



Rebecca Anderson, a true pioneer of place-based tourism, is Executive Director of HandMade in America, which has received international attention for the multiple ways it sustains cultures and economies. As a “seventh-generation native” of Western North Carolina, Becky has

been involved in community redevelopment work for over thirty years, including housing rehabilitation, day care, water and sewer projects. She spent twelve years as the City of Asheville’s downtown development director and director of economic development for the Asheville Chamber of Commerce before launching HandMade in 1994. As founder and director of HandMade in America she coordinates major projects involving 3,500 citizens and over twenty partnerships with local, regional, and state organizations and institutions. Becky serves as a consultant for heritage and cultural tourism and economic development projects related to arts and crafts both nationally and internationally. In 2000, *U.S. News and World Report* named her as one of America’s top 20 visionaries for her work in community and civic development. In 2003, *Worth Magazine* ranked HandMade in America as one of the top 24 arts nonprofits in the country that give “the biggest bang for your buck” and represent “the best of our country’s culture.”

Tourists don't like to visit office districts. Their interests are in seeing safe, beautiful, interesting places – places that afford vivid and memorable experiences. - Tony Hiss

Brenda Barrett serves as the National Coordinator for Heritage Areas for the National Park Service in Washington DC. Prior to this position, she was the Director of the Bureau for Historic Preservation program at the Pennsylvania Historical and Museum Commission, and served as the Deputy State Historic Preservation Officer for over 20 years. She graduated from the University of Colorado, received her master’s degree in archaeology from the University of Wisconsin and her law degree from the Dickinson School of Law – Penn State in Carlisle, Pennsylvania. She speaks nationally on heritage areas, heritage tourism, and historic preservation, has written widely in the field, and served as a guest editor for a number of journals on heritage development. In 2004 the National Heritage Areas program and the Alliance of National Heritage Areas received the Chairman’s Award for Federal Partnership in Historic Preservation at the National Trust for Historic Preservation’s annual meeting in Louisville, Kentucky.

Timothy Beatley is Teresa Heinz Professor of Sustainable Communities, in the Department of Urban and Environmental Planning, School of Architecture at the University of Virginia, where he has taught for 18 years. His primary research interests are in environmental planning, with an emphasis on coastal and natural hazards, values and ethics, and biodiversity. Tim has published extensively in these areas, including the following books: *Ethical Land Use; Habitat Conservation Planning: Endangered Species and Urban Growth; Natural Hazard Mitigation; and An Introduction to Coastal Zone Management*. Much of his recent research focuses on strategies by which cities can reduce their ecological footprints, while becoming more livable. To this end, he is the author of *The Ecology of Place* with Kristy Manning, which provides guidance on creating more sustainable urban forms, restorative economies, and stronger communities. Tim has recently returned from a year’s research in Europe, examining some 30 cities; the findings have been published in a book, *Green Urbanism: Learning from European Cities*. He is also the author of a new book, *Native to Nowhere: Sustaining Home and Community in a Global Age*. Tim holds a PhD in city and regional planning from the University of North Carolina.



Lattie Coor is President-Emeritus, Professor and Ernest W. McFarland Chair in Leadership and Public Policy in the School of Public Affairs at Arizona State University, and is Chairman and CEO of the Center for the Future of Arizona. Previously, Lattie was President of

Arizona State University from 1990 to 2002, and President of the University of Vermont from 1976 to 1989. Earlier in his career, he served as an assistant to the Governor of Michigan and held faculty appointments at Washington University. He has held positions with a variety of education associations, including the NCAA President’s Commission, National Association of State Universities and Land Grant Colleges, American Council on Education, Arizona State Board of Education, and Kellogg Commission on the Future of State and Land Grant Universities. Lattie has honorary degrees from Marlboro College, American College of Greece, University of Vermont, and Northern Arizona University. Among his many honors, he received the Anti-Defamation League’s Jerry J. Wisotsky Torch of Liberty Award and The American Jewish Committee Institute of Human Relations Award. Lattie was born in Phoenix and graduated from Northern Arizona University. He earned his master’s and doctoral degrees in political science from Washington University in St. Louis.

