

SUMMIT SCHEDULE

DAY ONE: APRIL 28

1:00 pm

Early Hotel Check-in

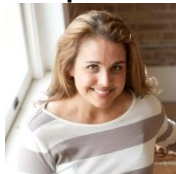
1:30 pm

Registration

Mast Hall 317 E Main (936) 564-3614

2:00 pm

Welcome & Forest Trail Update



BREEZY LAKE-WOLFE



MARTY PRINCE

From the State Fair of Texas to the Texas State Legislature, the Forest Trail has logged a lot of miles across our Lone Star State. Trail president Breezy Lake-Wolfe and executive director Marty Prince welcome tourism partners from across East Texas and share *Tales from the Trail*.

Speakers:

Breezy Lake Wolfe – Forest Trail President and Palestine Tourism

Marty Prince, Executive Director, Texas Forest Trail Region

2:30 pm

Opening the Door to On-location Filming



ALICIA DOWNARD

Whether it's for a two-day television commercial or a two-month feature film, the Texas Film Commission wants every Texas community to be prepared to welcome filmmakers in a way that benefits its residents, businesses and the community. This session will provide an overview of the Texas media production industries, services offered by the Texas Film Commission and an introduction on how to effectively work with on-location film production.

Alicia Downard - Production and Community Relations Specialist for the Texas Film Commission

5:00 pm

Reception at The Liberty Bell

422 E Main St (936) 622-6425

6:00 pm

Keynote Dinner with Benjamin Smithee

Mast Hall 317 E Main (936) 564-3614



BEN SMITHEE

Ben Smithee, a consumer trends & marketing research expert, nominated as one of the "Top 10 Youth Marketing Professionals in the U.S.," will deliver the keynote address focused on marketing your community to today's traveler and consumer decision making's influence on the future of travel.

Ben Smithee - Chief Strategy Officer RELEVENTS Strategic Advisor Spych Market Analytics

7:30 pm

Film Screening of the Tomato Republic and QA with the filmmakers

Cole Art Center 329 E Main St (936) 468-5500



The documentary featurette, filmed in Jacksonville, Texas was the winner of the 2014 Special Judges Prize at the Dallas International Film Festival.

Q & A Panelist

Anthony Jackson - Director, Producer Tomato Republic

Rob Gowin- Actor Tomato Republic



SUMMIT SCHEDULE

MORNING

DAY TWO: APRIL 29

8:30 am Registration & Continental Breakfast

9:00 am Welcome

9:10 am



BEN SMITHEE

Hands on Media Workshop

Whether you are a media novice or a seasoned marketing professional, this intensive, practical, and hands-on workshop will provide techniques, tools and strategies that will help you get results from your advertising and marketing campaigns

Ben Smithee - Chief Strategy Officer RELEVENTS Strategic Advisor Spych Market Analytics

10:40 am Communications Break

10:55 am



JEFF BREWER

Public Art & Tourism Panel: If You Build It, They Will Come

Communities across the country are getting crafty in their quest to stimulate community pride and drive tourism traffic to town. This panel discussion will showcase three East Texas public art projects using arts and culture to entice travelers and encourage economic development.

Presenters

*Jeff Brewer, Artist, SFASU Professor, Coordinator Sculpture for All
Peggy Renfro, Jacksonville Chamber of Commerce President
Anna Middlebrook, Coordinator Heritage Sculpture Walk*



PEGGY RENFRO

Public Art Projects

Sculpture For All is an annual national juried exhibition of outdoor public art in the Mast Arboretum and Ruby M. Mize Azalea Garden on the beautiful Stephen F. Austin State University campus in Nacogdoches, TX.

The Concrete Tomato Project was launched by the Jacksonville Chamber of Commerce in 2010. More than 335 of the original 665-pound concrete tomatoes have been "planted" across the town – in retail storefronts, restaurants and more.



ANNA MIDDLEBROOK

The Heritage Sculpture Walk, launched by the Friends of Historic Nacogdoches in 1994, includes 7 life-size bronze statues with an 8th in production. It combines public art & heritage commemoration to provide a visual history of for locals and traveler.

12:00-1:00 pm Catered Lunch onsite

SUMMIT SCHEDULE

AFTERNOON

DAY TWO: APRIL 29

1:00 – 1:30



BREEZY LAKE-WOLFE

Shirtsleeves Roundtable Discussion: Tourism Marketing & Public Relations

Peer to Peer exchange on Marketing & Public Relations, the key issues, questions and challenges facing tourism professionals today. Specific topics will be determined by those attending.

Facilitators

Breezy Lake Wolfe - Palestine Tourism

Holli Conley – Tyler CVB



HOLLI CONLEY

1:30 pm



ELIZABETH EDDINS

Turning Foes into Fans: Educating locals on your destination and services

The Beaumont Destination Training program and bus tour transforms local citizens into True BEAU-Lievers! Learn how you can host similar programs in your community. Starting with gaining local buy-in, working with your partners, setting a budget and developing talking points for a bus tour or presentation. Elizabeth will be joined by Marcus Powers of the McFaddin-Ward House to provide the perspective of an attraction and will offer how the program has strengthened partnership in Beaumont.

Presenters

Elizabeth Eddins, CTE; Director of Tourism, Beaumont CVB

Marcus Powers; Public Relations Coordinator, McFaddin-Ward House



MARCUS POWERS

2:30 pm



BRIAN SULLIVAN

Hotel Tax 101: How to Effectively Promote Your Forest Trail Community

Local hotel tax expenditures are vital to attracting tourism to Texas communities. In light of all the wonderful events and attractions that East Texas has to offer, Brian Sullivan of the Texas Hotel & Lodging Association will be presenting the basic framework to use when considering how to invest and spend local hotel tax dollars. Promotion of the arts is a specifically authorized category of expenditure under Texas law, but communities must also be aware of other legal criteria that affect how to best allocate local hotel tax resources. Brian will guide attendees through that important decision-making process aimed to promote the Texas Forest Trail Region as a top travel destination in our state.

Brian Sullivan - Associate General Counsel for the Texas Hotel & Lodging Association

3:30 pm

Wrap-up

4:00 pm

Ends