

Southeast Michigan Heritage Tourism Networking Event

Capitalizing On Our Local History

March 18, 2010

8:30 AM – 3:30 PM

Stone Creek Banquet Center

(Located inside the award-winning Flat Rock Community Center)

One Maguire Street (I-75 and Gibraltar Road), Flat Rock, MI

Is our local history an untapped natural resource? Can our storied past be the key to our region's future economic growth and prosperity? Small towns and major cities worldwide have long enjoyed the economic impact of tourism dollars generated by the promotion of significant, and often insignificant, historic sites of interest. Isn't it time for communities in southeast Michigan to do the same?

Southeast Michigan has played an integral role in all aspects of American history. Our unique heritage also includes a once thriving Native American population and periods of French and English rule. Rather than demolishing or paving over our history, it's time to reclaim it and tell our story.

Join us at this exciting networking event where we'll not only rediscover and extol our rich heritage, but become part of a collaborative effort to build a new regional economy based on our local history.

Featured Speakers



Cultural Tourism: Capitalizing on Nature, Culture and History -
David Lorenz, Manager of Public and Industry Relations for Travel Michigan, a division of the Michigan Economic Development Corporation – the official State of Michigan tourism promotion agency.

Dave will be in Berlin, Germany, the week prior to this networking event touting Michigan's many tourism opportunities. He'll bring back fresh insight as to what cultural and historical attractions appeal to Europeans and share examples of how Michigan communities have successfully promoted various themes to stimulate tourism.

Dave oversees Travel Michigan's public relations activities. He also manages the agency's efforts in the areas of international marketing, packaged travel, conventions and meetings, industry relations, and golf and sports-event promotion.

Preston Tucker's Lincoln Park Legacy: What the Francis Ford Coppola film "Preston Tucker: Man and his Dream" left out - *Leslie Lynch-Wilson, Lincoln Park Preservation Alliance*

The Descendant Speaks - Kimberly L. Simmons, President and Executive Director of the Quarlls Watkins Heritage Project. Kimberly is a partner to the National Park Service Underground Railroad Network to Freedom Program and Chairperson of the Detroit Historical Society Black Historic Sites Committee.

How Economic Development and Tourism Benefit Businesses along Woodward Avenue, the Original Urban Byway - Debbie Schutt, Woodward Avenue Action Association Byway Coordinator. Debbie is the author of Automobile Heritage and Woodward Avenue Public Art audio tours available free on the WA3 website.

Detroit: Then and Now - Linda Yellin, Founder and Lead Guide, Feet On The Street Tours

Ravaged by Neglect Not War, Historic Fort Wayne Reemerges - Thomas Berlucchi, Chairman of the Historic Fort Wayne Coalition

River Raisin Battlefield - The Nation's Newest National Park - Ralph Naveaux, Author of *Invaded on all Sides: The Story of Michigan's Greatest Battlefield*. The former director of the Monroe County Historical Museum, Ralph is an expert on Monroe history and the War of 1812.

The Civil War Sesquicentennial is Upon Us. Are You Ready to Capitalize on this National Commemoration? - Karin Risko, Hometown History Tours Founder and *Glory, Valor and Sacrifice: Southeast Michigan's Contribution to the Civil War* Guidebook Author

Early Bird Registration – Pay by February 27 and SAVE!

\$20 per person / \$180 – Table of Ten

Registration Fee after February 27

\$28 per person / \$250 – Table of Ten

(Registration includes continental breakfast and Michigan-themed lunch catered by Truly Gourmet)

Reserve your seat today

By Mail - Send check or money order made payable to Hometown History Tours,
24401 Hickory Drive, Grosse Ile, MI 48138

Online - Via PayPal (credit cards accepted/PayPal account not necessary) at
www.hometownhistorytours.com

For further details call

734.642.5712