

# *Heritage & Cultural Tourism Conference*

**March 26-28, 2012 ~ Harrigan Centennial Hall, 330 Harbor Drive ~ Sitka, Alaska**

## **AGENDA**

### **Monday, March 26<sup>th</sup> Alaska Host Day**

- 7:30 a.m. - 9:00 a.m. **Transfers from Hotel to Centennial Hall**
- 7:30 a.m. - 8:00 a.m. **Registration Opens** ~ *Harrigan Centennial Hall, 330 Harbor Drive, Sitka*
- 8:00 a.m. - 8:30 a.m. ***Networking Continental Breakfast***
- 8:30 a.m. - 9:45 a.m. **Welcome, John Moller, Senior Advisor for Rural Affairs, State of Alaska; Pete Esquiro, Deputy Mayor, City of Sitka; Lawrence A. Widmark, Chairman, Sitka Tribe of Alaska**
- 9:45 a.m. - 10:30 a.m. **Keynote – Father Michael Oleksa**
- 10:30 a.m. - 10:45 a.m. ***Networking Break***
- 10:45 a.m. - 11:30 a.m. **Alaska's tourism marketing program overview, Dru Fenster, DCCED, State of Alaska**
- 11:30 a.m. - 12:15 p.m. **Sustainable Tourism, James Dion, National Geographic**
- 12:15 p.m. - 1:30 p.m. ***Lunch on Your Own or Mobile Workshop South - Trip to Fortress of the Bear (\$25) or North to Bird Estuary and Sitka Tribal Tannery***
- 1:30 p.m. - 2:15 p.m. **Commerce through Business, Jennifer Robinson, Executive Director – Greater Sitka Chamber of Commerce.**
- 2:15 p.m. - 3:00 p.m. **Tourism Overview, Eric McDowell**
- 3:00 p.m. - 3:15 p.m. ***Networking Break***
- 3:15 p.m. - 4:15 p.m. **Ways to Build a Business, Karen Martinsen**
- 5:00 p.m. - 6:30 p.m. **Opening Reception & Entertainment – Gene Tagaban**
- 6:30 p.m. - ***Performance open to the public – Gene Tagaban \$10 each or 2 for \$15 (Included with full registration)***

**Ala carte – Alaska Host Certification, Dru Garson; sign up at registration**

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## **AGENDA**

### **Tuesday, March 27 Tour Guide**

- 8:00 a.m.               **Registration Opens ~ Harrigan Centennial Hall, 330 Harbor Drive, Sitka**
- 8:00 a.m. - 9:00 a.m. ***Networking Continental Breakfast***
- 9:00 a.m. - 10:30 a.m. **Interpretive Talk, Clarence Wadkins SNHP**
- 10:30 a.m. - 10:45 a.m. ***Networking Break***
- 10:45 a.m. - 11:30a.m. **Tour Operations – New Merchant Products  
Alaska Dream Cruises- Michael Wein  
ACS**
- 11:30 a.m. - 12:15 p.m. **Market Place Connections - Alaska Made Products  
Friends of SJ Museum – Mary Wheeler  
Alaska State Museum – Bob Banghart, Chief Curator, Alaska State Museums  
SNHP  
DCCED- Dru Garson  
ACS**
- Retail Tourism products:  
AK Basket Company- Rebecca Myer  
National Parks**
- 12:15 p.m. - 1:30 p.m. ***Lunch on Your Own or Mobile Workshop South - Trip to Fortress of the Bear (\$25)  
or North to Bird Estuary and Sitka Tribal Tannery***
- 1:30 p.m. - 3:00 p.m. **How to benefit from the use of today's Social Media, Carley Lawrence**
- 3:00 p.m. - 3:15 p.m. ***Networking Break***
- 3:15 p.m. - 4:00 p.m. **Funding Resources:  
Keith Perkins, USDA Rural Development Grants,  
Mr. Ed Hall, BIA,  
Ann Jennings, Economic Development, BIA,**
- 4:30 p.m. - 7:30 p.m. **Wildlife Watching Dinner Cruise, \$35 (not included in registration)**

**Ala carte – Tour Guide Certification, Dru Garson; sign up at registration**

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## **AGENDA**

### **Wednesday, March 28 Culture Host**

8:00 a.m.                **Registration Opens** ~ *Harrigan Centennial Hall, 330 Harbor Drive, Sitka*

8:00 a.m. - 9:00 a.m. ***Networking Continental Breakfast***

9:00 a.m. - 9:45 a.m. **Keynote, Father Michael Oleksa**

9:45 a.m. – 10:15 a.m. **Commerce in the National Forest, Carol Goularte USFS**

10:30 a.m. - 10:45 a.m. ***Networking Break***

10:45 a.m. - 11:30 a.m. **Share and Protect Your Culture - Intellectual Property Rights – David Voluck**

11:30 a.m. - 12:15 p.m. **Elders Panel: Interpretation, Authenticity and Sensitivity**

12:15 p.m. - 1:30 p.m. **Box Lunch, continuation of Elders Panel**

1:30 p.m. - 4:30 p.m. **Warming of the Hands**

5:00 p.m. - 7:30 p.m. **Regalia Show: Sharing of regalia from diverse cultures**

**Ala carte - Cultural Host Certification -Ann Lawrence Time; sign up at registration**