

**PRESCOTT
ECONOMIC &
TOURISM
SUMMIT**

AGENDA

Wednesday, September 23, 2009

Time: 8:00 a.m.—4:00 p.m.

*Embry-Riddle Aeronautical University
Davis Learning Center
3700 Willow Creek Rd.
Prescott, AZ*

8:00 AM	Registration and Continental Breakfast
8:30 AM	Welcome to Embry-Riddle Aeronautical University Dr. Frank Ayers, Executive Vice President
8:35 AM	Opening Remarks Mayor Pro Tem Bob Bell
8:45 AM	Focused Future II Update Jane Bristol, Prescott Economic Development Director
9:15 AM	Top Level Strategy/Industry Overview Sherry Henry, Arizona Office of Tourism
	State Marketing/PR Plans Mark Stanton, Arizona Office of Tourism
10:15 AM	Break/Networking
10:30 AM	Product Development, Funding and Partnerships Rachel Sacco, Scottsdale Convention/Visitors Bureau
11:30 AM	Lunch Special Assignment-Three Questions Exercise
1:00 PM	Branding – What’s in a Name? Ginny King, Marketing Consultant
1:45 PM	Opportunities in Prescott David Maurer, CEO Prescott Chamber of Commerce/PACT President
2:30 PM	Special Assignment Results/Next Steps Jane Bristol
3:30 PM	Closing Comments/Adjourn