Wednesday, January 27, 2010
California Cultural & Heritage Tourism Corps' 6th Annual Symposium

3:30 – 5:00pm	Downtown Self-Guided Tours or Scheduled Chico Culture Bus Tours ***On the Path to Learning How to Highlight Your Community's Cultural Assets***
5:30 – 6:30pm	**WELCOME RECEPTION** – The historic **Hotel Diamond**

Thursday, January 28, 2010
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8:00am – 3:30pm	BELL MEMORIAL AUDITORIUM	**RESOURCE MARKETPLACE** ****NEW*ATTENDEE EXCHANGE INFORMATION TABLE*** Have information you'd like to share with your industry partners? Each attendee may bring a flyer or brochure to be included on the information table. *(Approximately 200 attendees are expected. You are responsible for any copies of your document that may remain at the end of the Symposium. One publication per attendee, please.)*
7:30 – 8:30am		**SYMPOSIUM REGISTRATION**
8:30 – 8:45am		**SIT DOWN BREAKFAST (service begins at 8:30 am)**
8:45 – 10:00am		**OFFICIAL WELCOME** Ann Schwab, Mayor of Chico **CALIFORNIA CULTURAL & HERITAGE TOURISM CORPS UPDATE** Jonelle Tannahill, Tourism Development Manager & California Welcome Center Liaison **THE CULTURAL TRAVELER – TRENDS & OPPORTUNITIES** Sheila Armstrong, Executive Director, U.S. Cultural & Heritage Tourism Marketing Council

		The Cultural Traveler – Trends Opportunities offers new market research on the cultural and heritage traveler – their demographics, their decision making process and their income generating potential. This presentation will also outline marketing strategies for capitalizing on the cultural and heritage traveler – the most lucrative segment of the travel market.
10:00 – 10:45am		**GOLDEN ROADS: HISTORIC ROUTES TO CALIFORNIA'S CULTURE AND HERITAGE** Paul Daniel Marriott, Paul Daniel Marriott & Associates *Historic Roads and Scenic Byways crisscross California linking communities and visitor destinations statewide. From Big Sur and the General's Highway at Sequoia and Kings Canyon National Parks to California Route 49 and fabled US Route 66, California visitors have an impressive collection of historic and scenic roads to select from when making their travel plans. Join noted speaker, author and writer Dan Marriott for an engaging discussion of how you can better access, market and manage California's Golden Roads – the historic and scenic gateway routes to your community.*
11:00 – 11:15am		**BREAK - RESOURCE MARKETPLACE**
CONCURRENT BREAKOUT SESSIONS – 1 AND 2		
11:15am – 12:30pm	BMU AUDITORIUM	SESSION 1 CONCURRENT **Surviving The Recession** Bob Warren, Visitors Bureau Manager, Redding Convention and Visitors Bureau *Challenging economic times call for innovative solutions. Seeing the trend of travelers traveling closer to home, reminding Californians of the beauty and diversity of their own state had the potential of delivering a positive impact. An in-state marketing program using a vinyl-wrapped Airstream trailer as a mobile California Welcome Center was developed, and is now delivering phenomenal results, as it shows up at some of California's largest outdoor events. The response has been overwhelming, delivering tens of thousands of visitors guides to event attendees. Learn how "thinking outside the box" with this program and others may be delivering some of the best*

		marketing programs in California. **CALIFORNIA CULTURAL DATABASE PROJECT OVERVIEW** Lauren Hooten, The Pew Charitable Trusts *Since the January 2008 launch of the California Cultural Data Project, more than 2,300 arts and cultural organizations statewide have begun taking part in the groundbreaking new effort. This project is the most ambitious and comprehensive effort ever to gather and analyze information about the contributions of the cultural sector to California's economy and quality of life. Come learn more about the California CDP and what it can do for your organization!*
11:15am – 12:30pm	BIDWELL PARK RM	SESSION 2 CONCURRENT **TECHNOLOGY AND TOURISM – HEAR ABOUT THE LATEST INNOVATIONS TO ENHANCE YOUR DESTINATION OR ATTRACTION EXPERIENCE FOR TOURISTS.** Al Hernandez, Editor/Radio & TV Personality, The Vine Times *This session will focus on practical definitions of new media concepts including social media, and will provide a set of working tools and rules for engaging in new media with limited resources and time. Learn why it is important to be involved in technology – now more than ever.* **HOW TO CREATE NEWSLETTER CONTENT THAT GETS READ** John Gumas, Gumas Advertising *Newsletters are a very effective marketing tactic. Whether you distribute them electronically, traditionally, or both, done right they can be extremely effective. Unfortunately, most companies don't understand how to create powerful newsletter content that gets read versus content that ends up in the circular file. Learn more about these recommendations:* ***Have a plan; Don't sell too hard; Provide value; Be consistent; and Make it interactive.***
12:30 – 1:15pm	BMU AUDITORIUM	**NETWORKING LUNCHEON**
1:15 – 2:00pm	BMU AUDITORIUM	**HOTEL DIAMOND AND OTHER CHICO RESTORATION PROJECTS – A SLIDE PRESENTATION** Wayne Cook, renowned expert in renovating historic

