

National Historic Trails Workshop 2010

Cultural and Heritage Tourism: Trails as Destinations

May 12-14, 2010 (Evening Welcome Reception May 11)

Tentative Workshop Schedule & Information

Tuesday, May 11

- 7:30 - 9:00 pm Evening opening reception and hors d'oeuvres
8:00 pm Welcome - **Andrew Sansom**, Board President, El Camino Real de los Tejas NHT Association
8:15 pm **Terry Colley** - Texas Historical Commission
8:30 pm **John Serkin** - Enhancing the Visitor Experience: The Camera Obscura

Wednesday, May 12

- 8:00 am **San Antonio Missions National Park Field Trip - Buses Depart**
On our tour we will visit two of the beautiful historic missions in the San Antonio Area. The tour will provide an excellent opportunity to discuss and explore an approach to heritage tourism. The day will begin with a brief service project on a nearby trail. John Serkin's camera obscura will be set up at the San José Mission.
- 4:00 pm Return to Hotel
6:00 pm Dinner at hotel - Monterrey Room
7:00 pm Evening Program: **Laura Mandala** - Findings from Recent Heritage Tourism Study
7:40 pm Q & A Discussion Session
8:00 pm Conference Announcements - Gary Werner

Thursday, May 13

- 8:00 am Welcome and Introduction - Gary Werner, PNTS
8:10 am Review of Field Trips and Link to Heritage Tourism - Liz Wessel & Julia Glad, PNTS
DEVELOPMENT AND MARKETING: UNDERSTANDING "AUDIENCE"
8:45 am **Daniel Mattson** - Developing Heritage Corridors: A How-To Approach for Heritage Tourism
9:15 am Q & A Discussion Session
9:45 am Break
10:00 am **Lucille Estelle & Joy Graham** - Partnerships in Milam County, Texas
10:30 am **Phyllis Yeager** - Case Study: Cultural and Heritage Tourism on the Lewis & Clark NHT
11:00 am **Daniela Jelincic** (Croatia) - A Critical Look at Europe's Cultural Routes
11:45 am Q & A Discussion Session
12:15 pm **Lunch - Monterrey Room**
1:00 pm **Robert Miller** - Diverse Viewpoints & History in Heritage Corridor Narratives
1:45 pm Q & A Discussion Session
2:00 pm Break

ENGAGING THE NEXT GENERATIONS AS AUDIENCES AND STEWARDS

- 2:15 pm **Robert Guzman and Students** from Tejana Middle School - Building Enthusiasm for & Ownership of Historic Sites
- 2:45 pm Q & A Discussion
- 3:00 pm **James Parrent** (Jamaica) - The Built Heritage of Falmouth, Jamaica
- 3:30 pm Q & A Discussion
- 3:45 pm **Mark Henderson** - Developing a Trail Stewardship Program Through “Volunteerism”
- 4:15 pm Break
- 4:30 pm **Parker Bradley** - Air Safari New Mexico: Adventures in Virtual Geocaching
- 5:00 pm **Acqunetta Anderson** - Teaching History Using Historical Maps
- 5:30 pm Discussion on Next Generations and Community Stewardship
- 6:00 pm Conference Announcements - Gary Werner
- Dinner on your own - enjoy the Riverwalk!

Friday, May 14

DEFINING AND PROTECTING HERITAGE CORRIDORS

- 8:15 am **Dave Welch** - Basic Tools for Trail Preservation
- 8:45 am **Rebecca Schwendler** - Defining & Protecting Trails as Heritage Corridors
- 9:30 am Q & A Discussion Session
- 10:00 am Break
- 10:15 am **Maddy Pope and Scott Parker** - Land Acquisition: Tools and Techniques
- 10:45 am **W. Garrett Jackson** - An Overmountain Victory NHT Case Study: The Power of Partnerships
- 11:15 am Q & A Discussion Session
- 11:45 am **Charles Thompson** - Unmanned Aerial Vehicles for Locating & Identifying Trail Segments
- 12:00 pm **Albert Eddins** - Case Study: Garnering Public and Legislative Support for Establishing a New Southern National Historic Trail
- 12:30 pm Lunch - Monterrey Room
- 1:30 pm **David Welch** - Case Study: Mitigation of Adverse Effects on the Lander Road
- 2:15 pm **Eugene Marino** - Trails as Cultural Resources
- 2:45 pm Q & A Discussion Session
- 3:15 pm Break
- 3:30 pm **Laurie Frantz** - Enhancing the Visitor Experience and Partnering with Scenic Byways
- 4:00 pm **Christopher Douwes** - Federal Transportation Funding Opportunities for NHTs
- 4:30 pm **Gary Werner** - Land Preservation Updates & Announcements
- 5:00 pm **Steve Elkinton** - Tie-in to PNTS Decade Committee Goals, Objectives, and Action Items
- 5:30 pm Dinner on your own
- 8:00 pm **“Fiesta Noche del Rio” performance**
“Fiesta Noche del Rio” takes place in a picturesque outdoor theater with the San Antonio River winding between the stage and the seating area. The performance features Mexican folk dance, Argentinian Tango, Salsa Dance, & Flamenco.

Workshop sponsored by the Partnership for the National Trails System in conjunction with El Camino Real de los Tejas NHT Association and El Camino Real de Tierra Adentro Trail Association.

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