



## AGENDA

**Wednesday, May 18**

- 8:00 a.m. – 9:00 a.m.      Registration, Refreshments, and Networking**  
*Featuring Battle Grounds Bakery & Coffee*
- 9:00 a.m. – 9:15 a.m.      Welcoming Remarks and Introductions**  
*-Christian Asam, President of the JCCVB*  
*-Annette Gavin Bates, CEO, JCCVB*
- 9:15 a.m. – 10:15 a.m.      “Outdoor Recreation Economy as a Driver for Tourism”**  
*-Danny Twilley, Assistant Dean, Brad & Alys Smith*  
*Outdoor Economic Development Collaborative, Office of*  
*the Provost, West Virginia University*
- 10:15 a.m. – 11:45 a.m.      “Modern Marketing: Stimulating Growth and**  
**Maintaining Authenticity”**  
*-Moderator: Buddy Butler, Partner, Narrative by New*  
*South Media*  
*-Panel: Steven Keith, Senior Content Director, Miles*  
*Partnership; Nikki Bowman Mills, Publisher/Editor-In-*  
*Chief, New South Media; Nikki Butler, Founder, Butler*  
*Design; Nedra McDaniel, Founder, Adventure Mom Blog;*  
*Jim Starr, Regional Vice President/Brand Success, Media*  
*One*

- 12:00 p.m. – 1:15 p.m. KEYNOTE SPEAKER: “Tourism Works”**  
*-Chelsea Ruby, Cabinet Secretary*  
*West Virginia Department of Tourism*  
**Lunch and Networking**
- 1:30 p.m.– 2:00 p.m. “Promoting Our County as a Destination”**  
*-Buddy Butler, Partner, Narrative by New South Media & Jefferson County Convention & Visitors Bureau Marketing Agency*
- 2:00 p.m. – 2:15 p.m. “WVHTA and You: Member Benefits”**  
*-Richie Heath, Executive Director, West Virginia Hospitality and Travel Association*
- 2:15 p.m. – 3:15 p.m. “Building an Authentic Experience in Jefferson County”**  
*-Vicky Fields, Founder, Elevate your Team*
- 3:15 p.m. – 3:45 p.m. Afternoon Break**  
*Tantalizing Treats and Libation Tastings featuring:*  
*Devil’s Due Distillery*  
*Mountaineer Popcorn*  
*Bolivar Bread Bakery and Bavarian Inn*
- 3:45 p.m. – 4:45 p.m. “History in the Making”**  
*-Laurel Ziemianski, Project Manager, Hill Top House Hotel*
- 4:45 p.m. – 5:00 p.m. Closing Remarks**  
*-Christian Asam, President JCCVB*  
*-Annette Gavin Bates, CEO JCCVB*
- 5:00 p.m. Reception at Bavarian Brothers Brewery**