

DRIVING MICHIGAN'S ECONOMIC ENGINE

USING **CULTURE** AND **TOURISM**
TO FUEL COMMUNITY PROSPERITY





Dear Friends,

It is my pleasure to welcome you to the *Driving Michigan's Economic Engine* conference hosted by the Michigan Department of History, Arts and Libraries and the Michigan Council for Arts and Cultural Affairs, and strongly supported by many State of Michigan departments and agencies and private Michigan companies.

I commend each of you for your dedication to revitalizing Michigan's economy through your creative, community-minded efforts. As we continue the push to diversify our economy and create jobs, cultural economic development will be part of an innovative, powerful strategy.

Michigan's arts, cultural, and tourism assets are more than just a feather in our cap. When embraced and leveraged properly, they are catalysts for economic growth and hometown pride in all corners of the state, from our smallest rural villages to our busiest urban centers. People want to live, work, and relax in places that are interesting, places that have unique stories to tell, and places where there's a real sense of "Pure Michigan."

Today, you'll hear from two people who know very well the power and potential of arts, culture, and tourism. Keith Bellows is Vice President of the National Geographic Society and Editor-in-Chief of *National Geographic Traveler* magazine, the most widely read travel magazine in the world. N. Y. Nathiri is Executive Director of the Association to Preserve the Eatonville Community, Inc. (PEC), an effort which has transformed a small local festival into an internationally recognized celebration of African-American heritage and culture. I sincerely thank them for sharing both their time and expertise.

This conference will help community builders like you maximize existing assets and tap into what makes your area unique. Michigan has a wonderful story to tell, and it is our collective responsibility to share it with the rest of the country. We face many challenges, but I am confident that together we can overcome them.

Best wishes for a successful conference. Thank you for your dedication to help turn Michigan's economy around.

Sincerely yours,

A handwritten signature in orange ink, appearing to read "Jennifer M. Granholm".

Jennifer M. Granholm
Governor



AGENDA

WHAT'S NEW THIS YEAR

- ▶ **More Michigan!** If you seek a Michigan-based conference, look around you. From foods to vistas, we're showcasing what makes Michigan a great state to visit. It's time to fall in love with Michigan again.
- ▶ **More Culture!** A story, a song, or a gesture can set a mood. Enjoy our Michigan artists as they creatively establish the tone for a number of our breakout sessions.
- ▶ **Expanded Think Tank.** Our conference experts—our "Thinkers"—will be available for appointments during both the morning *and* afternoon breakout session time slots. That means more opportunities for answers to your questions in these one-on-one consultations. For more info, see page 15.
- ▶ **Roundtable Discussions.** Wouldn't you love to talk to someone who has experience or ideas about an area you're interested in? Our roundtables are designed to bring people with similar interests together for an informal sharing of ideas and perhaps the beginning of an ongoing discussion. Look on page 14 for a list of roundtable topics.
- ▶ **Cyber Café.** Online resources are becoming ever more important. Surf over to the Cyber Café in the Tips & Tools Center, where you'll be able to check for your listing in the database the State uses to promote travel to Michigan. While you're there, visit some pacesetting cultural tourism sites for ideas and inspiration!
- ▶ **Door Prizes.** Who doesn't need a fun getaway vacation? Stay 'til the end of the conference and you may win a free getaway to an outstanding Michigan vacation destination. Good luck and bon voyage! See page 7.

WHAT'S THE SAME

Our tips for getting the most out of this conference:

- 1 If you came as a team, don't stay together!** Split up and attend different sessions so your team can benefit from all the expertise this conference has to offer.
- 2 Take notes along the way.** Jot down the ideas that impress you so you'll be able to discuss them with your teammates. We've provided space at the end of the program for you!
- 3 Listen creatively!** A program that worked in one community may not work "as is" in your town, but with a little tweaking, it may address your needs. As you listen to today's presentations, think how you can use the underlying principles and make them work in your community.

WELCOME

8:45-9:00

MAIN HALL

- ▶ Kenneth Beachler, *Master of Ceremonies*
- ▶ James Epolito, *President and CEO, Michigan Economic Development Corporation*
- ▶ Michael R. DeVos, *Executive Director, Michigan State Housing Development Authority*
- ▶ William Anderson, *Director, Department of History, Arts and Libraries*

KEYNOTE PRESENTATION

9:00-10:00

TRENDS IN LEISURE TRAVEL TODAY *and* HOW MICHIGAN CAN RESPOND

- ▶ Keith Bellows, *Editor-in-Chief, National Geographic Traveler magazine*



NETWORKING TIME

10:00-10:45

CONCURRENT SESSIONS

10:45-12:15

CIVIC TOURISM: *The* POETRY *and* POLITICS of PLACE

Civic Tourism is an extension of, supplement to, and tool for other “place-based” approaches, such as cultural heritage tourism, eco-tourism, and geo-tourism. Civic tourism provides a forum for communities to decide *if* and *how* the individual ingredients of “place” (cultural, built, and natural) can be integrated to create an appealing, dynamic, and distinctive community identity. Discover how the techniques of civic tourism can help a community design tourism programs that fully engage and benefit its citizens as well as its visitors.

CREATIVE TONE SETTER

- Terry Wooten, *poet*

FACILITATOR

- Carol Thompson, *Community Outreach Director, VSA arts of Michigan*

PRESENTER

- Dan Shilling, *Director, Civic Tourism Project, Sharlot Hall Museum*

NEW TECHNOLOGIES IN TOURISM

Technology continues providing faster, more targeted ways of sharing information. Web-based technology is changing the way people and businesses communicate, research, share information, and stay connected. This session explains the latest tools for promoting your community and its attractions more effectively to tourist audiences.

CREATIVE TONE SETTER

- Richard Paul, *ventriloquist*

FACILITATOR

- George Zimmermann, *Vice President, Travel Michigan*

PRESENTERS

- Paul Schutt, *Co-CEO, Issue Media Group*
- Greg Troin, *CEO, TravelNorth.org and eChamberConnect*



BUILDING *a* SUSTAINABLE CULTURAL TOURISM PROGRAM

With the arrival of new leadership, the arts council in Traverse City, the Convention and Visitors Bureau, the Chamber of Commerce, and other area organizations discovered that there were opportunities for collaboration and mutual benefit that hadn't been previously tapped. This study of the Grand Traverse Region's new cultural tourism program will explore the groundwork that needed to be laid and the infrastructure that needed to be created in order to maximize leveraging opportunities with other industries and civic organizations. Leaders of this initiative will share some key components of their cultural tourism plans and an example of their first collaborative program.

FACILITATOR • Alison Loveday, *Director of Organizational Services, ArtServe Michigan*

PRESENTERS • Richard Coates, *Executive Director, Leelanau Peninsula Vintners Association*
• Debra McKeon, *Executive Director, Traverse Area Arts Council*
• Brad Van Dommelen, *President, Traverse City Convention & Visitors Bureau*

ALL ABOUT ARTS DISTRICTS

Many communities of all sizes are recognizing that arts and entertainment districts can help revitalize neighborhoods, stimulate economic development, engage local participation, and serve as a draw for tourists. What does it take to create and develop these areas in a community? What are the factors and ingredients in these mixed-use neighborhoods? Learn about arts and entertainment districts from a top national expert and get an update on Michigan's proposed arts district legislation.

FACILITATOR • Carol Culham, *Deputy Director, Office of Cultural Economic Development, Department of History, Arts and Libraries*

PRESENTERS • Ramona Baker, *Principal, Ramona Baker/Creative Consulting*
• Drew Buchholz, *Director of Advocacy, ArtServe Michigan*

IDENTIFYING YOUR COMMUNITY'S TOURISM ASSETS

What makes your town special—a place that tourists would like to visit? Sometimes, we're so close, we don't even recognize what we have. Sometimes, a feature we dismiss, such as a landfill, can become an asset, if we just think how to use it creatively. Becky Anderson has helped countless communities discover and capitalize on their special assets to achieve economic success and build local pride. Learn her techniques here.

FACILITATOR • Jennifer Goulet, *Executive Director, Chelsea Center for the Arts*

PRESENTER • Becky Anderson, *Executive Director, HandMade in America*

TELLING YOUR COMMUNITY'S STORY TO ATTRACT TOURISTS

Every community has its own lore—stories it uses to describe itself and tell its history and character to others. In the Upper Peninsula, the Michigan Historical Center's museums use personal stories drawn from the local community to engage visitors and breathe life into historical presentations. In the Detroit area, the Convention and Visitors Bureau will soon be unveiling a new marketing/branding campaign based on the stories it's gathered from a broad cross section of its population. See how community stories can be used to enhance a museum exhibition, build a brand identity, and support tourism initiatives.

CREATIVE TONE SETTER • Jenifer Strauss, *story artist*

FACILITATOR • David Ivan, *Associate State Program Leader for Community & Economic Development Program, MSU Extension*

PRESENTERS • Christopher Baum, *Senior Vice President for Sales & Marketing, Detroit Metro Convention & Visitors Bureau*
• Thomas Friggens, *Regional Director, Museum Division, Michigan Historical Center, Department of History, Arts and Libraries*

PASSING TIME

12:15-12:30

LUNCHEON

12:30-2:00

KEYNOTE PRESENTATION

HOW ZORA NEALE HURSTON SAVED EATONVILLE, FLORIDA

- ▶ N.Y. Nathiri, *Executive Director, The Association to Preserve the Eatonville Community, Inc.*

MARKETING MICHIGAN: TRAVEL MICHIGAN'S NEW "PURE MICHIGAN" CAMPAIGN

- ▶ George Zimmermann, *Vice President, Travel Michigan*

PASSING TIME

2:00-2:15

CONCURRENT SESSIONS

2:15-3:45

PUBLIC ART AS A TOURIST ATTRACTION

With a little forethought, public art can not only delight a community's residents, it can also attract tourists and encourage increased local spending. In some communities, these initiatives are outgrowths of government public art programs while elsewhere they reflect private sector effort. Get the behind-the-scenes picture of how a successful program is created and the impact it can have on a community.

CREATIVE TONE SETTER

- Debra Polich, *Artrain USA, arts presenter*

FACILITATOR

- George A. Bayard III, *Owner, Bayard Gallery of Fine African Art and Books*

PRESENTERS

- Gayle Lipsig, *Chair, Art 'Round Town*
- John Sauve, *Chair, Brighton Mayor's Commission on Art in Public Places*

INVITING NEW AUDIENCES TO CULTURAL ATTRACTIONS

Arts marketing isn't what it used to be. The world is not just black or white, young or old; rather, it's becoming a convergence of cultures that transcends race and class. In this new world, our lifestyles may be less dictated by geography than by a state of mind fed daily by TV, MTV, reality shows, and Web marketing. This session will explore the importance of social computing and technology-based tools for expanding audiences, the role of faith-based audiences in building long-term sales efforts, the increasing importance of partnerships and creative collaborations that celebrate the participants, and using promotional events to brand the product.

