

1:00 PM – 5:30 PM Pre-Conference Workshop (optional \$29)
Fundamentals of Operating a Tourism Development Authority (TDA)

Monday, February 27, 2017
Harrah's Cherokee Casino Resort

- 1:00 **Welcome and Introductions**
Dr. Steve Morse, Hospitality & Tourism, College of Business, Western Carolina University
and Nick Breedlove, Director, Jackson Co. NC TDA
- 1:00 – 1:30 **Identifying Your TDA Function and Purpose**
John Whisenant, Director of Tourism, Tennessee Hospitality and Tourism Association,
Nashville, TN
- 1:30 – 2:00 **The Power of Regional Tourism Partnerships**
Betty Huskins, Executive Director, Smoky Mountain Host, Franklin, NC
- 2:00 – 2:30 **Basics of Understanding Your County's Tourism Economic Impact**
Dr. Steve Morse, Director, Hospitality and Tourism Program, College of Business,
Western Carolina University
- 2:30 – 3:00 **Basics of Developing Your Destination Marketing Plan**
Chris Cavanaugh, President, Magellan Strategy Group, Asheville, NC
- 3:00 – 3:30 **All About TDA Staff Issues**
Ed Phillips, Executive Director, Burke Co. TDA, Morganton, NC
- 3:30 – 4:00 **What TDA's Need to Know About North Carolina Occupancy Tax Laws**
Chris Cavanaugh, President, Magellan Strategy Group, Asheville, NC
- 4:00 – 4:30 **TDA Compliance Issues with North Carolina Occupancy Tax Laws**
Lynn Collins, Executive Director, Haywood Co, TDA, Maggie Valley & Waynesville, NC
- 4:30 – 5:00 **Writing Your TDA's Annual Plan of Work and Why It's Important**
John Whisenant, Director of Tourism, Tennessee Hospitality and Tourism Association,
Nashville, TN
- 5:00 – 5:30 **What I Learned as a First Year County TDA Director (or, What I wish I had known when I
started that I know now)**
Nick Breedlove, Director, Jackson Co., NC TDA, Sylva, NC