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Cheryl Cole Cothran is Director of the Arizona Hospitality Research and Resource Center at Northern Arizona University's School of Hotel and Restaurant Management. Cheryl earned her PhD in history from the University of California. Her research interests include investigating the critical relationship between the tourism industry and governmental policymakers, as well as studying labor issues facing the industry. These interests are demonstrated in her many publications on ethnic and labor history, public administration, and Mexico.



David A. Donath is President of The Woodstock Foundation, Inc., which owns and operates the Vermont-based Billings Farm & Museum that he directs. The Foundation is also the primary operating partner of the Marsh-Billings Rockefeller National Historical Park. He formerly was the director of the Strawberry Banke Museum in New Hampshire. David previously directed historic sites and was historian for the State Historical Society of Wisconsin. He currently chairs the Vermont State Advisory Council for Historic Preservation. He is a member of the museum council of the Jamestown-Yorktown Foundation and the advisory council of the Western Heritage Center, as well as a trustee of Jackson Hole Preserve. He is a former member of the National Museum and Library Services Board, and the boards of the American Association for State and Local History, Association for Living History, Farm and Agricultural Museums, Vermont Historical Society, and the Woodstock Historical Society. David has BS and MA degrees in education and history from the University of Vermont and has completed coursework toward a PhD in American history at the University of Wisconsin.



Peter Forbes is a photographer, writer, farmer, and lifelong student of the relationship between land and people. After 18 years working in conservation and having founded several organizations, Peter began in 2002 to unfold an ambitious dream of creating a new social change organization, one grounded in place but diverse in its relationships, that seeks to understand and create healthy, whole communities. Today, the Center for Whole Communities has alumni from 38 states and more than 150 communities. Peter's essays on land, people, and culture have appeared in a dozen books, including *Our Land*, *Ourselves* and *The Great Remembering*. His photographs appear in *A Handmade Life* and other collections. Peter, his wife, and two daughters raise sheep and blueberries in Vermont's Mad River Valley.



Bruce Fraser has been the executive director of the Connecticut Humanities Council since 1982. He previously served as associate director of CHC, executive assistant to the Secretary of the State of Connecticut, and issues director of the US Senate campaign of Gloria Schaffer. Bruce received his PhD in American social history from Columbia University and his BA from Trinity College. He has taught graduate courses in Connecticut History at Trinity College and the University of Connecticut, has published a history of his state, and is the co-executive producer of Connecticut Public Television's award-winning series, *The Connecticut Experience*. In 1995, Bruce led an advocacy campaign to establish a "Cultural Heritage Development Fund" to support product development in the state's museums and historical societies. Administered by CHC that appropriation has distributed over \$9 million for heritage projects statewide. Bruce is past chair of the New England Foundation for the Humanities, Connecticut Center for Independent Historians, Connecticut Coordinating Committee for the Promotion of History, and the Wildlife Conservation Trust (NH). He is a legislative appointee to the Connecticut Commission on Culture and Tourism and has served on the boards of many cultural and tourism organizations.

There is no rule more easily generalized from the existing research on the social and cultural consequences of tourism than the observation that local involvement and control contributes to successful tourism development. - Erve Chambers



Sheila Grinell is a pioneer in the development of hands-on science museums. Starting in 1969, she helped create The Exploratorium, one of the most highly emulated interactive centers worldwide. After directing the professional association of science centers and authoring the definitive book on the field, Sheila went to Arizona in 1993 to build a major science center in downtown Phoenix, which has evolved into one of the region's leading tourist attractions and educational centers. Currently she serves as a strategy consultant to a range of cultural institutions. She is also active in numerous professional and civic organizations, and works in science communications in several media.

