara Dickson	Joshua Ratliff
Rosemary Rasp	Cynthia Lydum
Joy Sherard	Brianna Mark
Jenn Miller	Susan Treder
Sarah Lee	Janet Hunter
Mark Nold	Adrienne Friedman
	Yolanda Gordon

Grand Hyatt Seattle

Ryan Wasserman, Lisa Murphy

Seattle Hospitality

Kathy Bass, Lisa Fraser, Lisa Chambers

Experience Music Project

Science Fiction Museum and Hall of Fame

Janelle Doig, Sheldon Kirch, Andea Fahland

Seattle Art Museum & Olympic Sculpture Park

Sue Bartlett, John Ferguson, Cara Egan, Anna Bazzi

Tacoma Regional Convention & Visitor Bureau

Carly Stedman

Tacoma Art Museum

Museum of Glass

Washington State History Museum

Tuxedos & Tennis Shoes

David Meckstroth

Art Space

Cathryn Vandenbrink

Jim McDonald Fine Art Services

Savor Seattle Food Tours

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Betsy Davis

Schooner Virginia V

Gary Frankel

Ivar's Salmon House

Nancy Bogue

A Contemporary Theatre

Karen Bystrom, Harley Rees

Seattle Repertory Theatre

Rob Knop

Teatro ZinZanni

Markus Kunz, Kat Uzzelle

Nevada Commission on Tourism

Pratt Fine Arts Center

Paula Stokes

Washington Wine Commission

Robin Pollard, Gaby Matthews

Pike Place Brewery

Roslyn Brewing Company

Woodinville Wine Commission

Cynthia Daste

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Mike Sharadin

