West Tennessee
Sustainable Tourism Workshop

Brooks Shaw & Son Old Country Store Casey Jones Village – Jackson, TN

November 16, 2009 – Agenda

www.tnsustainabletourism.com / www.tnvacation.com/green

9:30 a.m. **Coffee with Sustainable Exhibitors**

10:00 am **Welcome**
Deborah Shaw Laman, Co-owner & Vice President Brooks Shaw & Son Old Country Store
Marketing Director, Casey Jones Village

Why Sustainable Tourism Makes Both Dollars and Sense
Commissioner Susan H. Whitaker, Tennessee Department of Tourist Development

Growing Sustainable Partnerships
Andy Lyon, Assistant Commissioner for State Parks Hospitality Services
Tennessee Department of Environment & Conservation

Public-Private Partnerships for Quality Development
Heather L. Bailey, PhD Graduate Research Assistant, MTSU Center for Historic Preservation and Tennessee Civil War National Heritage Area

Break with Sustainable Exhibitors

Noon – 1:00 pm **Keynote Luncheon – *"Keys to Sustainable Tourism"***
Keynote Speaker: Edward T. McMahon, Senior Resident Fellow, ULI/Charles Fraser Chair on Sustainable Development, The Urban Land Institute

Break with Sustainable Exhibitors

1:30 pm **Rural Stewardship**
Frank Ricks, Principal, Looney Ricks Kiss

Sessions moderated by: Lori Munkeboe, Director, Office of Environmental Assistance
Tennessee Department of Environment & Conservation

2:00 pm **Sustainable Resources: Energy Efficiency & Funding**
Ryan Gooch, Director, Energy Policy, Tennessee Department of Economic & Community Development
Hugh Morrow, Jr., President, Ruby Falls

Green Products – *Do They Work?*
Teresa Farmer, LEED-AP, I.C.E., Green Programs Specialist, Kelsan, Inc.
Mel Robinson, Chemical Specialist, Kelsan, Inc.

Leading by Example: Green Initiatives
Bill Mish, General Manager, Doubletree Hotel Chattanooga
Steven Andre', General Manager, Hutton Hotel, Nashville
Kathleen Williams, President & Executive Director, Tennessee Parks & Greenways Foundation

4:30 pm **Wrap Up**
Commissioner Susan Whitaker, Tennessee Department of Tourist Development

Sustainable Tourism Workshops hosted by the Tennessee Department of Tourist Development & Department of Environment & Conservation.

TENNESSEE THE STAGE IS SET FOR YOU

DEPARTMENT OF ENVIRONMENT & CONSERVATION