



## Schedule of Events

### Monday, September 18, 2006

9:30 – 11:30 AM Pre-Conference Tour  
Tupelo Convention & Visitors Bureau

10:00 – 12:00 Registration  
Exhibit Area

12:00 Noon Luncheon

1:00 Welcome  
Honorable Ed Neelly  
Mayor  
City of Tupelo, MS

Ms. Linda Johnson, Executive Director  
Tupelo Convention & Visitors Bureau

Moderator: Mr. James Tsismanakis  
Executive Director  
Columbus Convention & Visitors Bureau  
Columbus, MS

1:15 Keynote Mr. Don Anderson  
Destination Consulting Group, LLC  
Nashville, TN

2:00 Workshop Mr. Don Anderson

2:30 Break

3:00 Workshop continued –  
Mr. Don Anderson

5:00 Reception & Entertainment  
**Hosted by:**  
**Tupelo Convention & Visitors Bureau**  
Tupelo, MS

6:00 Dinner on you own

### Tuesday, September 19, 2006

8:00 Breakfast (Included in hotel package)

Moderator: Mr. Robert Ratliff  
Executive Director  
Tuscaloosa Convention & Visitors Bureau  
Tuscaloosa, AL

8:45 Keynote Ms. Mary Jeanne Packer  
FERMATA, Inc.  
Austin, TX

9:45 Breakout Sessions (3)

What Your Board members Need to Know –  
Mr. Don Anderson

How to Develop an Agri-tourism Attraction  
Mr. Dan Strasser  
Marketing Specialist  
Department of Agriculture  
State of Tennessee

Ecotourism Attractions  
Mr. Adam Tullos  
Mississippi State University  
Mississippi State, MS

10:30 Break

10:45 Breakout Sessions (3) (repeat of 9:45 sessions)

11:30 General Session

45 Ideas in 45 Minutes  
Mr. Brian Jones  
Alabama Bureau of Tourism & Travel  
Montgomery, AL

12:15 Adjourn

The Tupelo Convention & Visitors Bureau has scheduled a tour for the Mississippi-Alabama Rural Tourism Conference for Monday, September 18<sup>th</sup> beginning at 9:30-11:30 in which sites visited will be

- +++++Tupelo Automobile Museum
- +++++National Fish Hatchery
- +++++Private John Allen's home (on hatchery grounds)

Cost will be \$7.50 for the tour of the Auto Museum but the Hatchery will be complimentary.

### Hotel Accommodations

The Quality Inn, 1011 North Gloster Street, Tupelo, MS has offered an attractive rate of \$67.99 sgl/dbl occupancy. Guests may make reservations by calling the Quality Inn directly at (662) 841-2222 and asking for the AL/MS Rural Tourism Conference block. All rooms that are not reserved by the cutoff date of August 19, 2006, will be released from the room block for sale to the general public. To guarantee accommodations your room reservations must be made prior to August 19, 2006. After that date, the hotel will honor any request for rooms at the group rate, subject to availability.

### Exhibits

Exhibit space is available.

Contact:  
Susann Hamlin  
Phone: (256) 383-0783  
Email: [susannhamlin@comcast.net](mailto:susannhamlin@comcast.net)

David Otto  
Phone: (205) 620-5740  
Email: [daotto@infocentralalabama.com](mailto:daotto@infocentralalabama.com)

Julie Dutton  
Phone: (256) 773-2549  
Email: [jdutton@aces.edu](mailto:jdutton@aces.edu)