	buildings
2:00 – 3:00pm	**INTERACTIVE ITINERARY BUILDING** Paul Daniel Marriott, Panel Moderator *Jim Conkle, California Route 66 Preservation Foundation* *Diane Kane, Scenic Arroyo Seco*
3:00 – 4:00pm	**ARTS AND CULTURE, A CHANGE AGENT** Beth Macmillan, Executive Director, Artown *As a case study this session will demonstrate how arts and culture have been used as an economic tool to revive our region and specifically the downtown Reno area. In 1996 downtown Reno was in dying. Hotels were closing and there was no retail, restaurants or urban living. The City of Reno together with business leaders decided to use an arts celebration to bring people back downtown. It worked. After 14 years the festival draws 350,000 locals and tourists to over 100 locations throughout Reno with more than 400 events during 31 days in July. 60% of the festival is free admission and the artists range from local to internationally acclaimed artists and covers every arts discipline.*
4:00 – 5:00pm	**TASTE OF SHASTA CASCADE RECEPTION AND THE FUTURE OF CALIFORNIA CULTURE & HERITAGE EXHIBIT**
5:00pm and on…	**FREE EVENING IN DOWNTOWN CHICO**

Friday, January 29, 2010
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8:00 – 8:30am	**BAGEL BREAKFAST BUFFET**
8:30 – 8:55am	**LIVING HISTORY ROUTE 66** Jim Conkle, CEO, Route 66 Alliance *Jim will be sharing the history of Route 66 and the Preservation Foundation, its historic value to our country and what has made it an international icon. Hear about branding, how to share values and culture as well as some fun road trivia.*
9:00 – 10:15am	**MEDIA SESSION** **IDEAS AND CHALLENGES IN THE EVER-CHANGING WORLD OF MEDIA**

		Janet Fullwood, Independent Journalist Matt Jaffe, Author and Journalist Doug McConnell, OpenRoad TV *We all know that traditional media outlets are disappearing, drying up and losing staff. The so-called "new media," meanwhile, seem to be evolving just as fast. In this time of rapid transition, with no balancing point in sight, it takes creativity and strategy to get your message to the masses – especially with a limited budget. A look at approaches that seem to be working – and some that no longer will.* **THERE'S NOTHING NORMAL ABOUT THE NEW NORMAL**… *Whether you're a journalist or pitching a journalist, the world has turned upside down. Jobs have disappeared, valued professional relationships have gone poof, and the old assumptions seem to have little relevance to the emerging world of media – whatever that may be…*
10:15 – 11:15am		**RESPECT THE PAST – REALIZE AN UNCONVENTIONAL FUTURE** Richard Peterson**,** Director, Travel Industry Sales, California Academy of Sciences *Learn how cultural and heritage institutions, sites and businesses can utilize their history as a foundation for their future. Share unconventional approaches, management and tactics that lead to future diversity of cultural and heritage sites!*
11:15 – 11:45am		**SYMPOSIUM WRAP-UP, DISCUSSION AND FEEDBACK**
11:45am – 1:00pm	BMU AUDITORIUM	**LUNCHEON AND PRESENTATION** **IN SEARCH OF CALIFORNIA'S GOLD** Huell Howser, KCET-TV, *California's Gold* *After 17 years in production,* California's Gold *is one of the longest running and most beloved series about California ever produced. Huell Howser's shows can be viewed six nights a week on KCET-TV in Los Angeles and at various times on California PBS stations statewide.*

Friday, January 29, 2010
Watchable Wildlife Program – California: Nature is our Heritage

1:30 – 2:00pm	**Introduction to Watchable Wildlife** *The California Watchable Wildlife Project celebrates California's wildlife and diverse habitats by acknowledging and elevating the value of wildlife viewing to benefit individuals, families, communities, and industries while fostering awareness and support for conservation and protection of wildlife and habitats.*
2:00 – 3:15pm	**Children & Nature** *California's Watchable Wildlife Viewing Sites provide transformative outdoor experiences for people of all ages. Learn why Watchable Wildlife sites are the perfect place for children and families to rediscover nature. This session will include:* o The benefit of nature festivals and special events that attract visitors and residents o How to integrate the California Children's Outdoor Bill of Rights into interpretive programs o Case studies from Watchable Wildlife viewing sites where Children & Nature principles have been incorporated into interpretive programs o Grant opportunities to create or expand or enhance existing programs based on Children & Nature principles
3:15 – 4:30pm	**Interactive Mapping and Dynamic Itinerary Creation** *Watchable Wildlife's interactive mapping program enhancement allows the creation of customized driving routes and corridors, as well as geotourism asset mapping. This session will include:* o Demonstration of mapping program and itinerary creation o Benefits of geotourism asset mapping to tourism development

Why not stay for the Annual Snow Goose Festival? – January 30-31, 2010
Visit www.snowgoosefestival.org for details.