CREATIVE TONE SETTER

- Josh White, *musician*

FACILITATOR

- Rep. Marsha Cheeks, *Michigan House of Representatives*

PRESENTER

- Donna Walker-Kuhne, *President, Walker International Communications Group, Inc.*

NONTRADITIONAL TOURISM PARTNERS: BUSINESSES *and* ENTREPRENEURS

Does your community have an unrecognized tourism attraction? Some businesses can double as tourism draws, selling experiences as well as products. Participants in this session will learn how the Chelsea Teddy Bear Company turned a teddy bear wholesale business into a booming retail enterprise with tourism appeal using simple, cost-effective brand building, marketing, and promotional techniques. You'll also hear about the challenges, successes, and lessons learned as The Henry Ford and the Ford Motor Company created the Ford Rouge Factory Tour.

- FACILITATOR** • Mary Kerr, *President, Ann Arbor Area Convention & Visitors Bureau*
- PRESENTERS** • Christian Overland, *Vice President of Museums and Collections, The Henry Ford*
- Robert E. Turner, *Founder and President, MCM Group*

CELEBRATING ETHNIC DIVERSITY IN TOURISM

Cultural and heritage traditions can be a potent tourist draw. The pasta, for example, can be a humble meal for some, or it can be the symbol of a geographic area and entire population for others. Similarly, Mexican foods and crafts can be a local attraction or the basis for a memorable gateway into a city. See how several communities have used such techniques creating community partnerships, developing innovative programs, and dreaming big to capitalize on their local assets in the tourism arena.

- CREATIVE TONE SETTER** • LaRon Williams, *storyteller*
- FACILITATOR** • Julie Avery, *Curator of Traditional Arts, MSU Museum*
- PRESENTERS** • Margaret Garry, *Vice President, Real Estate and Development; Mexicantown Community Development Corporation*
- Yvonne Lockwood, *Curator of Folklife and Senior Academic Specialist, MSU Museum*
- Shannon Martin, *Cultural Resource Development Manager, Zibiwing Center*

MICHIGAN'S CULTURAL ECONOMIC DEVELOPMENT TOOL: AN UPDATE

Michigan is developing a powerful new tool for measuring the economic impact of its cultural facilities, programs, and consumer spending. This instrument, the Cultural Economic Development Online Tool (CEDOT), can also assess the performance of different cultural organizations and stakeholders. One element of CEDOT is a regional household survey of participation in the arts, cultural consumerism, cultural tourism, and arts-, culture-, and heritage-related spending patterns. This session will provide preliminary findings of this survey along with a discussion of current and potential research partnerships with Michigan cultural organizations.

- FACILITATOR** • Rep. Fran Amos, *Michigan House of Representatives*
- PRESENTERS** • Betty Boone, *Director of the Office of Cultural Economic Development, Department of History, Arts and Libraries*
- Dr. Edward Mahoney, *Department of Community, Agriculture, Recreation and Resource Studies, MSU*

STATE RESOURCES *for* TOURISM *and* COMMUNITY REVITALIZATION

Government programs, grants, and other resources can help your community enhance its appeal to tourists. Learn about programs and activities that have successfully integrated tourism with strong environmental stewardship as well as tools from DEQ that can leverage local success. Other resources to be discussed include Community Development Block Grants, a proposed new tool to foster tourism projects from MEDC, and a variety of neighborhood and downtown revitalization options from MSHDA.

- FACILITATOR** • Sen. Tom George, *Michigan Senate*
- PRESENTERS** • Amy A. Butler, *Division Director of Environmental Science and Services, Michigan Department of Environmental Quality (DEQ)*
- John Czarnecki, *Director of Program Administration, Michigan Economic Development Corporation (MEDC)*
- Julie Hales-Smith, *Cities of Promise Program Coordinator, Michigan State Housing Development Authority (MSHDA)*

PASSING TIME

3:45-4:00

CLOSING SESSION

4:00-4:15

MICHIGAN'S TRAVEL INDUSTRY STRATEGIC PLAN: WHAT DOES IT HOLD for CULTURAL/HERITAGE TOURISM?

- ▶ Gary Warnell, *Project Specialist, CARRS-Tourism Research Center, MSU*

DOOR PRIZES / CLOSING

4:15-4:30

Stay until the conference closing and you may win:

Cadillac, Gateway to True UpNorth

This overnight package for two will give you a chance to explore Cadillac, a genuinely friendly town with impressively varied recreational opportunities, dynamic arts and cultural offerings, and memorable natural resources.

- ▶ **PACKAGE COURTESY OF:** Cadillac Area Visitors Bureau; The Holiday Inn Express, Cadillac; and The Sound Garden

We Invite You to Discover Kalamazoo

Discover Kalamazoo when you take advantage of this overnight package for two. From nightlife entertainment to avant-garde theater, and from wine tours to one-of-a-kind attractions, Kalamazoo offers great vacation activities any time of year.

- ▶ **PACKAGE COURTESY OF:** Kalamazoo Convention and Visitors Bureau; Radisson Hotel, Kalamazoo; and Kalamazoo Institute of Arts

Celebrate the Great Outdoors

It's time to relax and let go on this overnight package for two at Crystal Mountain Resort in Thompsonville. There's nothing like the resort's skiing, golfing, swimming, and fine dining not to mention the visual delights provided by the on-site Michigan Legacy Art Park.

- ▶ **PACKAGE PROVIDED BY:** Crystal Mountain Resort

MORNING PERFORMANCE

MID-MICHIGAN JAZZ SOCIETY

The Mid-Michigan Jazz Society promotes the knowledge, understanding and dissemination of jazz as an American art form, especially to young people and those entering the field; promotes the performance of live jazz by local musicians; and sponsors jazz events as often as possible.

LUNCHEON PERFORMANCE

KELLY YOUSOUFIAN



Kelly Yousoufian, a professional harpist, plays in cool cities stretching from Grand Rapids to Port Huron and Traverse City to Detroit. She is a seasoned performer, delighting audiences with an eclectic musical repertoire of classical, pop, show tunes, ethnic, religious, and holiday music.

AFTERNOON PERFORMANCE

KITTY DONOHOE



Kitty Donohoe is a "songwriter, storyteller and musician of rare skill" (*Champlain Festival News*). Her all-Michigan program, *Bunyan and Banjos*, touches on the voyageurs, Paul Bunyan, loggers, waterways, and more. Instruments Kitty uses can include guitar, banjo, mountain and hammered dulcimers, and concertina.

PRESENTERS, FACILITATORS &

KEYNOTE PRESENTERS



Keith Bellows is Vice President of the National Geographic Society and Editor-in-Chief of *National Geographic Traveler* magazine, the mostly widely read travel magazine in the world and nominated for a 2003 National Magazine Award for general excellence. Prior to joining the National Geographic Society in 1998, Bellows was executive producer of the search engine Excite.

Bellows served as President and founding partner of the Media Development Group Inc., a Tennessee media company that created and launched new media properties, including City Passports, a series of travel titles, and the *1996 Guide to the Atlanta Olympics* for Marblehead Communications. At Whittle Communications, he developed and managed more than 30 magazines, audio and video projects. Among the media outlets for which Bellows has worked are *Sports Illustrated*, ESPN, and *Reader's Digest*. He is the author of the *1998 Winter Olympics ACCESS Guide* for ABC-TV.

A Canadian citizen, Bellows was born in the Democratic Republic of Congo and was schooled at Gordonstoun School in Scotland and Dartmouth College in New Hampshire.



N. Y. Nathiri, the Executive Director of The Association to Preserve the Eatonville Community, Inc. (P.E.C.), has overseen the transformation of a small community festival into an internationally recognized celebration of African-American heritage and culture. Founded in 1987, the nonprofit P.E.C. works to preserve Eatonville's heritage as the oldest incorporated African-American municipality in the United States and the historic home of the charismatic 20th century writer, anthropologist, and folklorist Zora Neale Hurston (1891-1960).

P.E.C.'s Zora! Festival annually attracts some 70,000 attendees from throughout the U.S. to Eatonville (pop. under 3,000). Under Nathiri's leadership, P.E.C. and the Zora! Festival have reaped recognitions from the National Trust for Historic Preservation in 2001 (one of the 25 Cultural Tourism Success Stories in the U.S.) and the American Bus Association (one of the Top 100 Events in North America for 2004).

Among her many honors, Nathiri received in 2001 the State of Florida's Mary Call Darby Collins Award which is presented "to a volunteer who has forever changed the course of historic preservation."

Fran Amos was elected to the Michigan House of Representatives in 2002 to represent the residents of the 43rd District, which includes Waterford Township, Lake Angelus, and a portion of West Bloomfield Township. She serves on the Appropriations Committee. In 2000, the American Business Women's Association recognized her as one of the top 10 business women in the nation.

Becky Anderson, founder and Executive Director of HandMade In America, Inc., coordinates 15+ major projects involving 3,500 citizens and over 20 partnerships with local, regional and state entities. Anderson serves as a consultant for heritage/cultural tourism and economic development projects related to arts and crafts nationally and internationally. In 2000, *U.S. News and World Report* named her one of America's top 20 visionaries for her work in community and civic development.

Dr. William M. Anderson is the Founding Director of the Michigan Department of History, Arts and Libraries and a member of Governor Granholm's Cabinet. He is a Civil War and baseball historian having written or edited five books. Previously, he served as a faculty member, chief instructional officer, and finally as a college president for 21 years. He has a strong interest and background in economic development.

Julie Avery is Assistant Curator of History and a Cultural Administrator at Michigan State University Museum where she has a special interest in the cultural life of rural and small communities. Julie directs the Rural Arts & Culture Program (RACP), a grants and assistance activity of MCACA.

Ramona Baker is a consultant and speaker who works with businesses and nonprofits

CREATIVE TONE SETTERS

to support and strengthen organizations and communities through the arts and creativity. She has extensive experience in public policy and cultural tourism and has lectured throughout the U.S. as well as internationally. Her experience also includes over 20 years as the CEO of nonprofit organizations.