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Cheryl M. Hargrove is principal of The HTC Group. For the past several years, she has directed the UK media relations program for Travel South USA, America's largest regional travel promotion company. Prior to founding HTC in 1995, Cheryl served as the National Trust for Historic Preservation's first heritage tourism director. During her more than six years with the Trust, she developed partnerships with major travel companies, including American Express and Best Western. *Getting Started: How To Succeed in Heritage Tourism*, a primer on the principles of heritage tourism, was produced under her direction. A travel industry veteran, she was named to the 1995 White House Conference on Travel and Tourism Task Force. As a delegate, she participated in creating a national tourism strategy for the US that includes the protection and appropriate development of the country's historic, cultural, and natural resources. Cheryl also helped form a national cultural tourism coalition to join federal and national nonprofit agencies, and later facilitated forums to develop a uniform definition for cultural and heritage tourism. She is a member of the Society of American Travel Writers and former chair of the Travel Industry Association of America's Communications Council. She has written numerous articles for US and international publications on heritage tourism, the travel industry, and marketing communications.

The embrace of tourism triggers a contest for the soul of a place. - Hal Rothman

Karl Hoerig began working collaboratively with Native artists engaged in the tourism industry in New Mexico in 1995. His dissertation research resulted in the publication of *Under the Palace Portal: Native American Artists in Santa Fe*. Since 2001 Karl has served as the White Mountain Apache Tribe's museum director at Fort Apache, Arizona, where he has spearheaded the introduction of significant new interpretive resources and visitor services at the *Nohwike' Bágowa* (House of Our Footprints) museum and Fort Apache Historic Park. As a founding member of the White Mountain Apache Tourism Commission, he has worked with other program and enterprise managers to define the Tribe's goals and priorities for tourism development, and to bring appropriate and sustainable cultural and heritage tourism to the Tribe's lands. In addition to his work with Native communities, Karl is very interested in environmental tourism, parks, and wilderness in the American West.



Peter Iverson, Regents Professor of History at Arizona State University, pioneered new topics and gave different emphasis and direction to the field of American Indian studies. His approach views Indian history as an ongoing account that requires fresh perspectives, and is centered on Indian culture and people instead of federal policies. Peter travels the land he writes about, observes the relationship of Indian people to their land and home, listens to those he meets, and thinks about different ways of seeing a historical event. Peter taught at Diné College during its first years, and he acknowledges with respect his many teachers from the Navajo Nation and other indigenous communities. At ASU he has introduced a Navajo history course and graduate seminars about American Indians and the American West. He has directed or co-directed 33 PhD dissertations and has helped place his students in colleges and universities across North America. Peter's honors include a Guggenheim Fellowship, National Endowment for the Humanities Fellowship, Arizona Humanities Council Distinguished Public Scholar Award, ASU Graduate College Outstanding Doctoral Mentor Award, and Ak-Chin Indian Community Museum Award for Dedicated Service.



Daniel Kemmis, Senior Fellow at the Center for the Rocky Mountain West, is former Mayor of Missoula, and a former Speaker and Minority Leader of the Montana House of Representatives. Dan serves on the boards of the Kettering Foundations, Redefining Progress, Institute for Environment and Natural Resources, Bolle Center for People and Forests, and the American Planning Association's Growing Smart Project. He serves on the Advisory Boards of the Western Governors' Association's Enlibra Project and of the Brookings Institution's Center on Urban and Metropolitan Policy. Dan is the author of *Community and The Politics of Place* and *The Good City and the Good Life*. His latest book, *This Sovereign Land: A New Vision for Governing the West*, was published in 2001. He has had articles published in national and regional magazines and journals on public policy in the West, democratic theory and practice, community and community building, and bioregionalism; and he is frequently invited to speak on these topics. He was recognized by *Utne Reader* in 1995 as one of its "100 Visionaries." In 1997, President Clinton awarded Dan the Charles Frankel Prize for outstanding contribution to the humanities. He is a graduate of Harvard University and The University of Montana School of Law.

