

2005 U.S. Cultural & Heritage Tourism Summit
 L'Enfant Plaza Hotel, Washington D.C. October 6-8, 2005

Tape #	Session Title
USCH05-01	Sharing America's Stories: Henry Moran; The Business of Tourism: The Honorable Carlos M. Gutierrez, USDOC; American Travel Experience: Lynne Biggar; America's Values thru the Arts, Culture & Heritage: Adair Margo
USCH05-02	Sharing America's Stories: Perspectives from State Leaders on Cultural & Heritage Tourism: State Senator Beth Edmonds (ME), State Senator Nick Jordan (KS), Moderator: Kristin Tucker; Sharing America's Heritage: John Nau, Intro: John Fowler
USCH05-03	Framing the Market for Cultural & Heritage Tourism – New Consumer Research & Insights: Dr. Lalia Rach, Dr. Suzanne Cook, Jonathan Tourtellot, Adam Sacks, Moderator: Dawn Drew
USCH05-04	Welcome Remarks: Tom Ott; Keynote Speaker: Steve Zikman
USCH05-05	The Art of Partnership: Amy Jordan Webb, Anthony Tighe, Moderator: Pat Lee
USCH05-06	Telling & Selling Your Unique Brand Story: Steve Sue, Moderator: Julie Heizer
USCH05-07	SC's Urban & Rural Partnership: Helen Hill, Michelle McCollum, Moderator: Chad Prosser
USCH05-08	Package or Perish - Profitable Opportunities for Dynamic Packaging in Cultural & Heritage Tourism: Art Jimenez, John Forseth, Moderator/Presenter: Rosemary McCormick
USCH05-09	Top Ten Ways to Maximize Success with Destination Marketing Organizations: Barbara Steinfeld, Cristyne L. Nicholas, Jo Ann Haden-Miller, Moderator/Presenter: Bonnie Carlson
USCH05-10	Beyond Boundaries – Cross Cutting Regional Collaborations in Culture & Heritage: Mitch Bowman, Felicia Shaw, Moderator/Presenter: L. Spike Herzig
USCH05-11	Creating New Audiences & New Markets: Karen MacDonald, Lenwood Sloan, Chris Szalay, Moderator: Helen Marano
USCH05-12	DC Trends in Cultural Tourism Marketing: Maggie Bertin, Charlene Duryea, Karen McFadden, Moderator/Presenter: Angela Fox
USCH05-13	On The Road Again..Transportation Partnerships Enhance the Visitor Experience: Lorraine Roach, Michelle Johnson, Moderator: Barbara Richardson
USCH05-14	Sharing America's Heritage: Paul Hoffman, US Dept. of the Interior ; New Orleans on the Road to Recovery: The Honorable Mitchell Landrieu, (LA)
USCH05-15	Sharing Success Stories in Great American Cities: Mayor John Hickenlooper, Mayor Bill Purcell, Fred Meurer, Moderator: Brad Weber
USCH05-16	The Power of Travel: Roger Dow
USCH05-17	Packaging & Selling US Cultural & Heritage Tourism in the USA & Worldwide: Sue Briggs, Don Gagnon, Andrew P. W. Hopkyns, Guenter Ruecker, Moderator: Noel Irwin Hentschel
USCH05-18	Driving Cultural & Heritage Tourism: Patricia Mooradian, Tim O'Brien, Intro: Mary Chute
USCH05-19	Business Partnership Funding for Cultural & Heritage Tourism: Judith Jedlicka, Libba Evans, Deborah Wyld, Moderator: David Phillips
USCH05-20	In Touch With New Technology: Cecilia Dahl, Meryl Levitz, Chris Moessner, Moderator: Mark Sherouse
USCH05-21	Securing the Future: Creative Approaches to Stewardship & Sustainability at Heritage Sites: David Donath, Jonathan Tourtellot, Moderator: Annie Harris
USCH05-22	Public Funding for Cultural & Heritage Tourism: Meri Jenkins, Lisa Potter, Debbie Silverfine, Moderator: State Senator Nick Jordan (KS)
USCH05-23	State Tourism Perspectives on Growing the Potential of Cultural & Heritage Tourism: Bruce Bommarito, Todd Davidson, Kerri L. Post, Moderator/Presenter: Susan Wilcox
USCH05-24	Going the Distance – Innovative Strategies for Rural Tourism & Small Communities: Judith Walden, Moderator: Mary Motsenbocker
USCH05-25	Sharing Your Story Via Experience of Place: Dan Shilling, PhD, Patricia Morris, Moderator/Presenter: Cheryl Hargrove
USCH05-26	The Fine Art of Culture, Cuisine, & Wine: Jim Trezise, Anne-Marie Woods, Moderator/Presenter: Alexa Gifford
USCH05-27	International Tourism Success Stories: Thierry Roch, Jami Goldstein, Moderator/Presenter: Liz Bittner
USCH05-28	Intro: Betty Carver; Keynote: Gayle C. Manchin, First Lady of WV; Appalachian Children's Chorus Presents "A Salute to America"
USCH05-29	The Creative Economy in Cultural & Heritage Tourism: Jane Preston, Bill Nix, Moderator: Cathy Herlihy
USCH05-30	Official Declaration of Public Policy Support for US Cultural & Heritage Tourism: Helen Marano, Kimber Craine, William Hardman, Jr., Kit Kimball, State Senator Lynda Moss (MT)

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