Christopher Baum, Senior Vice President, Sales & Marketing, Detroit Metro Convention & Visitors Bureau, has had a 25-year career in hotel sales and marketing, working for such industry leaders as Westin Hotels & Resorts, Hilton Hotels, and Sonesta Hotels, Resorts & Nile Cruises. He served as Director of Travel Advertising for *The New Yorker* magazine before joining the Detroit Metro CVB in early 2006 where he is directing the bureau's strategic direction, including the upcoming launch of Detroit's new brand positioning in early 2007.

George A. Bayard III has owned the Bayard Gallery of Fine African Art and Books in Grand Rapids for the past 17 years. A licensed appraiser and a professional picture framer, Bayard is a member of the Michigan Council for Arts and Cultural Affairs and is on the Board of Directors of the Public Museum of Grand Rapids and the Urban Institute of Contemporary Art.

Kenneth Beachler is Director Emeritus of the Wharton Center for the Performing Arts at Michigan State University and a former Vice Chair of the Michigan Council for Arts and Cultural Affairs.

Betty Boone is Director of the Office of Cultural Economic Development and served as the Executive Director of the Michigan Council for Arts and Cultural Affairs for 15 years. During her tenure with MCACA, Boone provided leadership in the development and success-

ful implementation of the state's strategic arts plan, arts and cultural industry research, arts-based economic development, and community revitalization projects, among other accomplishments.

Drew Buchholz joined ArtServe Michigan as Director of Advocacy with vast experience in public policy, grass-roots advocacy and nonprofit management.

Amy A. Butler is the Director of the Environmental Science and Services Division of the Department of Environmental Quality. Butler has worked extensively with local units of government, nonprofit groups, and businesses in integrating sustainable practices into their vision and ethics. She also speaks regularly on the state's efforts to promote sustainability and to lead by example in "Building Green."

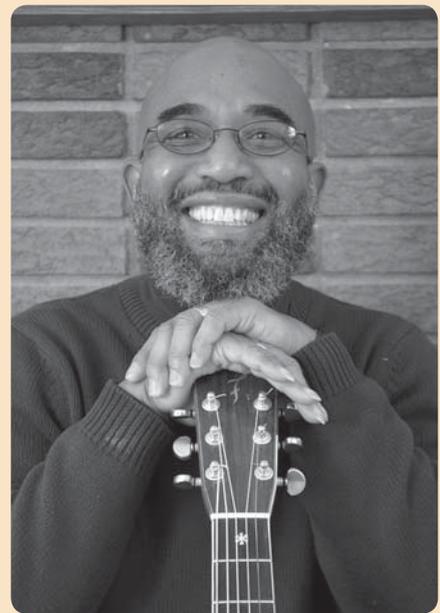
Marsha Cheeks was elected in 2002 to represent Wayne County in the 6th District in the Michigan House of Representatives. A former school teacher, she serves on the Appropriations Committee.

Richard A. Coates, Executive Director, Leelanau Peninsula Vintners Association, has been active on the Leelanau Peninsula developing innovative programs incorporating the regional wine industry with the cultural community to attract visitors to the area.

Carol Culham is Deputy Director of the Office of Cultural Economic Development. She previously served as Director and Deputy Director of the Michigan Council for Arts and Cultural Affairs.

John Czarnecki, Director of Program Administration, Michigan Economic Development Corporation, has worked for the Depart-

ments of Management and Budget, Natural Resources, and Commerce over the past 30 years. He is currently with the Michigan Economic Development Corporation where he manages the Community Development Block Grant program and the state's Urban Land Assembly program.



Josh White, Jr.

Michael R. DeVos is the Executive Director of the Michigan State Housing Development Authority, which has invested more than \$4 billion in housing for Michigan's low- and moderate-income renters, homebuyers, and homeowners. Previously, he was with the Maine State Housing Authority and also Resources for Community Development, a housing corporation that developed multi-family and supportive housing throughout the San Francisco Bay area.

James Epolito, President and CEO of the Michigan Economic Development Corporation (MEDC), heads a 265-person operation that

leads the state's economic development efforts, including economic policy development, business retention and attraction, technology development, trade and international investment, tourism promotion and marketing, and community development functions.

Nancy M. Finegood was named Executive Director of the Michigan Historic Preservation Network in November 2002. She is a Board Member of Preservation Action, the national historic preservation advocacy organization, as well as a member of the MEDC Michigan Main Street Advisory Committee. She was recently honored as an honorary affiliate of the American Institute of Architects, Michigan Chapter.

Thomas Friggens has been employed by the Department of History, Arts and Libraries' Michigan Historical Center since 1974. He has served as Site Historian at Fort Wilkins Historic Complex, Regional Manager of Museum Operations at Fort Wilkins, Fayette Historic Townsite, Father Marquette National Memorial, and the Michigan Iron Industry Museum. His career has centered on museums as cultural tourism destinations.

Margaret Garry, Vice President of Real Estate and Development for Mexicantown Community Development Corporation, is currently building the Mexicantown International Welcome Center and Mercado in Mexicantown, Detroit. Garry has secured over \$22 million in financing for real estate projects, developed economic development programs for commercial districts, and managed numerous community planning and advocacy campaigns. The Mexicantown International Welcome Center and Mercado was recently granted an Urban Design Award from the American Institute of Architects, Chicago Chapter.

Tom George was elected to the 20th District of the Michigan Senate in 2002 after serving one term in the House of Representatives. The 20th Senate District includes all of Kalamazoo County and Antwerp and Paw Paw Townships in Van Buren County. As a member of the Senate Appropriations Committee, George serves on five sub-committees. He is Chair of the History, Arts and Libraries sub-committee and Vice-Chair of Capitol Outlay, Department of Community Health, Department of Labor and Economic Growth, and Department of Human Services.

Ric Geyer, Principal of Michigan Urban Strategies, LLC, is a corporate consultant and arts entrepreneur who balances business and the arts as he watches his colleagues in his award-winning 4731 Project morph from pure artists to arts entrepreneurs.

Jennifer Goulet is Executive Director of the Chelsea Center for the Arts and serves on numerous boards of directors, among them ArtServe Michigan, the Riverside Arts Center Foundation, and the Arts Alliance of the Ann Arbor Area. Previously, Goulet was the Director of the Ypsilanti Downtown Development Authority.

Julie Hales-Smith, from the Executive Office of the Michigan State Housing Development Authority, is the coordinator of the Cities of Promise Program, an interagency initiative aimed at reducing poverty and increasing community and economic development in the eight poorest cities in the state. She has also managed the Neighborhood Preservation Program, the homeless programs, and the Commercial Economic Development Fund for the Authority.

David Ivan is the Associate State Program Leader For Community & Economic Develop-



Richard Paul

ment Programs at Michigan State University Extension. He has conducted research on community sustainability, including a 2002 "Small Town Success Strategies." He serves on the MSU economic development, community development and land use area of expertise teams, and is a statewide trainer with the Michigan Economic Developers Association.

Mary Kerr is the President of the Ann Arbor Area Convention and Visitors Bureau. She is Immediate Past President of the Michigan Association of Convention and Visitor Bureaus and recently served as Chairman of the Board of the Michigan I-94 Shore-to-Shore Association. A founding Board Member of the Arts Alliance of the Ann Arbor Area, she serves on numerous boards of directors.

Gayle Lipsig proposed the concept and obtained community support to initiate the

outdoor sculpture exhibit *Art 'Round Town* in Saugatuck and Douglas. Lipsig continues to chair the project, manages the grant application process, and acts as liaison between artists and the community. 2007 will be *Art 'Round Town's* seventh exhibit.

Yvonne R. Lockwood is Curator of Folklife and Senior Academic Specialist at Michigan State University Museum. Dr. Lockwood received her formal education as a folklorist and historian at the University of California, Berkeley, and the University of Michigan. She has been studying foodways for many years and has written extensively on ethnic and regional foodways of Michigan.

Marsha MacDowell is Professor, Department of Art and Art History and Curator, Michigan State University Museum. She coordinates the Michigan Traditional Arts Program, the statewide arts partnership of MCACA and the MSU Museum, and has over 30 years' experience researching, presenting, and publishing on traditional arts.

Dr. Edward Mahoney is an Associate Professor and Extension Specialist in the newly established Department of Community, Agriculture, Recreation, and Resource Studies at Michigan State University. Mahoney provides research and technical assistance to national and state agencies, cultural organizations, and various tourism-related businesses. He is currently conducting ongoing arts/culture-related marketing and economic research for the Department of History, Arts and Libraries; Wharton Center, and the University Musical Society in Ann Arbor.

Shannon Martin is the Cultural Resource Development Manager for the Zibiwing Center of Anishinabe Culture & Lifeways of the Saginaw Chippewa Indian Tribe of Michigan.

She served on the design team for the center's 9,000-sq.-ft. permanent exhibit entitled *Diba Jimooyung* (Telling Our Story), and now works on educational, marketing, publication, and visitor programming plans for the cultural center.

Debra McKeon, Executive Director of the Traverse Area Arts Council, brings 25 years of executive management and consulting services for the national and international arts industry to her position. McKeon's work in strategic planning, business plan and financial model development, and multi-industry partnerships, in addition to the creation of sustainable earned revenue streams, has been key in the creation of the TraverseARTS model for cultural economic development.

Christian W. Overland is Vice President of Museums and Collections for The Henry Ford. In his 15+ year career at The Henry Ford, Overland has been involved in numerous areas of the complex's operations, including collections and educational activities. Most recently, he was responsible for the restoration and transformation of Greenfield Village and the operational development of the Ford Rouge Factory Tour.

Richard Paul's Duck Sense Programs implement both the art of puppetry and ventriloquism to hilariously educate students on such topics as core democratic values, diversity, citizenship, character, and anti-bullying. Over the past 25 years, he has inspired and entertained over 600,000 students, parents, and spectators at schools, libraries, and festivals.

Debra Polich is the President of Artrain USA. Housed in vintage railcars and traveling via the railways, Artrain USA brings art exhibitions and art education programs to communities. Through 2007, Artrain USA will present



Nancy McRay

Native Views, a contemporary Native American art exhibition. A new exhibition will begin touring in 2008.

John Sauve prompted the creation of the Mayor's Commission on Art in Public Places in Brighton, and now serves as its chairperson. Under Sauve's guidance, the Commission developed the Brighton Biennial Sculpture Exhibit, which installed 28 pieces of public art in the community. Sauve is presently overseeing the installation of 20 sculptures in a new life-style shopping center in Brighton. Previously, he served as Executive Assistant to former Michigan Council for Arts Director E. Ray Scott, with responsibility for the Michigan Commission on Art in Public Places.

