

THE SUSTAINABLE TOURISM LABORATORY

PRESENTS

# CIVIC TOURISM II:

## Creating & Marketing Your Somewhere

The second international convening of thinkers, linkers and doers engaged in developing sustainable, civic and resilient Tourism

October 15 - 18, 2008

Southern New England

Massachusetts . Rhode Island . Connecticut

[www.Civictourismconference2008.com](http://www.Civictourismconference2008.com)

rethinking...



what is place?  
why tourism?

# welcome to civic tourism II

Dear Civic Tourism Conference Participant,

The long months of planning and preparing are over and now we have the fun of working and learning together. Since Dan Shilling developed the Civic Tourism concepts we have been captivated by his work and have looked forward to the opportunity to share these concepts.

Since starting the Sustainable Tourism Planning and Development Laboratory in 2005 we have worked to bring the best and the brightest in tourism development policy makers and shapers to Blackstone Valley. We also have had the opportunity to bring the message of sustainable tourism practices to several states around the United States. Each of our Laboratories involved our signature methodology: The Cafe. The Cafe style of programming provides us with the opportunity for deep involvement and deep learning. Our Cafe process has been developed by Robert Leaver of New Commons and acts as our co-producer of the Civic Tourism II Conference. New Commons' consultation in every step of our planning and production has been vital to our success.

We owe so much to our presenters. Their work will make this week spectacular! Please join us each day and night of the Conference, because they are packed with great discussions and great information.

Our Conference planning staff: Natalie Carter, Lilly Kayamba, Lorraine Provencher and Amanda Wood along with Alex Sommer, Wendy Jencks, Lesley McLaughlin, Emily Soergel, Ramon Rodriguez, Mike Arcisz, Patti McAlpine, Donna Houle and Olon Reeder have all worked extremely hard to deliver a stimulating program.

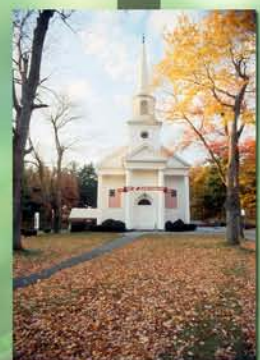
To our sponsors: Mystic Aquarium, The Sustainable Mystic Initiative, Boston University, Narragansett Beer, Newport Convention and Visitors Bureau, South County Tourism Council, Tourism Cares, The Greater Westerly-Pawcatuck Area Chamber of Commerce, Providence Warwick Convention and Visitors Bureau, Cape Cod Chamber of Commerce, The City of Providence Department of Art, Culture and Tourism, Narragansett Graphics, Rhode Island Council for the Humanities, South East Massachusetts Convention and Visitors Bureau, the Rhode Island Division of Tourism, Whole Foods, New England Coastal Wines Trail, Project for Public Spaces, Blackstone River Valley National Heritage Corridor and Collette Vacations; we extend a sincere thank you.

We hope you enjoy every minute of our Civic Tourism II the way we enjoyed Dan Shilling's Civic Tourism I held in 2006 in Prescott Arizona.

Please let us know if there is anything we can do to make your stay with us more comfortable.

Sincerely,

Robert D. Billington, Ed. D. Conference Chair





# blackstone valley tourism council rhode island, usa

## our purpose

To create positive change with regard to community values by developing and promoting coordinated, responsible and sustainable tourism in Rhode Island's Blackstone Valley communities. To plan and collaborate with intra-state, state, regional, national and international organizations to sustain and enhance the character of our destination, and to develop the public and private natural, historic, cultural, ethnic, industrial, recreational, educational, special events, artistic and commercial resources in the Blackstone Valley.



## 2008 recognitions

### World Travel & Tourism Council

#### Tourism for Tomorrow - Destination Award

Winner demonstrates maximum positive benefit and minimum negative impact and have adopted planning and policies that promote and enhance a destination's unique assets.



### World Travel Awards

#### Tourism Personality of the Year Award

Recognizes the World leader in destination development.



### Pawtucket Foundation Honor

#### The Heritage Award

Recognizes an outstanding and long-term commitment to the City of Pawtucket and its residents.



## get involved

The amount of work that the Council completes could not be done without the support of dozens of volunteers throughout the Valley. Our events, projects and initiatives need help from people like you to succeed. Please contact us if you are interested in helping your community and would like to be part of something special.

### Blackstone Valley Tourism Council

Blackstone Valley Visitor Center

175 Main Street • Pawtucket, Rhode Island 02860

Telephone: (401) 724-2200 • Fax: (401) 724-1342 • e-mail: [bvtourism@aol.com](mailto:bvtourism@aol.com)



# SUSTAINABLE TOURISM DESTINATION PLANNING AND DEVELOPMENT LABORATORY

BLACKSTONE RIVER VALLEY, RHODE ISLAND USA

experiential learning program

## What is the Laboratory?

The Laboratory is an experiential community-based learning opportunity that offers tailor made solutions to communities seeking to shape a tourism development program with internationally practiced tourism planning strategies.

The Laboratory is presented over a 5-day period and is designed to empower stakeholders in lead enlightened community development.

## Why a Tourism Laboratory?

There is a growing need in communities around the world to design thoughtful tourism planning and development strategies. The concept of proper tourism planning in a community eludes many of today's destination management organizations. The Laboratory will introduce the concept of planned tourism in a sustainable manner to community planners, local, regional, and state tourism organization leaders and their stakeholders.

Tourism may impact a community negatively or positively. To minimize the negative effects, it must be planned considering many interests. This creates the need for participation of stakeholders to be successful. The Laboratory will prepare current and future leaders in the disciplines necessary to build and shape a successful tourism destination.

