



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

Afternoon Session

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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