Paul Schutt is the co-founder and co-CEO of Issue Media Group, a Detroit-based media company that has launched online magazines in Detroit, www.modelmedia.com, and in Grand Rapids, www.rapidgrowthmedia.com,

to report the story of growth and investment in Michigan's two largest cities. He recently sold The Collective, an online marketing and web development firm that he co-founded and led for 10 years.

Dan Shilling, PhD, is Director of the Civic Tourism Project at Sharlot Hall Museum in Prescott, Arizona. Shilling is the former Director of the Arizona Humanities Council and has served on over 40 boards, including the Arizona Tourism Alliance and the Grand Canyon Association. He directed Arizona's research on heritage tourism, editing three publications and earning the Arizona Office of Tourism "Person of the Year Award." He recently received Arizona State University's "Distinguished Alumnus Award" for service to the state.

Jenifer Strauss is a dynamic and thought-provoking story artist . . . enthusiastic and interactive . . . heartwarming and sometimes outrageous. Jenifer uses an interactive and participatory style of storytelling to capture interest, motivate learning, and inspire writing in groups of all sizes, all ages, and in all places.

Carol Thompson is Community Outreach Director for VSA arts of Michigan. Previously, she served as Executive Director of the Peter Sparling Dance Company and as Program Director of the Michigan Association of Community Arts Agencies.

Greg Troin is CEO of the Northern Michigan Tourist Association, LLC, an undertaking he launched, along with TravelNorth.org, to promote cities north of the 45th parallel. He created eChamberConnect™ to provide chambers of commerce with easy-to-use, affordable, web-based technology, streamlined website management, and ways to create



Terry Wooten

revenue. In addition, he is CEO of Titan Alliance, which provides advertising and interactive new media services.

Robert E. Turner is the Founder and President of MCM Group (and the Chelsea Teddy Bear Company), one of the leading suppliers of emblematic products to the United States military and over 1,800 colleges and universities across the U.S. The company currently sells over 500 different products and Turner has extensive experience in product and brand development.

Brad Van Dommelen, President of the Traverse City Convention & Visitors Bureau, has more than 25 years' experience in the hospitality and tourism industry. A native of Grand Rapids, his work experience includes hotel and resort management positions in Aspen, Colorado; Chicago; Daufuskie Island, South Carolina; the British Virgin Islands; and Northern Michigan. Prior to his move to Traverse City, he was Senior Vice President of Strategic

Business Development for the Detroit Metro Convention and Visitors Bureau.

Donna Walker-Kuhne. Acknowledged as the nation's foremost expert in audience development by the Arts & Business Council, Walker-Kuhne has devoted her professional career to increasing access to the arts. She was formerly Director of Marketing and Audience Development for The Public Theater and Director of Marketing for the Dance Theatre of Harlem. Presently, she is President of Walker International Communications Group, a marketing, press, and audience development consulting company.

Gary R. Warnell is currently the project manager for the Michigan Tourism Strategic Plan Initiative. A graduate of MSU in natural resources with an emphasis in commercial recreation and tourism enterprises, he has held various positions at MSU including management analyst, technology coordinator, and research and outreach specialist.

Josh White, Jr. has been performing his brand of music on stages around the globe. Josh is also part of a team that goes into schools to teach history using role playing, imagination, and music. His message is summed up in a line from one of his songs: "Think about me, think about you, think about all the joyful things we can do."

Risa Wilkerson is the Director of Active Community Environments with the Michigan Governor's Council on Physical Fitness, Health and Sports. She leads a statewide effort to improve walkability and bikeability, including overseeing the Promoting Active Communities award program, which recognizes communities that make it easy for people to be active.

CULTURAL DEMONSTRATORS

LaRon Williams is a nationally acclaimed, award-winning storyteller. His music-filled, highly participatory performances present a dynamic blend of original and traditional tales crafted to help improve literacy, encourage community, foster cooperation, and deepen the historical understanding of the American ideal of democratic inclusion.

Jack Williamson is the Executive Director of Design Michigan, a partner agency of the Michigan Council for Arts and Cultural Affairs. Williamson is currently involved in a Michigan State Historic Preservation Office "Preserve America" grant project requiring a design inventory of US-31, a 13+ community heritage route of "beach towns" along Michigan's western shore.

Terry Wooten has a repertoire including over 100 poems by many well-known poets, as well as his own poetry and stories, rich in humor and lore. As a two-time recipient of Michigan Creative Artist Awards, it is said that "Wooten's talent to entertain, motivate, and excite our students with poetry inspires them to use their own artistic abilities in new and creative ways."

George Zimmermann joined Travel Michigan and the Michigan Economic Development Corporation (MEDC) in October 2001 and is currently the Vice President of Travel Michigan for the MEDC. From 1998 to 2001, Zimmermann was the Senior Vice President for Sales and Marketing at CallTech Communications, LLC, an advanced-technology call center company headquartered in Columbus, Ohio. Prior to joining CallTech, Zimmermann served as Ohio's Tourism Director from 1991 to 1998. He was named "State Tourism Director of the Year" in 1997 by the National Council of State Tourism Directors.



Lula Williams communicates her beliefs and African-American heritage through her quilts, and has won numerous awards for her skill as a needleworker. She is keenly interested in the latest techniques and patterns. With grants from the Michigan Traditional Arts Apprenticeship Program, she teaches her skills to other aspiring quilters in her community.

► TEL 313/892-0970

www.museum.msu.edu/s-program/mh_awards/awards/1997LW.html



Steve Stier is a preservation builder who focuses in traditional building arts and skills. He specializes in timber frame construction and rehabilitation and teaches for Tillers International (Scotts, MI). Stier is a Board Member of the Michigan Historic Preservation Network.

► TEL 517/347-3073

stiers@msu.edu



Paula Shackleton, a Native American artist specializing in birchbark cutouts, has participated in Michigan Traditional Arts Apprenticeship Programs coordinated by Michigan State University Museum's Traditional Arts Program and funded by the Michigan Council for Arts and Cultural Affairs and the National Endowment for the Arts.

► TEL 877/298-1214

anishinaabegamig@yahoo.com

TIPS & TOOLS CENTER

8:00 AM – 4:00 PM

The Tips & Tools Center offers you an opportunity to **customize your conference experience.** You can . . .

- ▶ Visit exhibitor booths
- ▶ Take part in roundtable discussions
- ▶ Meet one-on-one with our Think Tank experts
- ▶ Watch craftspeople at work
- ▶ Use the Cyber Café to check your listing in Travel Michigan's database
- ▶ Network with colleagues and potential partners

See back cover for a complete
Tips & Tools Center schedule

ROUNDTABLE DISCUSSIONS

Want to connect with others to share experiences and swap ideas? The Roundtable Discussions are for you! *No sign up, just show up!*

Roundtable discussions will last 30 minutes each and will run concurrent with the break-out sessions. The roundtables will take place in the Tips & Tools Center and each discussion will be facilitated by an authority on the topic.

- 10:45–11:15 **Heritage Tourism Corridors** Share your experiences in developing, programming, and creating design strategies for heritage tourism routes.
FACILITATOR: Jack Williamson, *Executive Director, Design Michigan*
- 11:15–11:45 **Craft-Based Tourism** Find out what's happening in craft-based tourism across the country and what opportunities exist to strengthen Michigan's craft sector through tourism.
FACILITATOR: Marsha MacDowell, *MSU Museum/MI Traditional Arts Program*
- 11:45–12:15 **Culinary Tourism** Tourists seek good food to eat and for some, dining can be the key motivator for traveling. This roundtable will focus on culinary tourism and how Michigan can become more active in this realm.
FACILITATOR: Yvonne Lockwood, *Curator of Folklife, Senior Academic Specialist, MSU Museum*
- 2:15–2:45 **Art Studios/Galleries/Incubators** Art Studios/Galleries/Incubators are an evolving phenomena in Michigan's cultural economic development landscape. Meet with Michigan leaders in this area to discuss what's happening now and what could be happening if there were more collaboration.
FACILITATOR: Ric Geyer, *Michigan Urban Strategies, LLC*
- 2:45–3:15 **Creating Walkable, Bikeable Environments** Discuss the benefits of a walkable community and how to create such environments in your hometown.
FACILITATOR: Risa Wilkerson, *Vice President of Active Communities, Governor's Council on Physical Fitness*
- 3:15–3:45 **New Tools in Historic Preservation** Join historic preservationists in discussing the various programs and incentives that are available to help preserve your historic resources.
FACILITATORS: Nancy Finegood, *Executive Director, Michigan Historic Preservation Network*, Bryan Lijewski, *Architect, State Historic Preservation Office*



THINK TANK

The Think Tank guarantees you 15 minutes of one-on-one time to talk with the conference speakers, exhibitors, and other experts who have agreed to participate in this activity.

Think Tank appointments will take place concurrent with the morning *and* afternoon breakout sessions, so this is a great opportunity for team members to spread out and increase the benefits you can take back to your community.

There are a limited number of Think Tank appointments. If you book an appointment and decide *not* to participate, please contact your Thinker to release this time so that another attendee can benefit.

HOW THE THINK TANK WORKS . . .

- ▶ Look for the Think Tank Scheduling Boards in the Tips & Tools Center.
- ▶ Appointment cards on the Scheduling Board will indicate the time slots each expert has available for appointments.
- ▶ Take an appointment card for each Think Tank appointment you'd like to schedule. This serves as your meeting reminder and lets others know that this time slot is booked.
- ▶ Prepare a question for your expert in advance so you can use your meeting time effectively.
- ▶ At the scheduled time, meet your expert at his/her assigned location in the Tips & Tools Center. You may bring one guest with you.
- ▶ A bell will announce the beginning and end of each Think Tank session.

THINK TANK SESSIONS

Sign up during registration for one-on-one talks with presenters and exhibitors at this time.

10:45-12:15	ROUND 1 10:45-11:00
	ROUND 2 11:00-11:15
	ROUND 3 11:15-11:30
	ROUND 4 11:30-11:45
	ROUND 5 11:45-12:00
	ROUND 6 12:00-12:15
2:15-3:45	ROUND 7 2:15-2:30
	ROUND 8 2:30-2:45
	ROUND 9 2:45-3:00
	ROUND 10 3:00-3:15
	ROUND 11 3:15-3:30
	ROUND 12 3:30-3:45

EXHIBITORS

MCACA PARTNERS

ArtServe Michigan

ArtServe Michigan supports, strengthens and builds awareness of arts, culture and creativity in Michigan. Stop by the booth to talk with the staff about upcoming professional development workshops and conferences; current advocacy issues and how you can support them; how ArtServe can work one-on-one with your organization to build your capacity; and how you can join ArtServe to connect with hundreds of arts and cultural organizations from around the state.

