

**2009 CenStates TTRA Conference
Schedule at a Glance**

Wednesday, September 16th

- 8 a.m. – 12 Noon Board of Directors Meeting
- 12 noon - 5 p.m. Registration
- 1:30 – 5 p.m. Exhibits Open
- 2:00 p.m. Opening Remarks – Dan Erkkila, CenStates President
- 2:15 p.m. Louisville CVB Overview – Gathan Borden, Marketing Manager, Louisville Convention and Visitors Bureau

Economic Sessions

- 2:30 p.m. Economic Outlook - David Sheatsley - U.S. Travel Association
- 3:30 p.m. Break
- 3:45 p.m. Responding to the Economy – Panelists: Linda Antus, Cincinnati USA Regional Tourism Network; Amir Eylon, Ohio Division of Tourism; Christian Hornbaker, Nebraska Division of Travel and Tourism. Moderator: Dee Ann McKinney, Missouri Division of Tourism
- 5:30 p.m. Reception at the Brown Hotel
- 7:30 p.m. DineAround Louisville

Thursday, September 17th

- 7:30 – 8:45 a.m. Continental Breakfast
- 7:30 a.m. – 12 Noon Registration
- 7:30 a.m.– 5 p.m. Exhibits Open
- 8:30 a.m. Kentucky Tourism Overview – Marcheta Sparrow, Kentucky Tourism, Arts, and Heritage Secretary

Grassroots Sessions

- 9:00 a.m. Cultural Heritage Tourism Today: Best Practices for Focus on Success – Kimberly Clay, Kentucky Department of Travel
- 9:45 a.m. More than Green: Sustainable Tourism as Community Development – Dr. Tim Tyrrell, Arizona State University
- 10:45 a.m. Break
- 11:00 a.m. Green Initiatives in Travel & Tourism – Ramona Mormann, Missouri Lodging Association
- 12:00 Noon CenStates Annual Meeting & Lunch

Technology Sessions

- 1:30 – 3:15 p.m. Web Analytic Panel
Straight Answers with Web Analytics & How to Turn them into Relationships

Understanding Search Engine Optimization (SEO)
How Travelers Shop for Destinations

3:15 p.m.

Break

3:45 p.m.

Social Media Measurement Panel
Reaching People, Not Numbers with Social Media Measurement
Understanding What Travelers are Saying About You Through Social Media
Measurement

6:00 p.m.

Dinner & Hands-On Workshop at Louisville Glassworks

Friday, September 18th

8:00 – 9:30 a.m.

Breakfast Roundtable Wrap Up and Debrief

9:45 – 11:00 a.m.

Walking Tour of Louisville