## Who presents the Sustainable Tourism Development Laboratory?

The Blackstone Valley Tourism Council has developed and is the presenter of the Laboratory. With 20 years of sustainable tourism planning and development experience in the Birthplace of America's Industrial Revolution, the Tourism Council is also focusing its attention on sharing its expertise and knowledge with communities around the world.

Led by highly skilled practitioners with extensive experience in the private and public sectors. This program provides transformative learning that prepares and encourages key decision shapers to contribute effectively to their communities.

The Tourism Council has worked on four continents, exchanging ideas and forming relationships that have nourished economic development.

The staff members of the Laboratory come from the United States, Australia, Rwanda, Canada, Colombia, and Argentina.

## Will the Lab provide my community a plan for tourism development?

One of the essential outcomes of the Lab experience is the creation of a Tourism Development Plan to guide its sustainable tourism efforts. Participating communities will receive a comprehensive Sustainable Tourism Development Plan, tailored to their needs, which will lead to a successful destination. The Plan will be delivered to the community 60 days after completion of the Laboratory sessions and will be a blueprint for the community's future.

## Where is the Laboratory?

Laboratory is based in the Blackstone River Valley National Heritage Corridor, in the New England states of Rhode Island and Massachusetts, USA. This location provides an understanding of how tourism is approached from an integrative community-oriented perspective.

While participants are encouraged to attend the Tourism Laboratory in the Blackstone Valley to observe and experience a re-generated tourism destination, a team from the Laboratory will travel to the corresponding community if this is not possible.

## When is the Laboratory?

There is no set schedule for the Laboratory. A Laboratory experience can be held at any time during the calendar year, based on the needs of the community participants.

## How to participate and schedule a Laboratory?

Contact the Laboratory staff at 401-724-2200.

To best maximize the Laboratory experience, we encourage a group of 3 to 8 people from one community to attend. This balance of tourism planning theory and practical application will provide decision makers with knowledge and expertise to achieve sustainable and demonstrable results in their communities.

Only one community will be participating in the Laboratory at a time. The cost of the Laboratory includes tuition, Lab fees, accommodations, all meals, and transportation within the Laboratory setting. All travel expenses to and from the Laboratory are arranged and paid by the participants and/or their respective Administrations.

## SCHEDULE

# CIVIC TOURISM ②

*Creating & Marketing Your Somewhere*

**Civictourismconference2008.com**  
October 15–18, 2008 · Southern New England

### Wednesday, October 15th

#### Day One: Thinking

*Being a Tourist is a Civic Experience*

**8:30am–5:00pm** Conference Registration  
Blackstone Valley Visitor Center, Pawtucket, RI  
*View our 18 minute movie presenting the Blackstone Valley.*

**8:30am–4:30pm** National Association for Interpretation Workshop  
“Put the Heart Back in Your Community”  
Slater Mill Historic Site, Pawtucket, RI  
*Enjoy your day at the Birthplace of the American Industrial Revolution overlooking the Slater Mill Dam*

**Presenters:** Tim Merriman, Ph.D., CIP  
Lisa Brochu, CIP

*This workshop will introduce the 5 M's of the interpretive planning process through examples and discussions – Management, Message, Market, Mechanics, Media*

**1:00pm–5:00pm** Civic Tourism Academic & Practitioner Paper Presentations  
Pawtucket Congregational Church, RI

**Facilitator:** Dr. Samuel Mendlinger

*Emerging from these presentations will be two papers for presentation at 3:00pm on Thursday, October 16.*

**5:30pm–10:00pm** Reception  
Pawtucket Congregational Church, RI

**Hosts & Entertainment:**  
New England Coastal Wine Trail  
Narragansett Beer  
Plain Folk –New England Folk Band

**6:15pm** Welcome  
Dr. Robert Billington, Conference Chair  
Robert Leaver, New Commons

**6:30pm** Opening Remarks  
*Introduction of Civic Tourism & Scott Russell Sanders*  
Dr. Dan Shilling

Keynote Address  
*Traveling at Home*  
Scott Russell Sanders

**7:35pm–8:30pm** Facilitated Conversation

**8:30pm–10:00pm** Live Music & Reception

### Thursday, October 16th

#### Day Two: Learning

*The Community as a Teaching Tool*

**8:00am** Coffee & Gathering  
Stadium Theatre, Woonsocket, RI

**8:45am–9:45am** Planning the Future of Civic Places  
*Roundtable Conversation hosted by Dr. Robert Billington, Blackstone Valley Tourism Council*

**Facilitators:** Kip Bergstrom  
Costas Christ

*There are no formal presentations given in the roundtable. Instead the format is a conversation among the folks in the roundtable. Be provocative; stretch thinking; and disagree if you disagree.*

*Conversations include placemaking, tourists as a part of the community, conventional versus natural boundaries, next generation of tourism organizations, funding strategies and creating a private-public collaborative.*

**9:45- 10:30am** Engaging the audience  
*Facilitated conversation among the roundtable leaders and the audience, lead by Robert Leaver*

**10:30–11:00am**  
Break

## SCHEDULE

# CIVIC TOURISM (2)

*Creating & Marketing Your Somewhere*

Thursday continued...