- ▶ **Deborah E. Mikula, Vice President & COO**
TEL 517/371-1720
dmikula@artservemichigan.org • www.artservemichigan.org

Michigan Department of Education

To prepare Michigan's students with the skills and knowledge needed for the jobs of the 21st century global economy, the State of Michigan has enacted a new set of graduation requirements. Michigan is developing a highly skilled workforce that will drive the State's economy today and into the future. The new graduation standards will start with the Class of 2011. Learn about them here.

- ▶ **Ana Luisa Cardona, Consultant for Arts Education**
TEL 517/335-0466
cardona@michigan.gov • www.michigan.gov/highschool

Michigan Humanities Council

Michigan Humanities Council connects people and communities by fostering and creating quality cultural programs. The programs help people relate with one another and the places where they live, fostering a greater understanding and engagement in the cultures, histories and values that tell us who we were, are, and hope to be.

- ▶ **Cynthia Dimitrijevic or Scott Hirko, Grants Director & PR Officer**
TEL 517/372-7770
contact@michiganhumanities.org • www.michiganhumanities.org

Michigan Museums Association

The Michigan Museums Association provides programs and services that enhance the growth and professionalism of the Michigan museum community and advocates on its behalf. MMA has 350 members and offers workshops, programs and an annual conference that help museum professionals and volunteers increase their capacity to serve the public.

- ▶ **Teresa M. Goforth, Executive Director**
TEL 517/482-4055
goforth@michiganmuseums.org • www.michiganmuseums.org

Michigan State University Museum

Michigan State University Museum offers an array of programs and services for artists, arts organizations, and communities through its Traveling Exhibition Service, Michigan Stained Glass Census, Michigan Quilt Project, Michigan Native American Arts Initiative, and many other programs affiliated with the Michigan Traditional Arts Program, a partnership with Michigan Council for Arts and Cultural Affairs.

- ▶ **Michele Beltran, Traveling Exhibits Coordinator**
TEL 517/432-3355
beltranm@msu.edu • www.museum.msu.edu

STATE AGENCIES

Governor's Council on Physical Fitness, Health and Sports

Learn how to make your community a healthier place to be, both in terms of residents' health and the community's economy. The Promoting Active Communities Program helps showcase active living principles in Michigan communities. It consists of an online self-assessment tool and an award system to recognize Michigan communities that are taking steps to ensure active lifestyles.

- ▶ **Sarah Panken, Active Communities Coordinator**
TEL 517/347-7891
slpanken@michiganfitness.org • www.michiganfitness.org

Michigan Commission for the Blind

The Michigan Commission for the Blind (MCB) provides opportunities to individuals who are blind or visually impaired to achieve employability and/or to function independently in society. MCB also provides business services such as ADA consulting, technical assistance with accessibility issues, helping employers retain qualified employees experiencing vision loss, and helping employers find qualified new employees.

► **Patrick Cannon, State Director**

TEL 517/335-4265

kingabyp@michigan.gov • www.michigan.gov/mcb

Michigan Council for Arts and Cultural Affairs

Michigan Council for Arts and Cultural Affairs (MCACA) serves to encourage, develop, and facilitate an enriched environment of artistic, creative, cultural activity in Michigan. MCACA makes quality arts and cultural activities available throughout the state. Through its granting programs and an array of service initiatives, MCACA offers a wide range of funding opportunities and technical assistance to nonprofit organizations in the state's 83 counties.

► **John Bracey, Executive Director**

TEL 517/241-3972

jmbrace@michigan.gov • www.michigan.gov/arts

Michigan Department of Agriculture

Agriculture and tourism are recognized as Michigan's second and third leading industries. When combined, the result is agricultural tourism or the practice of visiting an agribusiness, horticultural, or agricultural operation for the purpose of recreation or education. Michigan's expanding wine industry is an important part of this tourism product as is the State's "Select Michigan" program, which encourages the consumption of locally grown foods. Visit the Department of Agriculture's booth to learn about these exciting activities and how your community can participate and/or benefit.

► **Jeanne M. Lipe, Agricultural Tourism/Economic Development**

TEL 517/373-9790

lipej@michigan.gov • www.michigan.gov/mda

Michigan Department of Community Health

The Michigan Department of Community Health (MDCH) has a goal to help Michigan's citizens achieve better health by making it easier to be physically active, eat healthfully, and live tobacco-free lifestyles. MDCH works with local health departments, community leaders, and community coalitions in creating environmental change that will lead to healthier communities and residents.

► **Robin N. Palmer, MURP, Public Health Consultant**

TEL 517/335-8418

palmer@michigan.gov • www.michigan.gov/mdch

Michigan Department of Environmental Quality

The Department of Environmental Quality provides grants, loans, technical assistance, and support for planning, designing, and implementing numerous programs and practices to improve, protect, and enhance Michigan's land, air, and water.

► **Jennifer Acevedo, Department Analyst and Conference Organizer**

TEL 517/335-3203

acevedoj@michigan.gov • www.michigan.gov/deq

Michigan Department of History, Arts and Libraries

The Department of History, Arts and Libraries was created in 2001 to bring together five agencies that formerly had been dispersed through state government: Library of Michigan, Mackinac Island State Park Commission, Michigan Council for Arts and Cultural Affairs, Michigan Film Office, and Michigan Historical Center. As noted in the Executive Order establishing the new department, "the status of the State of Michigan's history, arts and culture programs . . . can be raised if organized within one department of state government."

► **Sarah Lapshan, Public Information Officer**

TEL 517/241-1736

slapshan@michigan.gov • www.michigan.gov/hal

Michigan Department of Labor and Economic Growth

The Michigan Department of Labor and Economic Growth (DLEG) was created in 2003 to promote economic growth and job creation, and to enhance the quality of life for the citizens of Michigan. Visit DLEG for information about such programs as Workforce Development, 21st Century Jobs Program, MI Opportunity Partnership, Michigan Talent Bank, Entrepreneurship, Cool Cities, Michigan Regional Skills Alliance, and many others.

► **Daniel Dykstra, Program Manager**

TEL 517/241-8804

ddykst@michigan.gov • www.michigan.gov/dleg

Michigan Department of Management and Budget

MiDEAL (Michigan Delivering Extended Agreements Locally) is the State of Michigan's extended purchasing program. Through MiDEAL, local units of government and educational institutions can purchase goods, services, and information technology through State contracts, saving staff time and taxpayer dollars. MiDEAL is voluntary and user-driven.

► **Sue Schweim, Manager, Business and Government Outreach**

TEL 517/373-6327

schweims@michigan.gov • www.michigan.gov/mideal



Michigan Department of Natural Resources

The Michigan Department of Natural Resources (DNR) is responsible for both management of our state's natural resources and providing recreational opportunities. DNR hosts 22 million visitors to its state parks, and millions of hunters, anglers, and outdoor users to its six million acres of state land. The impact to our State's economy and tourism is immense. It is the DNR's goal to provide quality experiences for its users and wise conservation practices for its resources.

▶ **Earl Wolf, Interpreter Designer**

TEL 517/373-9904

wolfe@michigan.gov • www.michigan.gov/dnr

Michigan Department of Transportation

The Michigan Department of Transportation (MDOT) offers grants for landscaping, streetscapes, historic preservation, and bicycle and pedestrian trails. MDOT contracts with a planning professional to offer Walkable Community Audits at the neighborhood level. MDOT also offers opportunities to incorporate art themes into roadsides or bridges along corridors where criteria require permanent job creation, private development investment, and a demonstrated transportation need.

▶ **Bryan Armstrong, AICP**

TEL 517/335-2636

armstrongb@michigan.gov • www.michigan.gov/mdot

Michigan State Housing Development Authority

The Michigan State Housing Development Authority (MSHDA) provides financial and technical assistance through public and private partnerships to create and preserve decent, affordable housing for low- and moderate-income Michigan residents. MSHDA addresses changing housing needs thereby empowering individuals and communities to be self-sufficient.

▶ **Robert James, Government Relationships Manager**

TEL 517/373-6230

jamesro@michigan.gov • www.michigan.gov/mshda

Michigan State Police

Michigan State Police has the ability to help improve public safety for tourists and in Cool City neighborhoods through coordinated efforts with local law enforcement and community leaders. Resources from the Michigan State Police are listed in the Cool Cities Resource Toolbox.

▶ **Sergeant Trudy Rampy**

TEL 517/336-6549

RampyT@michigan.gov • www.michigan.gov/msp

State Historic Preservation Office

The State Historic Preservation Office operates programs such as the National Register of Historic Places, State and Federal rehabilitation tax credits, Michigan Historical Markers, Certified Local Government grants, lighthouse grants, the design component of the Michigan Main Street Program, Local Historic District Act, and National Historic Preservation Act.

▶ **Robbert McKay, Historical Architect**

TEL 517/335-2727

mckayr@michigan.gov • www.michigan.gov/shpo

Travel Michigan

Travel Michigan is the State's official tourism promotion agency and is housed within the Department of Labor and Economic Growth. With more than 10 million visits predicted for 2006, its website, *www.Michigan.org*, is the most widely accessed state travel website in the country. Travel Michigan will provide tutorials in the Cyber Café to help attendees input their information into the Travel Michigan online database.

▶ **Dave Lorenz, Manager of Public and Industry Relations**

TEL 517/335-0007

lorenzd@michigan.org • www.michigan.org

INDEPENDENT GROUPS

AIA Michigan and Michigan Architectural Foundation

Discuss your building projects with our architects. Learn about community-based design projects that include design of buildings and public spaces, preservation of historic structures, adaptive reuse strategies, planning for economic development, and community self-assessment guidelines. Find out about grant sources for small projects and collaboration with the American Institute of Architects.

▶ **Rae Dumke, Honorary AIA, Executive Director**

TEL 313/965-4100

aiami@aiami.com • www.aiami.com

Booth Newspapers

Booth Inc. is Michigan's multimedia, travel, and entertainment specialist. Booth newspapers reach over 1.3 million adults every day. Its publications in eight important Michigan markets include *The Ann Arbor News*, *The Bay City Times*, *The Flint Journal*, *The Grand Rapids Press*, *The Jackson Citizen Patriot*, *The Kalamazoo Gazette*, *The Muskegon Chronicle*, and *The Saginaw News*. Its online site, Mlive.com, reaches over 956,000 unique users a month and its *WkndTRIPS* magazine reaches the wealthiest market in Michigan.

