Session V: Capitalizing on Natural and Cultural Assets  
May 5-6, 2021

Wednesday, May 5  
**All Times Eastern**

**Morning Session**
To join the session from a PC, Mac, Linux, iOS or Android please use this link:  
https://tiny.utk.edu/ALImeeting

9:00 – 9:15 am     Welcome & Opening

9:15 – 9:30 am     Coffee Talk

9:30 – 10:30 am    Fireside Chat with Governor Ernie Fletcher (R-KY)  
Moderator: Katie Cahill, Ph.D., Associate Director, Howard H. Baker Jr. Center for Public Policy, University of Tennessee

10:30 – 11:00 am   Break

11:00 am – 12:15 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, CEO, Collective Impact

**Afternoon Session**
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2:00 – 3:00 pm     The Appalachian Arts Industry  
Robert Donnan, Robert Donnan Consulting  
Katy Brown, Producing Artistic Director, Barter Theater  
Carrie Beck, Executive Director, The Crooked Road  
Moderator: Cat Wilt, University of Tennessee

3:00 – 3:30 pm     Break
3:30 – 4:30 pm  Breakout Discussion: Finding Your Mothman  
*Bruce Decker, Owner, Collective Impact*

4:30 – 5:00 pm  Team Meetings: Challenge Report Out Review

**Thursday, May 6**  
*All Times Eastern*

**Morning Session**  
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9:00 – 9:15 am  The Day Ahead  
*Jessica Mosley, Program Manager, Appalachian Leadership Institute*

9:15 – 9:30 am  Coffee Talk

9:30 – 10:45 am  Cost-Benefit Analysis Challenge Report Out

10:45 – 11:15 am  Break

11:15 am – 12:15 pm  Appalachia’s Resource Economy  
*Tom Inman, President, Appalachian Hardwood Manufacturing*  
*Brian Vadakin, Chief Program Officer, Rural Action*  
*James Hower, Research Professor, UK Center for Applied Energy*  
*Moderator: Tim Ezzell, Ph.D., University of Tennessee*

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2:30 – 3:45 pm  Expanding the Boundaries of Cultural Heritage Tourism  
*Steve Cox, President, Alabama Civil Rights Tourism Association*  
*Stephen Quillin, President, Grandfather Mountain Highland Games*  
*Moderator: Bruce Decker, Owner & CEO, 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*