### 11:00am-1:15pm

Lunch, Workshop Series and Directed Conversations

*These sessions are held throughout the historical City of Woonsocket, continuing the conversation of the morning's themes.*

#### What are Directed Conversations?

*After selecting the "wild card" topics at the close of the morning plenary, each learning group will use discussion protocol to employ Civic Tourism ideas in real-world applications.*

#### **Preservation Future/Engaging the**

##### **Community: Point / Counterpoint**

*Robert Leaver, New Commons*

*Philip Marshall, Roger Williams University*

River Falls Restaurant – 74 S. Main Street

*A contemporary and cultured dining atmosphere on the banks of the Blackstone River*

#### **Directed Conversation**

Ye Old English Fish & Chips – Market Square

*Open for over 80 years, it is known for its inexpensive yet arguably best F&C in New England.*

#### **Directed Conversation**

New York Lunch – 8 Main Street

*Famous for its traditional Rhode Island fare – Coffee Milk and exceptional Hot Wieners*

#### **Putting the Heart Back in Your**

##### **Community**

*Dr. Tim Merriman & Lisa Brochu, of the*

*National Association for Interpretation*

Vino's Bar & Bistro – 83 Main Street

*Big city feel in the heart of Woonsocket – mature, comfortable atmosphere with an eclectic menu*

#### **Directed Conversation**

Main Street Café – 85 Main Street

*Inexpensive and filling cuisine that specializes in comfort food*

#### **Geo Tourism**

*David C. DePetrillo, Former Director of Tourism for the Rhode Island Economic Development Corporation*

The Cakery – 91 Main Street

*Gourmet pastries, full coffee bar and a café style lunch menu*

#### **Academic & Practitioner Papers**

*Dr. Samuel Mendlinger, Boston University*

Chan's Fine Oriental Dining – 267 Main Street

*Serving the city since 1905, culinary staff provides the exceptional flavors of the four schools of Chinese cuisine*

#### **Directed Conversation**

Thai Garden – 280 Main Street

*Traditional Southeast Asian cuisine with an extensive lunch buffet*

#### **Directed Conversation**

Barbara's Place – 77 N. Main Street

*One of the best family-style restaurants in New England with lots of daily specials and friendly service*

### 1:15-1:30pm

Depart by Motor Coach to St. Ann's Arts and Cultural Center

### 1:30-2:15pm Harvesting the Morning

St. Ann's Arts and Cultural Center

Woonsocket, RI

*One person from each of the workshops and learning groups shares two provocations with all conferees: a question, image, idea, practice or dilemma. These comments are then recorded and a facilitated discussion ensues.*

### 2:15-2:30pm

Break

### 2:30-4:45pm Workshop Series II

St. Ann's Arts and Cultural Center

Woonsocket, RI

*These are practice-based workshops with subject matter experts to help us think about organizing to take action. There are two formats: 60 minute sessions or 2 hour and 15 minute sessions.*

## SCHEDULE

# CIVIC TOURISM (2)

*Creating & Marketing Your Somewhere*

*Thursday continued...*

### **60 Minute Sessions**

*Each 60-minute session is repeated twice with a 15-minute break in between.*

Preservation: A Program for Your Town or City  
Ron Anzalone, Preserve America

Economics of Whole Place Making  
Kip Bergstrom, Stamford, CT's Urban  
Redevelopment Commission

Value Tourism  
Dr. Tim Tyrell, Arizona State University

### **2hr. 15minute sessions**

*Each session has a 15-minute break in the middle.*

Resilient Tourism & Emergency  
Management  
Fred Preseley  
Susan Cowsill

Project for Public Spaces  
Ethan Kent

Sustainable Tourism  
Dr. Graham Miller, Univ. of Surrey, England  
Costas Christ, National Geographic

Civic Tourism  
Dr. Dan Shilling, University of Arizona

Identity, Landscape, Inside-Out Design  
Maia Small, Thurlow Small Architecture  
Josh Silverman, Schwadesign  
Wilfred Gates, Gates Leighton Associates

Funding Civic Tourism  
Dave Kahley, Progress Fund

Keep America Beautiful  
Matt McKenna, President

**5:45-10:00pm** Reception  
Motor-Coaches will transport participants to  
Wright's Farm Restaurant, Burrillville, RI

7:15pm - Dinner  
Chicken Family Style

9:00pm - Live Music with Pendragon  
Acoustic Folk Band from the  
Blackstone Valley

10:00pm – Depart for Hotels

## **Friday, October 17th**

### **Day Three: Experiencing**

*Our Places in Action*

**8:00am** Depart Hotels  
*Bus pickups will arrive at each of the five  
civic laboratory locations by 9:30am.*

The Cranberry Heritage Area  
Cape Code, MA

Grow Providence Without Losing Soul & Character  
Downtown Providence, RI

A Sustainable Village  
Mystic, CT

New Development for a Historic Destination  
Newport, RI

Getting Locals to be Year-Round Visitors  
Watch Hill & Westerly, RI  
*There will be three parts to each of the civic  
labs:*

*Orientation – What are the conditions  
and civic issues to explore*

*Experiencing – What to look for to take  
it all in*

*Debrief – Lessons learned and what to  
share with the whole conference on  
Saturday*

**4:30pm** Depart Civic Labs  
*Stop by the Comfort Inn for vehicle pick-up*

## SCHEDULE

# CIVIC TOURISM ②

*Creating & Marketing Your Somewhere*

*Friday continued...*

### **6:00-10:00pm** Reception

Hope Artiste Village, Pawtucket, RI

*A former textile mill that has undergone an extreme regeneration effort: multi-use, work-live space that allows for artist, retail, industrial and residential spaces in one context.*