▶ **Dan Sippel, Travel Advertising Manager**

TEL 616/222-5841

dsippel@boothnewspapers.com • www.boothnewspapers.com

Chelsea Area Chamber of Commerce

The Chelsea Area Chamber of Commerce is the primary business advocate for Chelsea. We actively seek opportunities to partner with our members to provide a climate for economic growth and expansion throughout our community. We enthusiastically support our active arts community and their contributions to our vibrant city.

▶ **Robert Pierce, Executive Director**

TEL 734/475-1145

bpierce@chelseamichamber.org • www.chelseamichamber.org

Chelsea Center for the Arts

The Chelsea Center for the Arts (CCA) is dedicated to the mission of developing, fostering, and promoting the arts as central to the lives of the residents of Chelsea and surrounding areas. The CCA offers visual arts classes, private/group music instruction, Center Gallery/outreach art exhibitions, concerts, and public art projects.

▶ **Jennifer H. Goulet, Executive Director**

TEL 734/433-2787

jennifer@chelseacenterforthearts.org • www.chelseacenterforthearts.org

Chelsea Teddy Bear Company

Chelsea Teddy Bear Company, a part of MCM Group, is a leading supplier of gift and novelty products to the United States military and more than 1,800 colleges and universities across the U.S. Its retail division and factory tour is quickly becoming a regional destination. Stop by to purchase a commemorative conference teddy bear. All proceeds will go to Kids Burn Camp, a camp for burn-injured children managed by the University of Michigan Trauma Burn Center, Spectrum Health in Grand Rapids, and Bronson Hospital in Kalamazoo.

▶ **Robert Turner, President**

TEL 734/433-5444

rturner@mcmgroup.net • www.chelseateddybear.com

CraftWORKS! Michigan

A HAL/CED strategy and partnership with Michigan State University Museum has identified national/international models, investigated leading online interactive architecture (including GIS and social mapping capability), and developed model Leelanau County crafts and cultural sites interpreted tourism trails. CraftWORKS! goals include supporting the growth of Michigan craft-based creative and economic enterprises by assisting, coordinating, and promoting the State's craft industry and outstanding craft artisans.

▶ **Marsha MacDowell, Curator of Folk Arts, MSU Museum**

TEL 517/432-3355

macdowel@msu.edu • www.museum.msu.edu

East Lansing Festival Alliance

This new group is a forum for the city's festivals to meet and discuss resource sharing. The participating festivals are Mid-Winter Singing Festival, East Lansing Children's Film Festival, East Lansing Film Festival, East Lansing Art Festival, Summer Solstice Jazz Fest, Great Lakes Folk Festival, East Lansing Renegade Theatre Festival, and Winter Festival and Chili Cook-Off.

▶ **Sharon Radtke, Arts Program Coordinator, City of East Lansing**

TEL 517/319-6804

sradtke@cityofeastlansing.com • www.cityofeastlansing.com

Great Lakes Nature Alliance

The Great Lakes Nature Alliance is a network of nature organizations dedicated to instilling a love of nature and publicizing nature-based activities, particularly eco-tourism. The primary tool of the Alliance will be an online venue for each organization's membership and the general public to engage in community involvement, plan nature-based vacations, obtain access to nature-based events, and research nature-related products and services.

▶ **Kimberli Bindschatel, Editor/Publisher, *Whisper in the Woods Nature Journal***

TEL 231/943-0153

kim@whisperinthewoods.com

Grooters Productions

At Grooters Productions, we know what a creative advertising campaign can do for a community. Stop by our booth and see our effective campaign for Holland, Michigan. Grooters Productions specializes in broadcast and non-broadcast HD video production, music, graphics and layout, and creative solutions for communication and entertainment.

▶ **Carrie Childerston, Business Development**

TEL 616/546-4000

carrie@grootersproductions.com • www.grootersproductions.com

Home Studio International

Whether you're an artist, crafter, or novice, express yourself creatively with high-quality art materials featuring Michigan-made watercolor palettes. This is art materials sales and manufacturing as economic development in action.

▶ **Ginger Sissom, Vice President**

TEL 517/522-6225

gingersissom@homestudiointernational.com

www.homestudiointernational.com



= THINK TANK PARTICIPANT

Idlewild: The Black Eden of Michigan

Created in collaboration with residents and scholars of Idlewild, this exhibit traces the development of Idlewild from its early 20th century inception, moving beyond Idlewild's entertainment heyday to the full story of a community surviving. Courtesy of the Michigan State University Museum Traveling Exhibition Service.

- ▶ Michele Beltran, Traveling Exhibits Coordinator, MSU Museum
TEL 517/432-3355
beltranm@msu.edu • www.museum.msu.edu

Inner Circle Media, LLC

Inner Circle Media is a marketing, web development, and communications design firm that uses a tested approach, creative thinking, and a blend of design and technology to make nonprofits, arts and cultural organizations, and educational institutions more productive, connected, and visible.

- ▶ Carrie Hensel, Managing Partner
TEL 734/996-9959
chensel@innercirclemedia.com • www.innercirclemedia.com

Lansing Economic Development Corporation

The Stadium District, Lansing's second Cool Cities Project Area, is the new hub of entertainment, conference, and living options in the Capitol City. The Stadium District's crown jewel is a new four-story mixed-use residential, office, and retail building directly across from Oldsmobile Park, home of the Lansing Lugnuts.

- ▶ Brian Anderson, Development Specialist, City of Lansing
TEL 517/483-4140
banderso@ci.lansing.mi.us • www.edc.cityoflansingmi.com

Leelanau Peninsula Vintners Association

The Leelanau Peninsula Vintners (LPVA) was established to market and promote the wine region of the Leelanau Peninsula. The LPVA has utilized innovative marketing strategies and partnerships with the cultural and arts communities resulting in expanded awareness for both. Last year, the LPVA generated \$750,000 in editorial coverage with a \$60,000 budget by utilizing strategic partner relationships.

- ▶ Richard A. Coates, Executive Director
TEL 231/938-1811
rick@lpwines.com • www.lpwines.com

Log Cabin Society of Michigan

Founded by Virginia Handy with the help of the Bad Axe Historical Society, the Log Cabin Society now has 350 members to sponsor the annual Log Cabin Day Festival, the Michigan Log Cabin Survey, and other log cabin preservationist projects.

- ▶ Virginia Handy, Editor & Secretary/Treasurer
TEL 269/925-3836
logcabincrafts@qtm.net • www.qtm.net/logcabincrafts

Michigan Festivals and Events Association

This statewide organization is dedicated to promoting the interests of festivals, events, attractions, suppliers, and related tourism businesses by developing educational programs, services, and networking opportunities that contribute to business success. Come see how we can help you.

- ▶ Sue Bila, Executive Director
TEL 989/845-2080
admin@mfea.org • www.michiganfun.us

Michigan Harp Center

Stop by and share ideas of how business or the arts can interact with the community in positive ways. Kelly Yousoufian, a Certified Therapeutic Harp Practitioner (CTHP), is a harpist and teacher, Board Member on Clawson's Downtown Development Authority and Downtown Review Committee, and a volunteer for IAA's ambassador program.

- ▶ Kelly Yousoufian, Harpist, Owner
TEL 248/288-4277 (HARP)
michiganharpcenter@gmail.com • MichiganHarpCenter.com

Michigan Historic Preservation Network

The Michigan Historic Preservation Network advocates for historic places because they contribute to our economic vitality, sense of place, and connection to the past. We advocate for historic preservation, offer educational and training programs in historic preservation tools and incentives, and provide protection of historic resources throughout the state.

- ▶ Nancy Finegood, Executive Director
TEL 517/371-8080
Finegood@mhpn.org • www.mhpn.org

Michigan Live Events

MichiganLiveEvents.com brings Michigan events to the world by streaming video and audio over the Internet. Offer your sponsors global coverage for their product or service. We can run advertising and promotions during any event, in high-quality TV broadcast video and CD-quality sound.

- ▶ Frank Mazzella, President
TEL 734/765-7325
info@michiganliveevents.com • michiganliveevents.com

Michigan State University Extension

Through its network of county- and campus-based educators, MSU Extension offers community assistance in the areas of community development, economic development, land use education and other areas to increase community capacity and vitality. The statewide initiative "Creating Entrepreneurial Communities" is designed to make communities a better place for businesses to grow and prosper.

- ▶ David Ivan, County Extension Director
TEL 989/224-5296
ivand@msu.edu • www.msue.msu.edu

Michigan State University Land Policy Institute

Michigan State University's Land Policy Institute works to enhance quality of life through science-based, real-world solutions to land use challenges. We're pivotal to Michigan's future considering the implications of land use for economic development, healthy communities, urban revitalization, agricultural viability, improved local decision-making, citizen education and empowerment, and school quality.

▶ **Catharine Hansford, Outreach Coordinator**

TEL 517/432-0880 x 111

hansford@landpolicy.msu.edu • www.landpolicy.msu.edu

Michigan Webs

We assist towns and organizations in marketing themselves through the promotion of Michigan tourism on the Internet. Our sites focus exclusively on history, art, natural wonders, and small towns. In addition, we offer consulting on improving existing web sites through search engine optimization.

▶ **Ron Rademacher, Owner**

TEL 517/541-0580

editor@michiganbackroads.com • www.michiganwebs.net

Monroe County Convention & Tourism Bureau

With a downtown Monroe office and a welcome center in Dundee, the Monroe County Convention & Tourism Bureau is the official visitor information resource for historic Monroe County. Its River Raisin Jazz Festival is the fastest-growing music festival in the Great Lakes Region, featuring national and regional artists.

▶ **John Patterson, President/CEO**

TEL 734/457-1030

john@monroeinfo.com • www.monroeinfo.com

Monroe County Historical Museum

The Monroe County Historical Museum, the only museum in the country staffed by Vietnam-era veterans, has four sites dedicated to the preservation and interpretation of the local history of southeast Michigan. We feature Michigan's largest 1812 battlefield and oldest log structure. Exhibits focus on Native Americans, the Civil War, and George Custer.

▶ **John Gibney, Assistant Director**

TEL 734/240-7780

John_Gibney@monroemi.org • www.co.monroe.mi.us

C.S. Mott Group for Sustainable Food Systems at MSU

The C.S. Mott Group for Sustainable Food Systems at MSU promotes community engagement and scholarly activity focused on community-based food systems. We can help communities develop programs to bring fresh food to limited resource families, start a farmers' market, or add local food to your school lunch program.

▶ **Susan Cocciarelli, CED Specialist**

TEL 517/432-4525

cocciare@msu.edu • www.mottgroup.msu.edu

Northern Michigan Tourist Association/eChamberConnect, LLC

We are a consortium of communities, organizations, businesses and individuals dedicated to increasing awareness of the unique cultural, economic, and tourism treasures in Northern Michigan. The TravelNORTH.org destination marketing portal for Northern Michigan is fully integrated with the eChamberConnect system, a new Chamber of Commerce software program and marketing initiative born in Michigan.

