



MARCH 14 & 15, 2010

THE DILLARD HOUSE

Dillard, Georgia

Sponsored by the Northeast Georgia Mountains Travel Association

www.winterchautauqua.com

Schedule of Events

— Sunday, March 14 —

Noon – 5:00 pm – Marketplace Set-up (Sponsors and Vendors)

1:00 pm – 5:00 pm – Registration

6:00 pm – BBQ & Bluegrass

Featuring the famous Dillard House “spread” and foot-stomping fun with Curtis Blackwell and the Dixie Bluegrass Boys

7:30 pm – Bonfire and Banjos

Wear your jeans and dress warmly! You can either ride the wagon or walk to the Bonfire, where Curtis Blackwell and the Dixie Bluegrass Boys will continue to entertain us (weather permitting)

Midnight – Hospitality Suite Closes

— MONDAY, MARCH 15 —

8:00 am – 9:00 am Registration

9:00 am – Opening Welcome

Jeff Skelton, President, Northeast Georgia Mountains Travel Association

9:15 am – General Session/Keynote Address

Berkeley Young, President, Young Strategies

10:15 am – 10:30 am – Break, Marketplace

Meet and do business with our Sponsors & Vendors

10:30 am – 11:30 am – Morning Breakout Sessions

- 1) “How to Generate Positive PR”
Marla Tambellini, Asst. VP/Director of Marketing, Asheville, CVB
- 2) “1 + 2 = Successful Agri-tourism for your Destination”
Leckie Stack, Stack Farms, Agri-tourism Chair, Rabun County CVB
- 3) “Developing a Great Promo Piece for your Business or Community”
Linda Mosley, Publisher, Great Southern Publishers

Presenter or Sponsor questions? Please e-mail or call Mary Boland, mary@gamountains.com, 706.212.0241 or 706.982.4754



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11:30 am – 10:45 am – Break, Marketplace

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11:45 am – 12:45 pm – Lunch

Guest Speaker: Dr. Robert Payne, Consultant to the President's Council on Economic Development

12:45 pm – 1:00 pm – Break, Marketplace

Meet and do business with our Sponsors & Vendors

1:00 pm – 2:00 pm – Afternoon Breakout sessions – Round 1

- 1) "Times are Changing in the Media World"
Laurie Rowe, Laurie Rowe Communications
- 2) "Family Reunion Market 101"
Jeff Mills, President, Mills Marketing Group
- 3) "Bring a laptop, Leave with a Facebook Page, Twitter Account, Blog"
Mary Boland, Executive Director, Rabun County Convention & Visitors Bureau

2:00 pm – 2:15 pm – Break, Marketplace

Meet and do business with our Sponsors & Vendors

2:15 pm – 3:15 pm – Afternoon Breakout sessions – Round 2

- 1) "Creating a Customer-Focused Environment"
Amanda Singer, Senior Training Consultant at Intercontinental Hotels Group
- 2) "Tourism 2010: It's all about Me and all about We"
Dr. Bill Norman, Clemson International Institute for Tourism Research & Development
- 3) "Bring a laptop, Leave with a Facebook Page, Twitter Account, Blog"
Stephen Smith, Tourism Director, Dahlonega-Lumpkin County Chamber of Commerce

3:15 pm – 3:30 pm – Break, Marketplace

Meet and do business with our Sponsors & Vendors

3:30 pm – 4:30 pm – General Session

Dr. Steve Morse, Ph.D, Director & Economist, Tourism Institute, University of Tennessee

"Five Proven Strategies on How Your Tourism Organization Can Get a Respected Place at Your Local Economic Development Table (and help save your community's tourism budget)."

4:45 pm Door Prizes, and LOTS of them!

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