Cover design by:  
Quest Marketing, West Point, MS

## Sponsors



Alabama Bureau of Tourism  
and Travel  
Montgomery, AL



Florence/Lauderdale Tourism

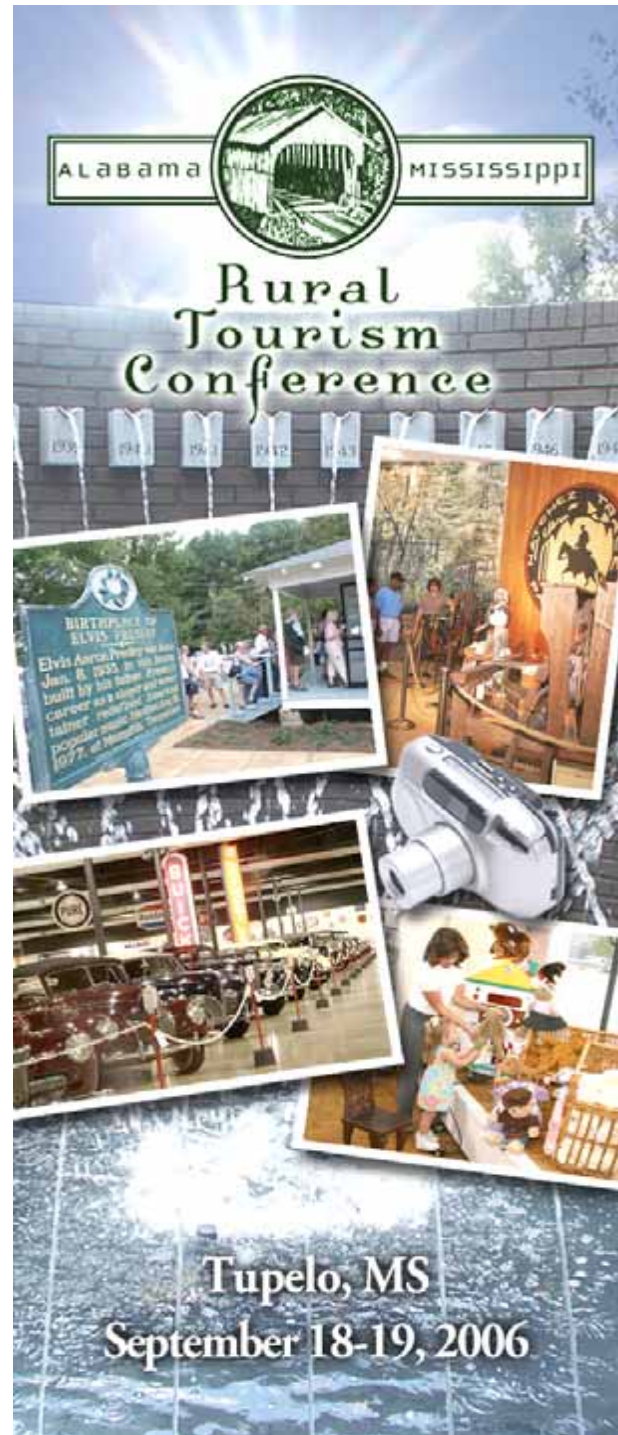


TENNTOM  
Tourism Association

TUSCALOOSA  
Convention & Visitors Bureau



P. O. Drawer 671  
Columbus, MS 39703



## 2006 Mississippi-Alabama Rural Tourism Conference Quality Inn, Tupelo, MS

Name & Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### I PLAN TO ATTEND:

Conference Registration (\$95.00) \$ \_\_\_\_\_

Spouse Registration (\$45.00) Name: \_\_\_\_\_ \$ \_\_\_\_\_

TOTAL REGISTRATION \$ \_\_\_\_\_

Please indicate method of payment:

\_\_\_\_\_ Payment enclosed

\_\_\_\_\_ Bill my organization

\_\_\_\_\_ I will participate in pre-conference tour - \$7.50

Make check payable to

Mississippi-Alabama  
Rural Tourism Conference

P. O. Drawer 671

Columbus, MS 39703

Email: [ttw@tenntom.org](mailto:ttw@tenntom.org)

Phone: (662) 328-3286 OR (800) 457-9739

FAX: (662) 328-0363

I will donate a door prize: \_\_\_\_\_