#### **Hosts & Entertainment:**

Boston University  
Susan Cowsill – formerly of The Cowsills

### **7:30-10:00pm** Food & Music

**9:00-10:00pm** Buses begin to depart for hotels

### **1:00pm** Closing Conversation

**Facilitators:** Dr. Robert Billington  
Dr. Samuel Mendlinger  
Dan Shilling  
Robert Leaver  
Two Conference Attendees

#### Facilitated Conversation

*Discussing what is next for ongoing learning and action, and where the Civic Tourism conversation must go next.*

### **2:00pm**

Conference closes

## **Saturday, October 18th**

### **Day Four: Planning**

*Take Action in Creating Civic Places*

### **8:15am** Debriefing

Hope Artiste Village, Pawtucket, RI

*Discussion on civic labs held on Friday- tables will be set up in a café-style with paper tablecloths and markers to record the conversation.*

#### Facilitated Conversation

*A group composed of one person from each civic lab with a focus on: what did we learn, what do we want to learn next?*

### **10:15-10:40am**

Break

### **10:40-12:00pm** Integration

Part I: *Extract the nuggets from the overall conference experience in learning cafes*

Part II: *Two attendees are chosen to speak as part of a roundtable conversation at the closing of the conference*

### **12:00pm**

Lunch



**Ron Anzalone**

Ron Anzalone is the Director, Office of Preservation Initiatives, Advisory Council on Historic Preservation (an independent Federal agency). Ron has been involved in historic preservation and public policy at the Federal level for nearly 30 years, and since 2003 has had lead responsibility for the national Preserve America initiative with the White House and the Executive Branch. In 2006 he served as program director for the Preserve America Summit in New Orleans, part of the National Historic Preservation Act's 40<sup>th</sup> anniversary celebration.

Other recent work has focused on heritage tourism, community preservation and economic development, and Federal stewardship of historic resources. He has written several special reports to Congress as well as executive policies on these subjects, and authored the article on "Historic Preservation" for the *Encyclopedia of Architecture* (John Wiley, 1989).

Ron's professional background is in archaeology; he holds degrees from the College of William and Mary (A.B. 1971) and Eastern New Mexico University (M.A. 1974), with post-graduate work at the State University of New York, Binghamton. He has participated in and written about archaeological planning and research projects in the eastern and southwestern U.S. as well as North Africa. Ron has served on the boards of several national, regional, and local preservation and archaeological organizations, and currently serves as Chairman of the Historical Commission for the City of Falls Church, Virginia. He participates in church choral music and in a local chapter of the Victorian Society, and is involved in 19<sup>th</sup> century living history and re-enacting programs.

**Kip Bergstrom**

Kip Bergstrom is the Executive Director of the Urban Redevelopment Commission for Stamford, Conn., the city from whence he first came to the Ocean State a decade ago. Prior to that he was the head of the Rhode Island Economic Policy Council until January 2008.

Bergstrom served as Stamford's first economic development director from 1993 to 1998, and he was instrumental in the relocation of UBS to the city, according to the Stamford Advocate.

While in Rhode Island the Policy Council was a fertile ground for new ideas. These ideas were then converted to strategy and taken to practical application by telling stories and forming successful legislative coalitions.

Bergstrom has 30 years of experience in the private and public sector, in both planning and management roles. He has a master's degree in City and Regional planning from Harvard's John F. Kennedy School of Government, where he was the first student to specialize in economic development.

## **Robert Billington**

Billington grew up in the Blackstone River Valley, of Rhode Island, birthplace of America's Industrial Revolution. His interest in community development, job creation, pride of place and education have all come together under the non-profit agency he has lead for 23 years: the Blackstone Valley Tourism Council. He has always been an entrepreneur and has developed several businesses. He takes special pride in his work to bring the tourism to America's first industrial region: the Blackstone River Valley.

His effort to create numerous public/private partnerships has been a key factor in the success of tourism planning and development in the Blackstone Valley. In 1992 he developed Rhode Island's first regional comprehensive tourism development plan. It is still in use today. Through the years he has worked with the National Park Service to develop the Blackstone River Valley National Heritage Corridor.

He has a strong interest in international tourism and has created partnerships to encourage tourism between foreign countries and the Blackstone River Valley. Billington has presented at conferences in the US, England, Scotland and Hong Kong. He has been a guest of the Taiwanese and Brazilian Governments due to his interest in tourism development.

The United Nations World Tourism Organization and the World Travel and Tourism Council have recognized the Council through its Sustainable Tourism Lab for applying the sustainable tourism development principles. In September of 2008, Billington won the North America Travel Personality of the year; this award recognizes the achievements people make in the travel and tourism industry.

## **Costas Christ**

In addition to his role as President of the Adventure Council, Costas Christ serves as Chairman of the Adventures in Travel Expo Conferences and also writes a monthly travel column for National Geographic Adventure magazine. His desire for exploration has led him to more than 100 countries including expeditions to some of the world's most remote wilderness regions and archeological sites. Along the way, he has worked for Dr. Richard Leakey in Africa, joined National Geographic Explorer-in-Residence, Dr. Sylvia Earle, in helping to establish a new marine reserve in Belize, and got to know legendary British explorer, Wilfred Thesiger, to name a few of the extraordinary people he has met in his life.

An internationally recognized expert on sustainable tourism, Costas also serves as the Chairman of the World Travel and Tourism Council's Tourism for Tomorrow Awards, which recognizes leading examples from around the world of environmentally and socially responsible travel. He is a founding member and former Chairman of the Board of The International Ecotourism Society and was appointed the Peace Corps Director in Uganda where he worked on community-based tourism as an economic development strategy. As the Senior Director for Ecotourism at Conservation International, Costas supervised projects in 18 countries.

