

North Coast Cultural Heritage Tourism Workshop



Mendocino County Museum, Willits

January 26, 2007

10:30 am to 4 pm

FEATURED SPEAKERS

Susan Wilcox

Deputy Director, California Travel & Tourism ~ California Cultural & Heritage Tourism Council

Jon Trumbull

Beverly Schneider

Sunset Publishing Corporation/California Travel and Tourism Publications

Regional Panel of Cultural Heritage Tourism Speakers

AGENDA

- Welcome!
- CCHTC Overview: Defining Cultural Heritage Tourism - **Susan Wilcox & Shellie Cook**
- Regional Panel of Cultural Heritage Tourism Speakers
 - Joanne Neft**, Placer Grown; **Jay Gordon**, Cultural, Visual & Performing Arts;
 - Karen Turcotte**, Developing Partnerships for Art in Public Places;
- **Q&A**
- Lunch & Regional Roundtable Reports of Arts, Cultural, Heritage Tourism
- Sunset Publishing: 2007 CA Visitors Guide - **Jon Trumbull & Beverly Sneider**
- Interactive Cultural Heritage Tourism Workshop
 - Strategic Planning; Creating a Cultural Asset Inventory for Cities & Counties;*
 - Creating Driving Itineraries & Establishing Heritage Corridors; Develop a CHT Coordinating Committee*
- Wrap-up, Questions, Comments
- Next Meeting.

This Event is sponsored by

The California Cultural & Heritage Tourism Council; The Redwood Empire Association;
and supported by Mendocino College; Mendocino County Museum;
the Lake County Economic & Marketing Program; and the Willits Chamber of Commerce

Plan to stay the night in one of the North Coast's most unique and relaxing communities! Great restaurants and a warm welcome awaits our region's guests. Special Conference Rates are available at these inns (mention rate code "CHTC"):

- **America's Best Value Inn - Holiday Lodge \$59.00** pp does not include taxes/fees Phone: (707) 459-5361 or Toll Free: **800-835-3972** 1540 S. Main St., Willits, CA 95490
- **Baechtel Creek Inn & Spa \$69.00** pp does not include taxes/fees Phone: (707) 459-9063 or **(800) 459-9911** 101 Gregory Lane, Willits, CA 95490
- **Super 8 Motel - Creekside Inn \$69.00** pp does not include taxes/fees Phone: **(707) 459-3388** 1119 S. Main St., Willits, CA 95490

Mendocino County Museum

400 East Commercial Street,
Willits, CA 95490

Lunch & Refreshments

\$25.00 per person

To make your reservation email:

r.e.a.@sbcuc.net

or call **1-800-619-2125**

Send this reservation form to:
The Redwood Empire Association
1431 Sycamore Street, Napa, CA 94559

NAME: _____

ORG./BUS.: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____