

2019

Alabama-Mississippi-Tennessee Rural Tourism Conference

Natchez, Mississippi

Monday – October 21, 2019

- 1:00 pm Board red double decker buses at Hotel Vue
- Orient yourself to Natchez at the Natchez Visitor Reception Center, enjoying the series of displays which tell the 303 year history of the city and watch our 20 minute movie, *The Natchez Story*.
 - Tour the town with Downtown Karla Brown as we get a sampling from her most popular tours, including the Greg Iles Book tour, the Natchez History tour and the “hauntingly” fun Ghost tour.
 - Visit Longwood. Designed by Philadelphia architect Samuel Sloan for Haller and Julia Nutt, Mississippi natives and members of Natchez's planter elite, Longwood is the jewel of Natchez. Construction of the grand, octagonal structure began in 1860 but was halted in 1861 by rising tensions over the Civil War. While the exterior of Sloan's Oriental Villa was largely complete, the home's interior was left unfinished except for the lowest level.
 - Wrap up the afternoon at The African American Museum of History and Culture where you will see exhibits from a number of Natchez related African American historic sites, important citizens and events. Other exhibits within the museum include: The Rhythm Nightclub fire, where over 200 African American Natchez citizens were either burned or trampled to death; Forks of the Road, which was the second largest slave market in the South; and some of the literary works of critically acclaimed author Richard Nathaniel Wright, a Natchez native.
- 4:30 pm Return to Hotel Vue
- 5:30 pm Reception at Hotel Vue with light hor d'oeuvres
- 7:00 pm Dinner (on your own) in historic downtown Natchez

Tuesday – October 22, 2019

- 8:45 am - 9:15 Welcome
Mayor or City Official
Jennifer Combs, Executive Director, Visit Natchez
Craig Ray, Director, Visit Mississippi
- 9:15 - 10:00 Keeping Your Downtown Vibrant

Chesney Doyle, President, Natchez Friends of the Riverfront

- 10:00 - 10:15 Exhibitor Introduction - Who We Are and What We Do
Exhibitors (3 minutes each)
- 10:15 - 10:45 Break
Visit Exhibitors' Booths
- 10:45 - 11:30 Farm to Table, Food Festivals, and Local Flavor - Tools to cultivate our local
foods and farms for tourism
Rachael Carter, Specialist, Mississippi State U Extension
Laura Jane Giacaglia
Ann Tackett
- 11:30 - 1:00 pm Lunch
Pilot House - buffet
- 1:00 - 1:45 Digital Marketing
Rachael Carter, Specialist, Mississippi State U Extension
Lauren-Colby Nickels
James Barnes
- 1:45 - 2:30 Culinary Tourism – The Biscuit Lady
Regina Charboneau, Chef, Twin Oaks Guest Rooms
- 2:30 - 3:00 Break – Enjoy Chef Regina's biscuits!
Visit Exhibitors' Booths
- 3:00 - 3:15 STS Marketing College Experience
Sandra Fuller, Director, Tallapoosa County Tourism
- 3:15 - 4:00 Tourism Legislative Panel
Lydia Chassaniol, Senator, Mississippi Legislature
Chris Massey, Senator, Mississippi Legislature
Becky Currie, Representative, Mississippi Legislature
- 5:45 Load buses and depart for Natchez Visitor Center
- 6:00 - 7:30 Reception at Natchez Visitor Center
Visit Natchez will host "A Taste of Natchez" Reception in their gorgeous
courtyard. They will bring the fun to you. Sample delicious appetizers
and libations from local restaurants. Meet local Natchezians for some
interesting conversation. Relax as local musicians treat you to your
favorite tunes.
- 7:30 Load buses to return to Hotel Vue

Wednesday – October 23, 2019

- 8:45 - 9:30 am Making Museums Exciting - Panel

Webster Franklin, CEO, Tunica CVB
Emily Havens, Executive Director, GRAMMY Museum Mississippi Malika
Malika Polk-Lee, Director, BB King Museum
Darrell S. White, Visit Natchez

- 9:30 - 10:15 Tourism Trail Systems - Panel
 Tami Reist, CEO, Alabama Mountain Lakes Tourist Association
 Kamel King, Bureau Manager, Mississippi Development Authority
- 10:15 - 10:45 Break
 Visit Exhibitors' Booths
- 10:45 - 11:30 Put A Little Life In Your Cemetery
 Willy Bearden, Filmmaker, photographer, author and producer
- 11:30 – 11:45 Wrap-up
 David Otto Legacy Award
 Agnes Zaiontz Award
- 11:45 Evaluation Forms – Drawing for \$100
 Wine Pull & Silent Auction Results
- 12:00 pm Adjournment