In addition to his monthly travel column in National Geographic Adventure, Costas' articles and essays on travel and tourism have appeared in numerous publications, including the *New York Times*, *International Herald Tribune*, *Boston Globe* and *Sunday Times of London*. He is the lead author of *Tourism and Biodiversity: Mapping Tourism's Global Footprint* and a contributing author in *Wilderness: Earth's Last Wild Places*. Costas has appeared many times on television and radio, including CNN, BBC, National Public Radio, ABC News, and PBS to talk about adventure travel.

## **Susan Cowsill**

The singer/songwriter made her initial mark on popular culture at the tender age of eight with The Cowsills, the 60s family pop group that not only scored Top Ten singles *The Rain, the Park and Other Things*, *Hair* and *We Can Fly* but also served as the real-life inspiration for TV's fictional Partridge Family. During Susan's decade with roots-pop supergroup The Continental Drifters, she won the hearts of discerning listeners with her impassioned vocals and personally-charged songwriting, gracing three widely-acclaimed albums and a decade's worth of riveting performances. Cowsill's vocal talents have beautifully supported recordings from artists as diverse as Dwight Twilley, Redd Kross, The Smithereens, Giant Sand, Nanci Griffith, Carlene Carter and Jules Shear, while her compositions have been covered by The Bangles and Hootie and the Blowfish.

Hurricane Katrina posed unexpected challenges to New Orleans musicians, including Susan Cowsill. After losing her home and possessions when Katrina destroyed her city, Susan later learned that her beloved brother Barry had lost his life in the storm's aftermath. Susan's commitment to New Orleans remains passionate and steadfast, which is evident in her powerful Hurricane Katrina song, *Crescent City Snow*. According to respected sources in the music industry, this song just may go down in musical history as the most poignant to come out of the catastrophe. Susan does all she can to help maintain national awareness of conditions in New Orleans. She is proud to perform alongside her fellow musicians for the benefit of New Orleans and has contributed her songs to relief effort compilation CDs. Susan Cowsill's humanitarian efforts also include working against child abuse and actively supporting peaceful cause.

## **David C. DePetrillo**

David C. DePetrillo served as Director of Tourism for Rhode Island for more than 25 years and was with the Economic Development Corporation and its predecessor agencies since 1973. He left the agency at the end of September, 2008. During his leadership of the Rhode Island Tourism Division, the economic impact of tourism and hospitality industry has increased significantly and has grown to be one of our state's largest industries. He is recognized as a strong proponent of regional collaboration and as an innovator in both domestic and international tourism marketing.

He is a co-founder and Vice Chairman of Discover New England (DNE), a regional tourism marketing partnership of the six state tourism offices that operates a successful program to attract foreign visitors to the region. DNE has significantly increased visitation from the United Kingdom and Germany.

He is a co-founder and Chairman of the Rhode Island Hospitality Education Foundation, which oversees a Workforce Development Partnership for the state's Leisure, Hospitality and Tourism Industry Sector, which includes over 55,000 employees. He is a founding member of the Rhode Island Geotourism Collaborative, which focuses on sustaining Rhode Island's cultural, historic and scenic assets as part of an initiative with the National Geographic Society (NGS). He led the efforts to have NGS officially recognize Rhode Island as a geotourism state, only the second such designation in the U.S.

David has been active at the national level as well, serving 18 years on the Board of the Travel Industry Association (TIA), and was its past National Secretary of TIA and of the Travel Industry Association of America, and the 2004 national Chairman of Tourism Works for America. He is a member of the Board and past Chairman of the National Council of State Tourism Directors. His peers chose him as State Tourism Director of the Year. His other honors include the Governor's Tourism Award, the Mary Brennan Award and being named Yankee Magazines New England Tourism person of the year.

**Wilfred Gates**

Mr. Wilfrid L. Gates, Jr. is Chairman of Gates, Leighton & Associates, Inc. He is the Chief Administrative Officer and Director of International Projects. Mr. Gates has been a Landscape Architect for forty-two years. In that time, he has been lead designer for municipal parks and playground planning, scenic byway planning, visual analysis and landscape design for large scale transportation projects. He has designed land plans for resorts, hotels, business parks and cluster developments. Mr. Gates is principal planner for GLA's international resort, hotel and institutional projects.

Mr. Gates is a Commissioner of the Providence Capital Center Commission and Chairman of its Design Review Committee. He is past president of the Environmental Council of Rhode Island; he was President of CLEAN RHODE ISLAND and President of Save the Bay, Inc. Mr. Gates was a long-time member of the Citizen's Advisory Committee to the Solid Waste Management Corporation.

Mr. Gates served as an East Providence, Rhode Island City Councilman-at-large and is past Chairman of the Boards of East Providence Chamber of Commerce and the East Providence Public Libraries. He is Past President of the East Providence/Seekonk Rotary Club. He is a member of the Smithsonian Institution, and the National Trust for Historic Preservation. He is a member of the Sons of the American Revolution, the American Legion, and the Veterans of Foreign Wars.

Prior to forming his own office in 1972, Mr. Gates was a Landscape Architect for the Rhode the Alumni Association. Mr. Gates was Founding President of the Rhode Island Chapter of the American Society of Landscape Architects. He was a member of the Landscape and Environmental Design Committee of the Transportation Research Board.

Wilfrid L. Gates, Jr. is a graduate of Rhode Island School of Design. He is Past-President of

**David Kahley**

David Kahley is the CEO and Co-founder of The Progress Fund. He has 26 years of professional experience in the formation and growth of sustainable nonprofit corporations, redevelopment of historic properties, and planning & management of major urban real estate developments.