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Alan A. Lew is a Professor in the Department of Geography, Planning, and Recreation at Northern Arizona University in Flagstaff where he teaches courses in geography, urban planning, and tourism development. His research interests focus on tourism in Asia, particularly China and Southeast Asia, and tourism in the American West. He has authored over 50 articles and book chapters and has published several books, including *Tourism in China*, *Sustainable Tourism: A Geographical Perspective*, *Tourism and Gaming on American Indian Lands*, *Companion to Tourism*, and *Seductions of Place*. Alan is the editor-in-chief of the journal *Tourism Geographies*, and serves as the webmaster for the tourism groups of the International Geographical Union and the Association of American Geographers. He also hosts the weekly Geography for Travelers podcast and the Travelography program on the Podcasternews Network.

Roger Lidman has been the director of Pueblo Grande Museum in Phoenix since 1990. Under his leadership the museum has received numerous awards and was accredited by the American Association of Museums in 1999. Roger is past chair of the Arizona Archaeology Advisory Commission, Central Arizona Museum Association, and Museum Association of Arizona. He also serves on the boards of the Western Museums Association and Arizona State Library Council, and he currently chairs the Arizona Humanities Council. He has been involved in heritage tourism for more than a decade, and contributed to publications dealing with the role of museums to the tourism industry. Roger has served on the board of the Arizona Tourism Alliance since its inception, and currently sits on ATA's executive committee.

Lucy Lippard See Keynote Presenter page.

[H]ealthy civic relationships are not sustained on goodwill alone. People keep them alive by doing the difficult political work of recognizing the hard choices they face and by struggling, together, to find a way forward that everyone can live with. - Michael Brian

Mark McDermott is a career organization manager in the field destination marketing and tourism development. Currently operating as a business development, strategic planning, and marketing consultant, he previously served for seven years as the director of the Arizona Office of Tourism. Prior to that, Mark served in senior executive roles in the destination marketing organizations for Fort Lauderdale/Broward County, Florida; Boston, Massachusetts; Albany, New York; and Buffalo/Niagara, New York. Mark has served in national, regional, and statewide leadership capacities, including the boards of directors of the Travel Industry Association of America, National Council of State Tourism Directors, Western States Tourism Policy Council, and statewide tourism associations in Arizona, Florida, Massachusetts, and New York. Mark received a BS in tourism from Niagara University, and a Certification in Organization Management from the Chamber of Commerce of the United States and University of Notre Dame.

A key to successful planning is the development of self-awareness within the community that occurs when residents inventory their own social, economic, and environmental resources.
- Thomas Potts & Rich Harrill



Robert McNulty is the founder and president of Partners for Livable Communities, an organization working to make cities across the country more livable for all people. Bob's career began as an archaeologist with Colonial Williamsburg and then moved to the Smithsonian Institution, where he was assistant to the director of the National Museum of American History. Subsequently he became Director of Environmental Programs of the General Services Administration and the assistant director of the Architecture and Environmental Arts program of the National Endowment for the Arts. There he pioneered a series of small grants to local municipal authorities to improve the economic climate of their cities. Bob received his undergraduate and law degrees from the University of California at Berkeley. He is a frequent lecturer and has been a Fellow of Harvard and Yale Universities. His written work has appeared in journals across the country, and he has co-authored five books on achieving livability in urban America.

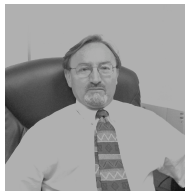
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Nora Mitchell is the founding director of the Conservation Study Institute established by the National Park Service to enhance leadership in the field of conservation. In collaboration with partners, the Institute analyzes trends in conservation and identifies and shares best practices in areas such as landscape scale conservation, partnerships, and community engagement. Nora is the author of numerous articles and coeditor of a recent book, *The Protected Landscape Approach: Linking Nature, Culture, and Community*, and coauthor of a chapter in *Reconstructing Conservation: Finding Common Ground*. Nora holds master's degrees in ecology from the University of Montana, and environmental planning and policy from Tufts University, as well as a doctorate in landscape studies, a multidisciplinary degree from Tufts University. She is an adjunct associate professor in the Rubenstein School of Environment and Natural Resources at the University of Vermont.



