



**MARCH 14 & 15, 2010**

**THE DILLARD HOUSE**

**Dillard, Georgia**

Sponsored by the Northeast Georgia Mountains Travel Association

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## — Presenters —

### **GENERAL SESSION - KEYNOTE ADDRESS**

**Berkeley Young, President, Young Strategies**

#### **"How to Generate Positive PR"**

Marla Tambellina, Assistant Vice President/Director of Marketing, Asheville CVB

#### **"1 + 2 = Successful Agri-tourism for your Destination"**

Leckie Stack, Stack Farms and Agri-tourism Committee Chair, Rabun County CVB

#### **"Developing a Great Promotional Piece for your Business or Community"**

Linda Mosley, Publisher, Great Southern Publishers

#### **Lunch: Special Guest Speaker**

**Dr. Robert Payne**

Consultant to the President's Council on Economic Development, Washington, DC

#### **"Times are Changing in the Media World"**

Laurie Rowe, President, Laurie Rowe Communications

#### **"Family Reunion Market 101"**

Jeff Mills, President, Mills Marketing Group

#### **"Bring a Laptop, Leave with a Facebook, Twitter and Blog"**

Mary Boland, Executive Director, Rabun County CVB

Stephen Smith, Tourism Director, Dahlonega CVB

#### **"Creating a Customer Focused Environment"**

Amanda Singer, Senior Training Consultant, Intercontinental Hotels

#### **"Tourism 2010: It's all about Me and all about We"**

Dr. Bill Norman, Clemson International Institute for Tourism Research & Development

### **GENERAL SESSION/CLOSING ADDRESS**

#### **"5 Proven Strategies on How Your Tourism Organization Can Get a Respected Place at Your Local Economic Development Table (and help save your tourism budget)"**

Dr. Steve Morse, Director and Economist, Tourism Institute, University of Tennessee