Previously, David served as Executive Director of the Port Townsend Main Street Project, which was successful in the use of tourism to revitalize a historic community in Washington State. David was Executive Director of the Bellevue (Washington) Transportation Management Association, which promoted the use of alternative transportation modes to commuters in the Seattle area. He was an assistant to the President for the Pittsburgh History & Landmarks Foundation during the early development of Station Square.

David has also completed the National Development Council's Certified Economic Development Professional program and the Urban Land Institute's Real Estate Development Finance Professional certification.

## SPEAKERS

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### *Creating & Marketing Your Somewhere*

#### **Ethan Kent**

Ethan Kent is an authority in the practice of Placemaking, with experience on over 200 PPS projects. His experiences evaluating and photographing public spaces in hundreds of cities in over 50 countries forms the foundation of his work.

During over 10 years at PPS, Ethan has led a broad spectrum of Placemaking efforts, providing technical assistance to revamp and re- envision places in diverse settings from Portland Oregon's Pioneer Courthouse Square to Santiago, Chile, to many of New York City's most underperforming public spaces. He has also helped to shape many new development housing developers in Sweden to traffic engineers in New Jersey.

In order to apply Placemaking citywide, Ethan defined and launched the Great Cities Initiative to build local capacity to implement targeted projects that engage high level influence and broad community partnerships. This strategy has been successfully employed in a wide range of cities including Flint, MI, Bellingham, WA, Mississauga, Ontario and Indianapolis, IN and is currently being launched in Chicago, IL, and Boulder, CO. Ethan Kent will give a practice-based conversation on the second day of the conference.

Ethan will give a practice-based conversation on the second day of the conference.plans including proposals for multi-billion dollar projects in Hong Kong, Dubai and Los Angeles.

Utilizing lessons learned through his work with community members, Ethan has created and conducted Placemaking training courses for professionals of various disciplines from city planning staff in Vancouver, BC, to community development corporations in Detroit; from public

#### **Robert Leaver**

Robert Leaver has worked with the cities of Providence, Albuquerque and Atlanta and the Island of Martha's Vineyard. In Providence, the focus is the city's creative and innovative economy, innovation in city government, entrepreneurship, and neighborhood local economy. He consulted to the City of Albuquerque on its economic plan fueled by entrepreneurs, artists, and community activists. In Atlanta, the focus was community building.

He has consulted to mayors, change agents, leaders, entrepreneurs - commercial, social and civic, community groups, and developers. Past clients have included Miles Pharmaceutical, Cherokee Nation of Oklahoma, National Alzheimer's Association, Harvard Pilgrim Health as well as numerous entrepreneurial businesses, universities, school districts, United Way's and YWCA's.

Leaver has shaped three major national or regional networks. In the early 1980's he served on the board of the Non-Profit Management Association and chaired its 1986 national conference on new visions and new forms for the civic sector. From 1989 to 1993, he served on the board of the New England Businesses for Social Responsibility - a regional trade association, which seeded the national trade association Business for Social Responsibility. He served as president for two years and chaired the 1993 regional conference. He convened the Entrepreneurship Forum of New England (EFNE), founded in 2001 as a professional guild for entrepreneurs, creators, investors and resource providers shaping a community for entrepreneurship in the southern New England region.

He has taught psychology, human development, organizational theory and entrepreneurship at Providence College, Leslie, Goddard and Roger Williams. Since 1993, he has been on the faculty of Boston College's Leadership for Change - a yearlong graduate level, credit bearing, executive leadership program for change agents. He formerly facilitated the CEO Forum in the Center for Responsible Leadership at BC for three years.

### **Philip Marshall**

Philip Marshall has consulted and taught in the field of preservation for over twenty-five years. Mr. Marshall has combined two undergraduate degrees (in geology and studio art) from Brown University and a M.S. in Historic Preservation from the University of Vermont, with field experience in the construction industry. Since 1980, Mr. Marshall has held faculty positions in graduate and undergraduate preservation programs at the University of Vermont, Columbia University, Swain School of Design, Southeastern Massachusetts University (UMass Dartmouth) and Roger Williams University, since 1990, where he is tenured as a full professor.

In his capacity as an advisor to Heritage Preservation, Mr. Marshall has undertaken architectural conservation assessments for many organizations including the Newport Historical Society (RI); Rhode Island Historical Society; and the Paul Revere House, Boston, MA.

Mr. Marshall has also worked on properties owned by the Preservation Society of Newport County, Newport, RI; the Newport Casino, Newport, RI, for the International Tennis Hall of Fame; Victoria Mansion for the Victoria Society of Maine, Portland, Maine; Peter Jay House, Rye, New York; United States Customs House, New York, NY for the Society for the Preservation of New England Antiquities, and Old Albuquerque Public Library, Albuquerque, New Mexico; and Marsh-Billings-Rockefeller Mansion, Woodstock, Vermont.

Since 1989, Mr. Marshall has served as associate and architectural conservator for the Hopi Foundation: *Lomasumi'nangwtukwsiwmani*, working on development and implementation preservation projects of the Hopi Nation in Arizona, to help preserve their millennia-old structures. He serves on the editorial board of *Migyul* — Himalayan Community Magazine in New York. He has worked on projects in the Kham region of Tibet, in Sichuan Province, PRC. He has presented at two international conferences hosted by Shu-Te University and the National Center for Research and Preservation of Cultural Properties in Taiwan, ROC.

