West Tennessee
Sustainable Tourism Workshop
Pink Palace Museum - Memphis, TN

November 17, 2009 – Agenda

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

9:30 am **Coffee with Sustainable Exhibitors**

10:00 am **Welcome**
Kevin Kane, President and CEO, Memphis Convention and Visitors Bureau

Why Sustainable Tourism Makes 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

Sustainable Resources
Heather 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 – *"Growing the Heart of Hospitality"***
Keynote Speaker: Glenn Hasek, Publisher & Editor, Green Lodging News

Break with Sustainable Exhibitors

Rural Stewardship
Frank Ricks, Principal, Looney Ricks Kiss

Panels 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.

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DEPARTMENT OF ENVIRONMENT & CONSERVATION