Session V: Capitalizing on Natural and Cultural Assets  
September 30-October 1, 2020

Wednesday, September 30  
**All Times Eastern**

Morning Session

9:30 – 9:45 am  Welcome & Opening  
Tim Thomas, ARC Federal Co-Chairman

9:45 – 10:45 am  Fireside Chat with Governor Bev Perdue

10:45 – 11:15 am  Break

11:15 am – 12:30 pm  The State of Appalachian Travel and Tourism  
Tim Ezzell, Ph.D., Assistant Research Professor, ISSE and Political Science, University of Tennessee Knoxville  
Cat Wilt, Research Director, University of Tennessee  
Stefanie Benjamin, Ph.D., Assistant Professor, University of Tennessee  
Bruce Decker, Owner, Collective Impact

Afternoon Session

2:30 – 3:30 pm  The Appalachian Arts Industry  
Robert Donnan, Robert Donnan Consulting  
Judy Hood, Chairman, Muscle Shoals Music Foundation  
Carrie Beck, Executive Director, The Crooked Road  
Moderator: Cat Wilt, University of Tennessee

3:30 – 4:00 pm  Break

4:00 – 5:00 pm  Breakout Discussion: Finding Your Mothman  
Bruce Decker, Owner, Collective Impact
Thursday, October 1
**All Times Eastern**

**Morning Session**

9:30 – 9:45 am **The Day Ahead**
Jessica Mosley, Program Manager, Appalachian Leadership Institute

9:45 – 11:00 am **Appalachia's Resource Economy**
Tom Inman, President, Appalachian Hardwood Manufacturing
Tanner Filyaw, Sustainable Forestry Program Director, Rural Action
Petra Mitchell, President and CEO, Catalyst Connection
Moderator: Tim Ezzell, Ph.D., University of Tennessee Knoxville

11:00 – 11:30 am **Break**

11:30 am – 12:30 pm **Virtual Site Visit: Sunburst Trout Farms**

**Afternoon Session**

2:30 – 3:45 pm **Turning Your Small Place Into a Big Destination**
Deana Clark, Executive Director, Marietta-Washington County Convention & Visitors Bureau
Jeff Lusk, Executive Director, Hatfield McCoy Regional Recreation Authority
Abbi Peters, Executive Vice President, Operations, PA Wilds
Tami Reist, President & CEO, Alabama MountainLakes Tourism Association
Moderator: Bruce Decker, Collective Impact

3:45 – 4:15 pm **Break**

4:15 – 5:30 pm **Team Challenge: Rebuilding Your House**
Tim Ezzell, Ph.D., University of Tennessee Knoxville