### **Matt McKenna**

Former PepsiCo Senior Vice President, McKenna became President and CEO of the National Nonprofit Environmental Educational Organization in January 2008

As president of Keep America Beautiful, Inc., McKenna is responsible for the organization's strategic planning and program development, and oversees KAB's financial stability and growth. At PepsiCo, Inc., his recent responsibilities have included leading the company's capital planning and review process, and managing PepsiCo's tax strategy, planning, and global compliance. He has previously served as the company's Senior Vice President and Treasurer.

A graduate of Georgetown Law School, and an active director of Foot Locker, Inc., McKenna is an adjunct professor at Fordham University Law and Business School. He has served on the board of trustees for Hamilton College, and the board of Manhattan Theatre Club. He is actively involved in the Bronxville, N.Y. community, where he lives with his wife, Nancy, and four children.

**Sam Mendlinger**

Dr. Mendlinger is a dual American-Israeli citizen whose agricultural research has resulted in economic development in rural communities in Asia, Africa, and South America.

He holds two patents for seed cultivation, and has numerous international publications and grants. His current research and teaching interests include responsible and sustainable economic growth in under-developed countries.

Mendlinger oversees the Economic Development and Tourism Management concentration for the Master of Science in Administrative Studies and teaches courses in statistics, culture and development, and economic sustainability in tourist destinations.

Professor of Administrative Sciences  
*BA, Queens College; MSc, Tel-Aviv University;  
PhD, Hebrew University.*

**Graham Miller**

Dr. Miller is a Senior Lecturer in Management at the University of Surrey, England, where he teaches issues relating to business ethics, sustainability and the tourism industry. Graham has a PhD and Masters degree from the University of Surrey, UK and his undergraduate degree from the University of Salford.

Graham's main research interest is in the forces that enable and prevent the drive towards a more sustainable tourism industry, publishing the first book to address the monitoring of sustainable tourism in 2005. Graham has just completed a major study for the UK government Department for Environment on public awareness of sustainable tourism and leisure. Other recent clients have included the Department of Trade and Industry, EU, Association of British Insurers, National Audit Office, TUIAG and Ipsos-Mori.

Graham is a consultant and qualified accreditation officer for the United Nations World Tourism Organization and their Tourism Education Quality Program, while the University of Surrey currently holds the chair of the Education Council of the UNWTO. Graham is a judge for the World Travel & Tourism Council's prestigious Tourism for Tomorrow Awards, which seek to establish the tourism companies making the greatest contribution to sustainable tourism each year. Graham sits on the editorial board of the Journal of Sustainable Tourism, and is the Tourism editor of the journal Tourism and Hospitality Research. Graham is vice-chair for the Research Ethics Committee of Hammersmith Hospital, and a member of the Faculty of Management Ethics Committee at the University of Surrey.

**Tim Merriman & Lisa Brochu**

Tim Merriman has been the Executive Director of National Association for Interpretation since 1995. Last week he was awarded the William C. Everhart Lifetime Achievement Award in Interpretation from Clemson University. Tim has been instrumental in establishing interpretation as a recognized profession through his work as an internationally known speaker, trainer, and writer.

Lisa Brochu is the Associate Director of National Association for Interpretation. Prior to that, she was an interpretive planning consultant, writer and trainer for almost 30 years with clients ranging from local community nature centers and scenic byways to major national parks and commercial ventures, and a project list that includes all fifty states and several countries. Lisa's book "Interpretive Planning" is the preferred text for colleges, universities, and agencies around the world.

Tim and Lisa have co-authored a number of books including the History of Heritage Interpretation in the U.S., Personal Interpretation, Management of Interpretive Sites, and a novel "The Leopard Tree". Their latest book will be out soon, entitled "Put the HEART Back in Your Community: Defining and Communicating a Sense of Place."



**Fred Presley**

Fred Presley is an AICP certified planner with over 14 years of professional experience in both the public and private sector.

He specializes in Resilience Planning that is based upon a whole systems approach to traditionally segregated issues (ecological, economic, social, cultural, built environment, community knowledge and governance). The Resilience Planning process teaches participants to see their 'place' as a complex adaptive system that is directly related to other complex adaptive systems at multiple scales.

Fred's work has been the subject of several articles and presentations. He is a skilled facilitator who has presented at several regional and national conferences. Recent speaking engagements include Community Matters '07, National Conference in Burlington, VT and The Southern New England American Planners Association '07 Regional Conference in Hyannis, MA. He has also presented at Society of Wetland Scientist National Conference in NY, The Land and Water Summit in RI, and for several regional and local events.

His experience includes over 7 years as a private consultant, 5 years working as a supervising environmental planner for the State of RI and approximately 2 years as the Director of Planning and Economic Development for a the Town of Smithfield, RI. In addition to his planning and environmental experience, Fred has over 5 years of experience coaching individuals and small businesses as well as providing organizational development consulting to businesses and non-profits.

Fred works on projects at multiple scales from site level development projects to local, regional and national planning initiatives. The common factor in every project is that it must add value to people and the place. Every project regardless of scale looks at the whole system.

**Dan Shilling**

A native Pennsylvanian, Dan taught high school in his home state after receiving his B.A. from Penn State University. He moved to Arizona in 1980 and eventually earned his PhD from Arizona State University. Dan joined the staff of the Arizona Humanities Council, the state affiliate of the National Endowment for the Humanities, in 1984 as a program officer, eventually developing several projects that received national acclaim. After five years with AHC, he was named executive director in 1989, a position he stepped down from in 2003, so he could devote more time to working with communities. During his nearly 20 years with AHC, Dan oversaw a grant program that awarded more than \$6 million for thousands of local projects.