Manuel Jorge Gonzalez Montesinos is a native of the Sonoran Desert region, living and working in Caborca, Sonora (Prescott's Sister City). With a PhD in the philosophy of science and sociology, Manuel's main area of work has been in education, having served on the faculty of the University of Sonora, Caborca Campus, for 27 years. He first became interested in community initiatives by volunteering for his hometown Red Cross program as an interpreter, followed by his involvement with the International Sonoran Desert Alliance. Manuel coordinated the Cultural Preservation Municipal Commission, animating community efforts to restore the Caborca Kino Mission sites, as well as the archaeological legate of the area's first inhabitants. For the past decade, he has helped promote his region's ecotourism and cultural heritage tourism. He currently serves as president on the board of *La Ruta de Sonora* Ecotourism Association, and has served on the board of the Arizona Sonora Desert Museum. Manuel is also involved with the effort to build a regional history museum for the Caborca area.

The museum has become a central part of the way of life of the modern city, less a store house of scholarship and treasures than a place in which many of the conventional aspects of civic life take place. – Pricilla Boniface

Joaquin Murrieta-Saldivar is the director for People, Culture and Conservation for the Sonoran Desert Program of the Sonoran Institute. Committed to preserving the integrity of both the natural and cultural landscape, Joaquin has been a guiding force in shaping several programs and projects in the Sonoran Desert ecoregion. He is a graduate of the University of Arizona with master's degrees in natural resources and agricultural economics, and a PhD in renewable natural resources studies with an emphasis on management, policy, and the economics of natural resources. As a staff member of the Sonoran Institute, Joaquin has a unique knowledge of the human dimensions and biology of the Sonoran Desert. He is dedicated to helping the region develop an economic base that will work in concert with the natural world, protecting this fragile ecosystem for present and future generations. A native of Sonora, Mexico, and a resident of Arizona, Joaquin is fluent in both Spanish and English.

Ecotourism, as opposed to conventional tourism, holds out the twin promise of educating the visitor and respecting the local culture. – Martha Honey



Gary Paul Nabhan builds teams which bring a wealth of experience, talent, energy, and passion to the projects of the Center for Sustainable Environments at Northern Arizona University. Among his many accomplishments during his years of studying and living in the Southwest, Gary co-founded the nonprofit conservation group Native Seeds/SEARCH, spearheaded the Ironwood Alliance, and initiated the Traditional Native American Farmers' Association. For such cross-cultural collaborations, he was awarded a MacArthur "Genius" Fellowship and a Lifetime Achievement Award from the Society for Conservation Biology. Gary crosses disciplinary, linguistic, and ethnic boundaries with ease, an essential skill for someone who lives and works among different communities in the Southwest. In his position as the first director of CSE, he is responsible for coordinating an expanding array of environmentally oriented programs that bridge NAU with the surrounding region. He is also a tenured professor in Applied Indigenous Studies and the Center for Environmental Sciences and Education, and helps to oversee the Graduate Certificate program in Conservation Ecology. Gary is the author of many books, and his writing is widely anthologized and translated. Among many awards, he received the John Burroughs Medal for Nature Writing, a Western States Book Award, and a Lannan Literary Fellowship.

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Gyan P. Nyaupane is an assistant professor of tourism at Arizona State University, where he teaches courses on nature-based tourism, international tourism, and tourism management, among others.

