



Session V: Capitalizing on Natural and Cultural Assets September 30-October 1, 2020

Wednesday, September 30

****All Times Eastern****

Morning Session

- 9:30 – 9:45 am **Welcome & Opening**
Tim Thomas, ARC Federal Co-Chairman
- 9:45 – 10:45 am **Fireside Chat with Governor Bev Perdue**
- 10:45 – 11:15 am **Break**
- 11:15 am – 12:30 pm **The State of Appalachian Travel and Tourism**
Tim Ezzell, Ph.D., Assistant Research Professor, ISSE and Political Science, University of Tennessee Knoxville
Cat Wilt, Research Director, University of Tennessee
Stefanie Benjamin, Ph.D., Assistant Professor, University of Tennessee
Bruce Decker, Owner, Collective Impact

Afternoon Session

- 2:30 – 3:30 pm **The Appalachian Arts Industry**
Robert Donnan, Robert Donnan Consulting
Judy Hood, Chairman, Muscle Shoals Music Foundation
Carrie Beck, Executive Director, The Crooked Road
Moderator: Cat Wilt, University of Tennessee
- 3:30 – 4:00 pm **Break**
- 4:00 – 5:00 pm **Breakout Discussion: Finding Your Mothman**
Bruce Decker, Owner, Collective Impact

Thursday, October 1
****All Times Eastern****

Morning Session

- 9:30 – 9:45 am **The Day Ahead**
Jessica Mosley, Program Manager, Appalachian Leadership Institute
- 9:45 – 11:00 am **Appalachia's Resource Economy**
Tom Inman, President, Appalachian Hardwood Manufacturing
Tanner Filyaw, Sustainable Forestry Program Director, Rural Action
Petra Mitchell, President and CEO, Catalyst Connection
Moderator: Tim Ezzell, Ph.D., University of Tennessee Knoxville
- 11:00 – 11:30 am **Break**
- 11:30 am – 12:30 pm **Virtual Site Visit: Sunburst Trout Farms**

Afternoon Session

- 2:30 – 3:45 pm **Turning Your Small Place Into a Big Destination**
Deana Clark, Executive Director, Marietta-Washington County Convention & Visitors Bureau
Jeff Lusk, Executive Director, Hatfield McCoy Regional Recreation Authority
Abbi Peters, Executive Vice President, Operations, PA Wilds
Tami Reist, President & CEO, Alabama MountainLakes Tourism Association
Moderator: Bruce Decker, Collective Impact
- 3:45 – 4:15 pm **Break**
- 4:15 – 5:30 pm **Team Challenge: Rebuilding Your House**
Tim Ezzell, Ph.D., University of Tennessee Knoxville