Dan has been involved in many state and national efforts that address community development. He is a former Visiting Fellow of the Kettering Foundation, which fosters democracy through civic engagement. He has served more than 40 boards and committees, including Arizona Town Hall, Maricopa Association of Governments, Phoenix Human Relations Commission, Grand Canyon Association, and the Federation of State Humanities Councils.

Dan guided Arizona's research on heritage tourism, eventually editing several publications, and he regularly writes and speaks about community building, civil society, and heritage tourism. In 2003 he edited *Conversations on Community*, which features some of the nation's finest scholars writing on community identity. Dan is the recipient of several honors, including the Arizona Office of Tourism "Person of the Year" Award, and the Museum Association of Arizona "Distinguished Service" Award. In 2005 he received the prestigious "Alumni Achievement Award" from Arizona State University for his many years of service to communities.

### **Scott Russell Sanders**

Scott Russell Sanders was born in Memphis, Tennessee, in 1945. He studied physics and English at Brown University, graduating in 1967. With the aid of a Marshall Scholarship, he pursued graduate work at Cambridge University, where he completed his Ph.D. in English in 1971. He has been teaching at Indiana University, where he is a Distinguished Professor of English.

Among his more than twenty books are novels, collections of stories, and works of personal nonfiction, including *Staying Put*, *Writing from the Center*, and *Hunting for Hope*. His latest book is *A Private History of Awe*, a coming-of-age memoir, love story, and spiritual testament, which was nominated for the Pulitzer Prize. *A Conservationist Manifesto*, his vision of a shift to a sustainable society, will be published in 2009.

He has received the Lannan Literary Award, the Associated Writing Programs Award in Creative Nonfiction, the Great Lakes Book Award, the Kenyon Review Literary Award, and the John Burroughs Essay Award, among other honors. In 2006 he was named one of five inaugural winners of the Indiana Humanities Award. The Society for the Study of Midwestern Literature recently named him the 2009 winner of the Mark Twain Award. His writing examines the human place in nature, the pursuit of social justice, the relation between culture and geography, and the search for a spiritual path.

### **Josh Silverman**

Josh Silverman is the founder and Minister of Perspective of Schwadesign, Inc., an award-winning adaptive collaborative model studio established in 1997. Independent strategists, designers, storytellers, and developers convene and collaborate in project teams of one to fifteen – as each discrete opportunity dictates.

Silverman has taught at RISD, The Art Institute of Boston at Lesley University, and MassArt, and has lectured and critiqued about the power of design. He is currently the Regional Development Director serving five New England AIGA chapters, and is President Emeritus of the Rhode Island Chapter. When he's not turning what-if's into ways to make the world a better place through design, he's mixing tunes as his alter-ego, DJ Dijon.

**Maia Small**

Maia Small is a partner in Thurlow Small Architecture, an architecture and urban design office begun in 2001 that operates both in the networks of Rhode Island and the evolving global discourse of architecture and landscape urbanism. TSA develops performative, systems-based design—encouraging evolving relationships between interior and exterior environments, public and private spaces, and people and programs.

Recent TSA projects include a 3,000 s.f. interior and building renovation for a web marketing company and a set of studies for the City of Providence for its 3-mile waterfront. Prior to her independent office, she worked at Bernard Tschumi Architects in New York as the lead designer on the Downsview Park finalist proposal and at Mark Cavagnero Associates in San Francisco as a designer on the renovation and addition to the California Palace of the Legion of Honor and Master Planning for the De Young Museum.

Small completed her Master of Architecture degree at Columbia University in 1999 where she received the Henry J. Adams AIA Medal and the Fred H. Lieberman Award. She earned her Bachelor of Arts in Architecture with Highest Honors and the Professional Promise Award at the University of California, Berkeley in 1994. She has also taught architecture at Harvard University, the Rhode Island School of Design, and the University of Tennessee.

**Timothy J. Tyrrell**

Dr. Tyrrell earned a Ph.D. from Cornell University in 1979 and served as professor of tourism economics at the University of Rhode Island until 2005 when he moved to Arizona State University. He conducted economic impact studies in many regions of the world has published numerous articles. He edited a special issue of the Journal of Travel Research on the Economic Impacts of Tourism in 2006. He is currently professor and director of the Megapolitan Tourism Research Center with the mission to enhance the contribution of tourism to the public good.

He is on the Board of Directors of the Travel and Tourism Research Association and the Leadership Council of International Association of Tourism Economists. He is a member of the International Association of Scientific Experts in Tourism and has recently nominated to the International Academy for the Study of Tourism.

# The John H. Chafee Blackstone River Valley National Heritage Corridor is...

Twenty four communities, some 400,000 acres and over 500,000 people.

**But it's much more than that.**



It is a distinctive region – a river valley- and a special type of National Park. It is a partnership park that stretches from the headwaters of the Blackstone River in Worcester, Massachusetts to the Narragansett Bay in Providence, Rhode Island. It's a kind of virtual park – a living landscape where its long and nationally pivotal history is still visible through thousands of structures in distinctive landscapes and accessible through the living memory of its residents.



The American Industrial Revolution began in the Blackstone River Valley. It changed the landscape of the Valley and transformed life in America. The Blackstone River provided the waterpower for the birth of industry in America with its 438-foot drop over a 46-mile length. Even today, the Valley retains its "wholeness" as a unique landscape with a concentration of historic, cultural and natural resources that represent 18th and 19th century industrial production in America.



Recognizing its national significance, Congress established the John H Chafee Blackstone River Valley National Heritage Corridor Commission in 1986 to assist in protecting and celebrating the Birthplace of the American Industrial Revolution.



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