He received a BS in forestry from Tribhuvan University in Nepal, a master's in tourism management from Lincoln University in New Zealand, and his PhD in leisure studies from Penn State University. Gyan's teaching, research, and publication interests include ecotourism, tourism on public lands, and the environmental, social, and economic impacts of tourism. Prior to teaching, he worked for the World Wildlife Fund in Nepal, and the Ministry of Forests and Soil Conservation in Kathmandu. Gyan was Deputy Superintendent for the Royal Chitwan National Park, at the foot of the Himalayas, and a Park Ranger at Sagarmartha (Mt. Everest) National Park.

Wendy Oden has more than 20 years experience implementing marketing, public relations, and event campaigns for tourism, business, and the public and private sectors. Wendy is a specialist in rural tourism development, emphasizing ecotourism and cultural heritage tourism as sustainable components of economic development. She holds a master's in sustainable tourism development and a master's certificate in destination development from George Washington University in Washington, DC. She also has a degree in communication from James Madison University in Virginia. Wendy contributed to the revised "Community Tourism Development Handbook" published by the University of Minnesota. She is a member of The International Ecotourism Society and a published freelance journalist.



Dwight Pitcaithley is a professor of history at New Mexico State University. He retired from the National Park Service in June 2005 after serving as Chief Historian for ten years. During his 30-year career with the NPS, he served in Santa Fe,

Boston, and Washington, DC, where he focused on issues relating to historic preservation and the interpretation of historic sites. Dwight holds a PhD in history from Texas Tech University, and has served as president of the National Council on Public History and the George Wright Society. A prolific author, his most recent publications include chapters in *Slavery and Public History: The Tough Stuff of American Memory*, *Preserving Western History*, *Public History and the Environment*, and *Seeing and Being Seen: Tourism in the American West*.



Donovan Rypkema is principal of *Place Economics*, a real estate and economic development consulting firm specializing in services to public and nonprofit sector clients who are dealing with

downtown revitalization and the reuse of historic structures. In 2004 Donovan established *Heritage Strategies International*, a firm created to provide similar services to worldwide clients. He has worked with communities in 49 States, 6 Canadian Provinces, and nearly 20 other countries. Recent work has included recommending heritage incentives for the Kingdom of Bahrain and training preservation activists in Sumatra. He is the author of numerous articles and publications as well as a book, *The Economics of Historic Preservation: A Community Leader's Guide*. Donovan holds a master's in historic preservation from Columbia University and is on the board of directors of Global Urban Development. He also teaches a course on the economics of historic preservation at the University of Pennsylvania.

Scott Russell Sanders See Keynote Presenter page.

Marsha Semmel is Director for Strategic Partnerships at the Institute of Museum and Library Services, a federal agency that is the primary source of federal support for the nation's libraries and museums. Marsha contributes to policy development, oversees federal-state activities, initiates collaborations with other agencies, and manages special projects. Previously, Marsha was President/CEO of the Women of the West Museum in Denver, and President/CEO of Conner Prairie, a living history museum in Indianapolis. Prior to that, she worked at the National Endowment for the Humanities for twelve years. Marsha began her museum career as curator at The Taft Museum in Cincinnati, was deputy director of the B'nai B'rith National Jewish Museum in Washington, DC, and Program Coordinator for the Resident Associates Program at the Smithsonian Institution. She was also a Fellow in the Museums Program of the National Endowment for the Arts. Marsha has served on the boards of the Museum Education Roundtable and American Association of Museums. She has written and presented on exhibitions, interpretation, partnerships and strategic restructuring, and other aspects of museum practice. She earned a BA in art history and English from the University of Michigan and a master's in art history from the University of Cincinnati.

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Guha Shankar is a folklife specialist at the American Folklife Center, Library of Congress. Guha is one of the Center's staff resources for education-related issues nationwide, and liaison for

the Center's Heritage Project partners in Arizona, Montana, and Utah. Guha received his PhD in cultural anthropology and folklife from the Americo Paredes Center for Cultural Studies in the Department of Anthropology at the University of Texas. Prior to his academic career he was a staff member at the Smithsonian's Center for Folklife Programs.



