Meeting Objectives:
- Recap and evaluate CW 150* “Civil War: The Home Front” tourist map guide to Appalachia
- Learn about National Travel and Tourism Strategy and international tourism promotion
- Discuss emerging opportunities for collaboration in 2012 and beyond
- Review ARC and member state tourism activities

Facilitator: John Cartwright, Director of Regional Planning and Research, ARC

10:00 a.m. – 10:10 a.m. Welcome and Introductions

10:10 a.m. – 10:30 a.m. Update on ARC Program Activities
Kostas Skordas, Regional Planner, ARC

10:30 a.m. – 11:30 a.m. Recap and Evaluation of “Civil War: The Home Front” Map Guide
Cheryl Hargrove, Hargrove International, Inc.

11:30 a.m. – 12:30 p.m. Update on National Travel and Tourism Strategy and International Tourism Promotion
Julie Heizer, Acting Director, Office of Travel and Tourism Industries, U.S. Department of Commerce

12:30 p.m. – 1:00 p.m. Lunch (provided)

1:00 p.m. – 2:00 p.m. Discussion of Emerging Tourism Advisory Council Opportunities for 2012–13
(conference call begins)

2:00 p.m. – 2:30 p.m. Update on State Tourism Activities

2:30 p.m. Meeting Adjourns

* CW150 is an abbreviation for the National Park Service Office of Tourism’s Sesquicentennial of the American Civil War initiative, which commemorates the 150th anniversary of the Civil War.