▶ **Greg Troin, CEO**

TEL 866/824-9439

greg@travelnorth.org • www.travelnorth.org

Peter Sparling Dance Company/Dance Gallery Studio

The Dance Gallery Studio and Peter Sparling Dance Company (PSDC) develop, produce, and promote contemporary dance performances and provide dance training and educational experiences of the highest artistic quality. "Peninsula," part travelogue, part multi-media dance spectacle, kicked off this conference at the Power Surge. Learn how you can bring this, or other PSDC performances or educational activities, to your community.

▶ **Aubrey Thornton Martinson, Managing Director**

TEL 734/747-8885

aubrey@dancegalleryfoundation.org • www.dancegalleryfoundation.org

Rural Partners of Michigan

Rural Partners of Michigan (RPM) is a group of individuals representing organizations having an interest in small towns and rural areas. RPM focuses on providing information on the best practices available for economic and community development for smaller communities faced with social and economic challenges.

▶ **Mike Green, Executive Director**

TEL 989/550-7430

mpg@tds.net • www.ruralmich.org

West Michigan Tourist Association

The WMTA exists to market and promote travel to West Michigan and to enhance the image and economic success of its members. Core products and services include the *West Michigan: Carefree Travel Guide*, *Lake Michigan Circle Tour Guide*, the hosting of a portal website for West Michigan travel, and advocacy in tourism industry issues.

▶ **Rick Hert, Executive Director**

TEL 616/245-2217

rick@wmta.org • www.wmta.org

Woven Art

Woven Art is the Lansing area's finest yarn shop, textile education center, and fiber art gallery. We are known for our great selection of luxurious high-quality yarns for knitting, crochet, and weaving. We specialize in our own line of hand-dyed yarns.

▶ **Nancy McRay, Fiber Artist**

TEL 517/203-4467

Nancy@McRayWeaving.com • www.McRayWeaving.com

CONFERENCE PLANNING COMMITTEE

Carol Culham, Chair, *Deputy Director, Office of Cultural Economic Development, Department of History, Arts and Libraries*

Julie Avery, *MSU Museum*

Kirsten Borgstrom, *Travel Michigan*

John Bracey, *Michigan Council for Arts and Cultural Affairs*

Randy Case, *Architecture + design*

Sandra Sageser Clark, *Michigan Historical Center*

Brian Conway, *State Historic Preservation Office*

Lori Donlan, *Michigan Department of Labor and Economic Growth*

Jan Fedewa, *Michigan Humanities Council*

Karen Gagnon, *Michigan Department of Labor and Economic Growth*

James Goodheart, *Michigan Department of Environmental Quality*

Jennifer Goulet, *Chelsea Center for the Arts*

Peter Hanses, *Michigan Department of Transportation*

David Ivan, *MSU Extension*

Sarah Lapshan, *Michigan Department of History, Arts and Libraries*

David Lorenz, *Travel Michigan*

Alison Loveday, *ArtServe Michigan*

Marsha MacDowell, *MSU Museum*

David Magidson, *Center for Arts and Public Policy, Wayne State University*

Deborah E. Mikula, *ArtServe Michigan*

Diane Miller, *Michigan Council for Arts and Cultural Affairs*

Dennis Moore, *Consulate General of Canada*

Celeste Allen Novak, *SmithGroup*

Ron Olson, *Michigan Department of Natural Resources*

Robin Palmer, *Michigan Department of Community Health*

Rachel Patterson, *Office of Cultural Economic Development, Michigan Department of History, Arts and Libraries*

Tamara Real, *Get Real! Communications*

Melinda Remer, *Travel Michigan*

Jodie Sparks, *Michigan State Housing Development Authority*

Carol Thompson, *VSA arts of Michigan*

Casey Warner, *Michigan Department of History, Arts and Libraries*

Jack Williamson, *Design Michigan, Cranbrook Academy of Art*

CONFERENCE PRESENTERS

DEPARTMENT of HISTORY, ARTS and LIBRARIES

The Department of History, Arts and Libraries was created in 2001 to bring together five agencies that formerly had been dispersed throughout state government: Library of Michigan, Mackinac Island State Park Commission, Michigan Council for Arts and Cultural Affairs, Michigan Film Office, and Michigan Historical Center. As noted in the Executive Order establishing the new department, "the status of the State of Michigan's history, arts and culture programs . . . can be raised if organized within one department of state government." The Department has been directed by Dr. William Anderson since its formation.

OFFICE of CULTURAL ECONOMIC DEVELOPMENT

The Office of Cultural Economic Development was established in FY 2005 by the Department of History, Arts and Libraries to facilitate the development and implementation of the Michigan Cultural Economic Development Strategy and to attract resources, programming and initiatives designed to leverage the state's creative talent and cultural assets to spur economic growth and build community prosperity. Its goals are to facilitate development of research-based management in Michigan's cultural sector, support the growth and development of cultural magnets, stimulate growth in culture-based entrepreneurship and jobs, foster community cultural economic development, assist development of resources to build human capital, and grow cultural economic development partnerships and collaborations.

MICHIGAN COUNCIL for ARTS and CULTURAL AFFAIRS

Michigan Council for Arts and Cultural Affairs (MCACA) serves to encourage, develop, and facilitate an enriched environment of artistic, creative, and cultural activity in Michigan. MCACA makes quality arts and cultural activities available throughout the state. Through its granting programs and an array of service initiatives, MCACA offers a wide range of funding opportunities and technical assistance to nonprofit organizations in the state's 83 counties.

PRESENTING STATE PARTNERS

MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

The Michigan State Housing Development Authority, established in 1966, provides financial and technical assistance through public and private partnerships to create and preserve decent, affordable housing for low- and moderate-income Michigan residents. MSHDA's loans and operating expenses are financed through the sale of tax-exempt and taxable bonds and notes to private investors, not from state tax revenues. Proceeds of the bonds and notes are loaned at below-market interest rates to developers of rental housing, and also fund home mortgages and home improvement loans. MSHDA also administers various federal housing programs.

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

The Michigan Economic Development Corporation (MEDC) is the State of Michigan's one-stop resource for businesses seeking to grow in Michigan. MEDC was formed in 1999 through an alliance between the State of Michigan and several local communities. The Michigan Economic Development Corporation has a private sector board of directors comprised of business people, local economic developers, and educators, so that its policies and procedures meet the needs of the private sector.

The Michigan Economic Development Corporation also houses Travel Michigan, the State of Michigan's official agency for the promotion of tourism. Travel Michigan collaborates with the State's destination marketing organizations (convention & visitors' bureaus, other regional marketing entities, and tourism-related state associations) to market Michigan and provide comprehensive visitor information services—with the overall goal to create and retain jobs in the state.

Behind every
GREAT
ACHIEVEMENT
is a commitment to
Excellence

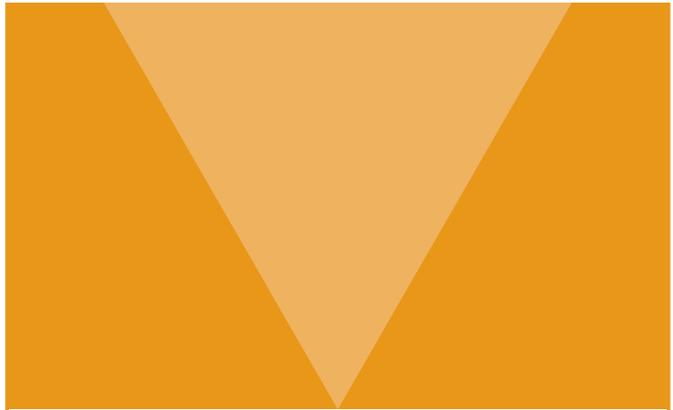
MASCO Corporation is proud to support the
Michigan Council for Art and Cultural Affairs

in its effort to assist organizations seeking to enhance the economic vitality of our state.

We believe a strong, supportive presence in the community where we live, work and do business is vital to our future. It strengthens our dedication to excellence in all that we do.



MASCO
Great Products for the Home®



Get Connected!

Northern Michigan Tourist Association and echamberconnect
proud sponsors of
"Driving Michigan's Economic Engine Conference"

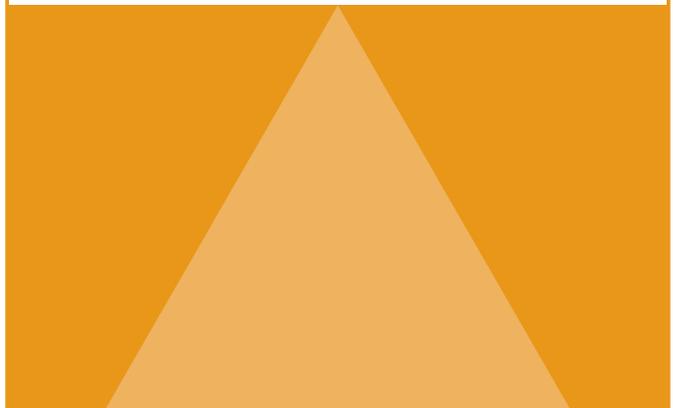
Harnessing the power of the internet to drive tourism to northern Michigan