Dan Shilling is the Curator of Humanities at Sharlot Hall Museum and director of the Civic Tourism project. From Pennsylvania, Dan taught high school after receiving his BA from Penn State. He later moved to Arizona and earned a PhD from Arizona State University.

Dan joined the Arizona Humanities Council as a program officer and was later named executive director, a position he stepped down from in 2003. He has served on more than 40 boards, including the Arizona Tourism Alliance, Phoenix Convention and Visitors Bureau, and Grand Canyon Association. Dan guided Arizona's early research on heritage tourism, which eventually earned him 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 ASU's Alumni Achievement Award for his community service.



Neal Shoemaker is president of Harlem Heritage Tours, which he began in 1998 in an effort to provide visitors with an authentic experience of his community, while using tourism as a tool to preserve Harlem's history and strengthen the local economy. Having been born

and raised in the community, Neal is committed to helping change the perception that many people have of Harlem. All HHT experiences are developed with uniqueness, cultural preservation, and authenticity in mind. A former loan specialist with a major Harlem bank, Neal has been featured on national television programs, as well as *The New York Times*, *USA Today*, and *Newsweek*. He holds a BA in communications from the State University of New York at Buffalo, with a minor in African-American Studies. In addition to his business endeavors, Neal is an avid volunteer, supporting many organizations in his community.



Richard Sims is director of the Sharlot Hall Museum, which received the 2005 Distinguished Service Award from the Museum Association of Arizona. Richard earned a BS in

anthropology from the University of Oregon and an MA in English from Northern Arizona University. Prior to his 1995 appointment in Prescott, he was director of the Museum of Western Colorado in Grand Junction, and director of the Santa Ynez Historical Society for Santa Barbara County, California. In an earlier Arizona career, Richard was operations manager for the Department of Anthropology/Archaeology at the Museum of Northern Arizona in Flagstaff. He has served on the boards of the Colorado-Wyoming Association of Museums, Museum Association of Arizona, London Bridge Museum (England), Central Arizona Land Trust, Arizona Humanities Council, Arizonans for Cultural Development, Prescott Chamber of Commerce, and Western Museums Association. In his 11th year of writing a weekly Sunday column for the *Prescott Courier*, Richard also teaches anthropology at Yavapai College.



Barbara Steinfeld is the Director of Tourism Development for the Portland Oregon Visitors Association. She was the cultural tourism director there for seven years, only the fourth in the country hired by a visitors bureau. Barbara has a BA in anthropology from Northwestern University, 20 years

of tourism marketing experience, and an appreciation for all art forms. She moved to Portland in 1997 from Florida, where she worked in international tourism, particularly Latin America and Europe, with the Tampa Convention and Visitors Bureau. Previously Barbara was a consultant in the Nebraska Department of Economic Development's Tourism Division. Originally from Omaha, she spent eight years in Israel as a tour guide and a community development officer for Save the Children. Barbara is a founding member and current chair of the Cultural & Heritage Tourism Alliance, serves on the board of the Travel Industry Association of America's National Attractions Council, and sings in the Portland Symphonic Choir.

We must now conceive the city ... not primarily as a place of business or government, but as an essential organ for expressing and actualizing the new human personality. - Lewis Mumford

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Ron Solimon is President/CEO of the Indian Pueblo Cultural Center in New Mexico, a state-chartered not-for-profit corporation, and Indian Pueblos Marketing, a federally chartered for-profit corporation. Both corporations are owned by the 19 Pueblo Indian tribes of

New Mexico. A graduate of New Mexico State University with a degree in business administration, and the University of New Mexico School of Law, Ron is a member of the Laguna Indian Tribe of New Mexico. He serves on several national, state, and local boards and commissions, including the National Center for American Indian Enterprise Development, New Mexico Workforce Development Board, New Mexico Commission on Community Volunteerism, Albuquerque Convention & Visitors Bureau, Tourism Association of New Mexico, Albuquerque Tricentennial Executive Committee, State Fair Task Force, and Laguna Development Corporation.

