

**2010 CenStates TTRA Conference
Schedule at a Glance**

Wednesday, September 22		
7:30 – 11:30 a.m.	Board of Directors Meeting	
10:00 a.m. – 5:00 p.m.	Registration	
1:00 – 1:30 p.m.	Opening Session	Patty Becraft, CenStates TTRA Chapter President; Tracy Kimberlin, Springfield CVB; Councilman Jerry Compton
1:30 – 2:15 p.m.	Online Marketing & Research	Jerry Henry, Corporate Director of Research, Herschend Family Entertainment
2:15 – 3:15 p.m.	Amazing Tips on Using Excel	Sherry Coker, Ozarks Technical College
3:30 – 4:45 p.m.	Social Media Live	Denise Miller, Strategic Marketing & Research, Inc.
5:30 p.m.	Welcome Reception	University Plaza Hotel
6:30 p.m.	DineAround Downtown Springfield	Various Select Restaurants
9:00 p.m.	Nightcap/Dessert	The Tower Club
Thursday, September 23		
7:30 a.m. – 12:00 noon	Registration	
7:30 a.m.	State Council Meeting	
8:30 – 9:00 a.m.	Missouri Tourism Overview	Katie Steele Danner, Director, Missouri Division of Tourism
9:00 – 9:45 a.m.	Making the Case for Tourism Funding	Dr. Bill Siegel, Chairman & CEO, Longwoods International
9:45 – 10:45 a.m.	Social Media & DMOs	Panel
11:00 – 11:45 a.m.	Local Media Innovations	Allyson Razor, The Nielsen Company
12:00 noon – 1:30 p.m.	Lunch & CenStates TTRA Annual Meeting	Patty Becraft; Dee Ann McKinney, TTRA Chair
1:45 – 2:45 p.m.	Scenic Byways: Why Your Message Matters	Lisa Brochu, National Association for Interpretation
2:45 -3:30 p.m.	Adapting the Family Farm into an Agritourism Attraction	Barbara Shatto, Shatto Milk Company
3:45 – 4:30 p.m.	Using Research for Attraction Marketing	Sean Breckenridge, Director of Marketing, Customer Retention & Development, Bass Pro Shops
4:30 p.m.	Closing Comments	Patty Becraft, CenStates TTRA Chapter President
5:30 p.m.	Caravan	University Plaza Entrance
6:00 p.m.	Reception	Mezzanine, Bass Pro Shops Outdoor World
7:30 p.m.	Dinner	Uncle Bucks Auditorium, Bass Pro Shops Outdoor World