The ultimate guide to all points north of the 45th



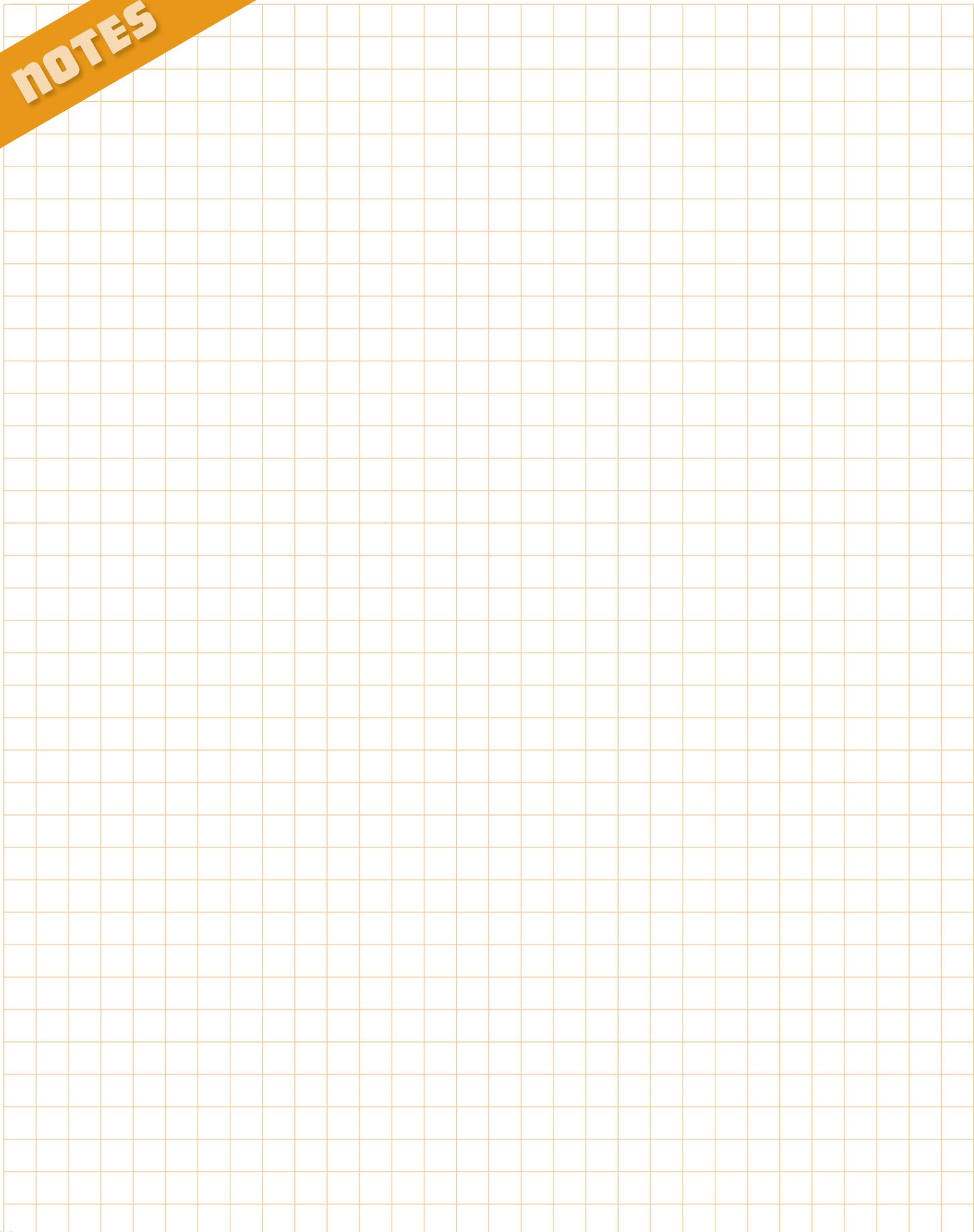
Comprehensive and affordable e-business solutions designed exclusively for Chambers of Commerce

www.echamberconnect.com / www.travelnorth.org
866-824-9439

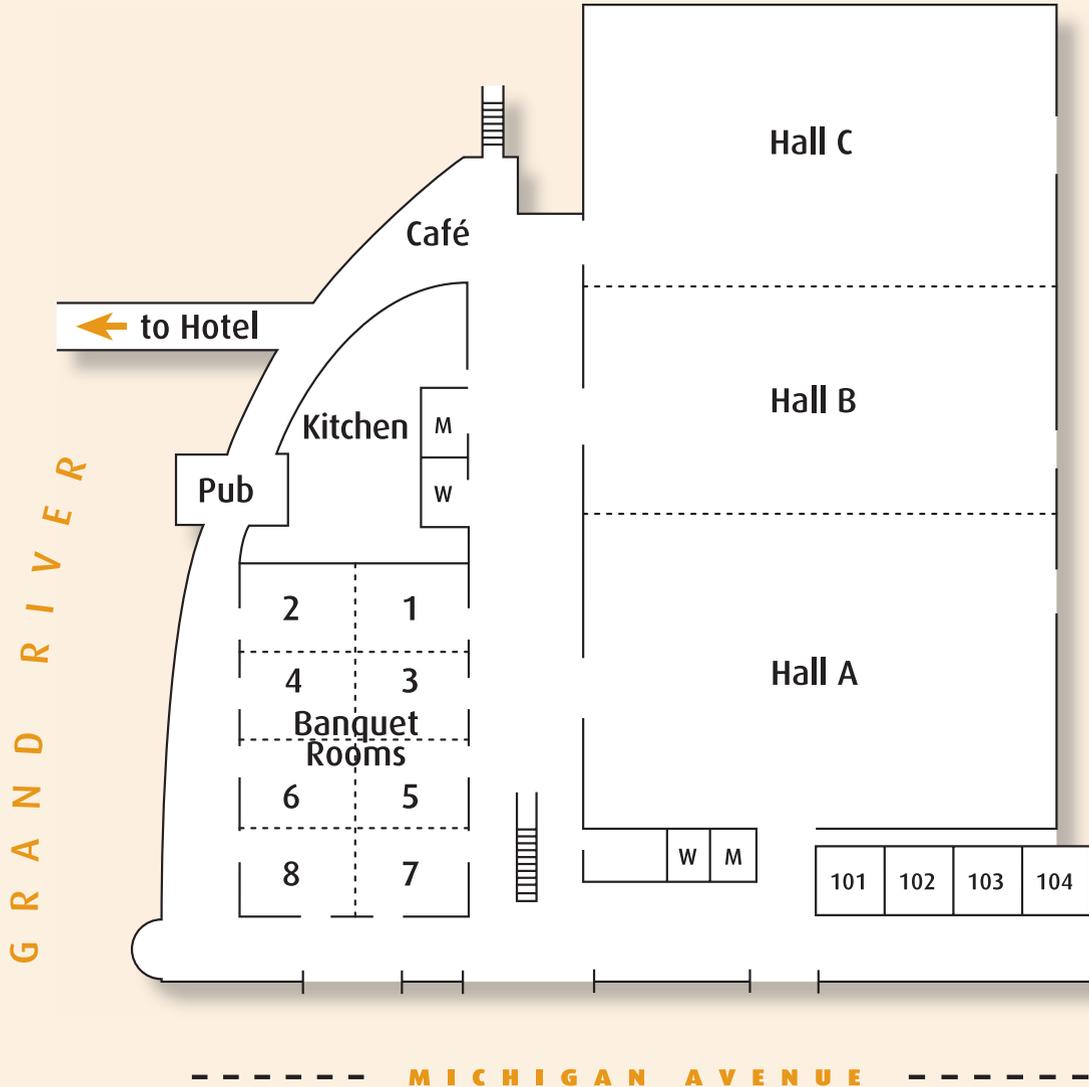




NOTES



FIRST FLOOR PLAN



CONFERENCE AGENDA

- 8:45–9:00 WELCOME COMMENTS
- 9:00–10:00 KEYNOTE PRESENTATION
- ▶ **Trends in Leisure Travel Today and How Michigan Can Respond**
Keith Bellows, Editor-in-Chief, National Geographic Traveler magazine
- 10:00–10:45 NETWORKING / BREAK TIME
- 10:45–12:15 CONCURRENT SESSIONS *(check the pink handout for locations)*
- ▶ **Civic Tourism: The Poetry & Politics of Place**
 - ▶ **New Technologies in Tourism**
 - ▶ **Building a Sustainable Cultural Tourism Program**
 - ▶ **All About Arts Districts**
 - ▶ **Identifying Your Community's Tourism Assets**
 - ▶ **Telling Your Community's Story to Tourists**
- 12:30–2:00 LUNCHEON
- ▶ **How Zora Neale Hurston Saved Eatonville, Florida**
N. Y. Nathiri, Executive Director, The Association to Preserve the Eatonville Community, Inc.
 - ▶ **Marketing Michigan: Travel Michigan's New "Pure Michigan" Campaign**
George Zimmermann, Travel Michigan
- 2:15–3:45 CONCURRENT SESSIONS
- ▶ **Public Art as a Tourist Attraction**
 - ▶ **Inviting New Audiences to Cultural Attractions**
 - ▶ **Nontraditional Tourism Partners: Businesses and Entrepreneurs**
 - ▶ **Celebrating Ethnic Diversity in Tourism**
 - ▶ **Michigan's Cultural Economic Development Tool: An Update**
 - ▶ **State Resources for Tourism and Community Revitalization**
- 4:00–4:15 CLOSING SESSION
- ▶ **Michigan's Travel Industry Strategic Plan: What Does It Hold for Heritage Tourism?**
- 4:15–4:30 AWARDING OF DOOR PRIZES / CONFERENCE CLOSING

TIPS & TOOLS CENTER

EXHIBIT HALL

- 8:00–4:00 EXHIBIT BOOTHS OPEN AND STAFFED
Over 40 exhibitors to visit. Sharing Tables featuring material from conference attendees.
- 8:00–8:45 REGISTRATION/CONTINENTAL BREAKFAST/NETWORKING
Sign up now for Think Tank appointments: one-on-one meetings with exhibitors and presenters.
- 10:00–10:30 MEET SOME OF OUR SPEAKERS
BOOK SIGNING BY N. Y. NATHIRI
BOOK SIGNING BY DONNA WALKER-KUHNE
- 10:00–4:00 BOOKSTORE OPEN
- 10:45–12:15 ROUNDTABLE DISCUSSIONS
HERITAGE TOURISM CORRIDORS 10:45–11:15
CRAFT-BASED TOURISM 11:15–11:45
CULINARY TOURISM 11:45–12:15
- 10:45–12:15 THINK TANK APPOINTMENTS
Sign up during registration for one-on-one talks with presenters and exhibitors.
- ROUND 1 10:45–11:00 ROUND 4 . . . 11:30–11:45
ROUND 2 11:00–11:15 ROUND 5 . . . 11:45–12:00
ROUND 3 11:15–11:30 ROUND 6 . . . 12:00–12:15
- 2:15–3:45 ROUNDTABLE DISCUSSIONS
ART STUDIOS/GALLERIES/INCUBATORS 2:15–2:45
CREATING WALKABLE, BIKEABLE ENVIRONMENTS . . 2:45–3:15
NEW TOOLS IN HISTORIC PRESERVATION. 3:15–3:45
- 2:15–3:45 THINK TANK APPOINTMENTS
Sign up during registration for one-on-one talks with presenters and exhibitors.
- ROUND 7 2:15–2:30 ROUND 10 3:00–3:15
ROUND 8 2:30–2:45 ROUND 11 3:15–3:30
ROUND 9 2:45–3:00 ROUND 12 3:30–3:45
- 3:45–4:00 LAST CHANCE TO SPEAK WITH EXHIBITORS!

PRESENTING PARTNERS



SUPPORTING PARTNERS



SPONSORS

