



Tourism Summit

August 25, 2022, 9:30am - 5pm
Canaan Valley Resort

Join us at Canaan Valley resort to talk tourism in the highlands of West Virginia and western Maryland. This will be a great opportunity for tourism leaders, entrepreneurs, and organizations to come together to discuss trends in tourism in a post-pandemic world, and network together to build relationships that leverage our combined strengths and work together to build our creative economies.

Agenda

9:30 am Registration

More information: <https://www.appalachianforestnha.org/>

Pre-Register on Eventbrite: <https://www.eventbrite.com/e/383654409667>

Summit Resources will be available here after the event:

<https://drive.google.com/drive/folders/1cQUhLLQtzDZrEtXHCFBtA1bFLbfRqrrQ?usp=sharing>

10 am Opening Plenary - *Center Pavilion*

- **Welcome - Creative Economy Updates and Happenings**
 - **Phyllis Baxter** - Executive Director, Appalachian Forest National Heritage Area
 - **Dr. Megan Webb** - Dean of Advancement and Continuing Education, Eastern WV Community and Technical College
- **Keynote Address - Growing Sustainable Tourism in a Post-Pandemic Economy**
 - **Dr. Doolarie (Dee) Singh-Knights** - Associate Professor and Extension Specialist, Agribusiness Economics and Management WVU (see Bio)

11:15 am - Session 1

- **Tourism Marketing: Essentials and Strategies for marketing your site - *West Pavilion***
 - **Kelly Stadelman** - Market Research Consultant, Stadelman Consulting
 - **Samantha Peet** - Marketing Director, Randolph County Tourism
 - **Jeremy Drennen** - City Manager, Philippi WV
 - **Mark Moody** - Marketing Director, Canaan Valley Resort
- **Creating Marketable Trail Systems from Concepts to Activation - *East Pavilion***
 - **Nathan Hilbert** - Community Planner, National Park Service
 - **Josh Spiker** - Executive Director, Garrett Trails
 - **Mike Jones** - Public Lands Campaign Coordinator, WV Rivers Coalition
 - **Doug Arbogast** - WVU Extension Specialist, Mon Forest Towns Coordinator

12:15 - 1:15 Lunch provided

1:15 pm Session 2

- **Hospitality and Lodging - Latest topics addressing the Hospitality and Lodging industry in WV - West Pavilion**
 - **Richie Heath** - Executive Director, WV Hospitality and Tourism
 - **Debra Frank** - Hospitality Instructor, Eastern WV Community and Technical College
 - **Matt Baker** - General Manager, Canaan Valley Resort
 - **Jessica Waldo** - Director, Tucker County CVB
- **Connecting with Heritage Trails - Connecting with Heritage Trails - East Pavilion**
 - **Phyllis Baxter** - Executive Director, Appalachian Forest National Heritage Area
 - **Dr. Dee Singh-Knights** - Associate Professor and Extension Specialist, WVU
 - **Cara Rose** - Executive Director, Pocahontas County CVB
 - **Maria Bray** - AFNHA AmeriCorps Heritage Trails Associate

2:30 - Session 3

- **State Resources for Tourism - West Pavilion**
 - **Ennis Smith** - Director, Destination Development, WV Department of Tourism
 - **America 250** - Resources for America's Semiquincentennial
- **Tourism Business Development and Entrepreneurship - East Pavilion**
 - **Emily Wilson-Hauger** - Director of Programs and Partnerships, Woodlands Development Group
 - **Ryan Thorne** - WV State Director, USDA Rural Development
 - **Cheryl Wolfe** - Executive Director, Barbour County Development Authority
 - **Robert "Buc" Hammer** - Business Coach, WV Small Business Development Center

3:45 - Tourism Roundup - Lessons and Takeaways from today's sessions - Center Pavilion

- Full group discussion on lessons learned, and sharing session. Partnership development.

5:00 Adjourn



Dr. Dee Singh-Knights is an Associate Professor in the Davis College of Agriculture, Natural Resources and Design and Extension Specialist with the WVU Extension Service at West Virginia University.

She specializes in the areas of agribusiness economics and management with the goal of contributing to the development of sustainable agricultural production systems through research, teaching and extension education. Dee works throughout West Virginia, nationally, and internationally, on a variety of issues including local food systems development, food value chains, direct to consumer marketing, agricultural business viability, collaborative marketing ventures, agritourism and sustainable agriculture.

She coordinates programs such as the WV Agritourism Initiative, the WV Women in Agriculture Training and Outreach Program, the WV Beginning Farmer and Mentorship Program, and the WV Food Safety Training Team.

Her work centers on the belief that there are enormous opportunities to increase production of and demand for locally and regionally produced agricultural products, and to develop new market opportunities for agribusiness operations serving local and expanded markets. Dee works to help 'agripreneurs' capitalize on these growing opportunities while managing the resultant business risks, and to grow the next generation of agribusiness owners, leaders and service providers to ensure a more sustainable model for agriculture.