Without both the natural and the constructed environments we are bereft of those memory places that are crucial to remembering and consequently essential to our own humanity. - Robert R. Archibald



Jon Talton, an *Arizona Republic* columnist, is a fourth-generation Arizonan, who returned to Phoenix in 2000 after an award-winning journalism career in San Diego, Denver, Dayton, Cincinnati,

and Charlotte. For over 20 years he has specialized in the coverage of regional and urban economies, as well as the oil, auto, and banking industries. In recent years he has become one of the most respected voices calling for Phoenix and the Valley of the Sun to invest in a more creative, intelligent, and sustainable approach to growth and economic development. Jon's columns have been carried in newspapers throughout North America, and he has been a regular guest on CNBC. Jon is also the author of seven novels, including the David Mapstone mysteries set in Arizona. His fiction captures the true "sense of place" of Phoenix, in particular. His new novel is *Arizona Dreams*, due this fall from the Poisoned Pen Press. Before writing for a living, Jon worked four years as an ambulance medic in inner city Phoenix. He also taught at a small college for two years. Jon and his wife Susan live in Phoenix's Willo historic district, where Jon grew up and where many of his novels take place.



Jonathan Tourtellot has served as a National Geographic Society senior editor since 1980, and became the Society's first Director of Sustainable Destinations in 2001. He is also the Geotourism Editor for *National Geographic Traveler* magazine, where he writes

the "DestinationWatch" column on stewardship of tourist locales and supervises feature articles on tourism issues. Jonathan originated the concept of geotourism, defined as "tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents." Among Jonathan's many contributions, he is primary author of the Geotourism Charter, he initiated the National Geographic Destination Stewardships awards on sustainability, he launched the Society's new Geotourism MapGuides, and he originated the World Legacy Awards for sustainable tourism.



Timothy Tyrrell received a BA in mathematics from the University of South Florida, an MA in economics from the University of Tennessee, and a PhD in Agricultural Economics from Cornell University. He was professor of tourism economics in the Department of Environmental and

Natural Resource Economics at the University of Rhode Island from 1978 until 2005. In August, 2005 he moved west to become a professor in the School of Community Resources and Development at Arizona State University. Tim now also serves part-time as associate dean of the College of Public Programs at ASU. His short term objectives are to promote and develop the tourism program at ASU, which by the fall of 2006 will be located at the new downtown Phoenix campus, offering a BS degree in Tourism Development and Management and a Certificate in Convention Sales and Meeting Planning. In the longer term he intends to build the first Metropolitan Tourism Research Center.

I have never visited a downtown with a successful record of economic revitalization where historic preservation wasn't a key element of the strategy. - Donovan Rypkema

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Patti Van Tuyl is a senior program officer at the National Endowment for the Humanities. Since coming to NEH in 1991, she has served as a liaison with the state-based humanities councils and as a program officer for museums, libraries, and other community places. Her work has focused on enhancing the role of the humanities in civic discourse, community partnerships, heritage tourism, and family history. As a staff member of the NEH Enterprise Office from 1995 to 2001, she created two leadership projects, *My History Is America's History* and the educational Website, *EdSITEment*. In 2005 she played a key role in establishing one of NEH's signature grant programs, *Interpreting America's Historic Places*. Patti holds a PhD in philosophy from Emory University.

You wouldn't expect weight alone to measure whether a person is sick or well. ... Similarly, a grand total of expenditures (like GDP) blindly measures quantity but not quality. It can't distinguish thriving from surviving.
- John de Graaf



Judy Walden is president of Walden Mills Group, a firm that specializes in rural tourism development. She works with local groups to develop strategies that balance the economic health of tourism with the protection of local historical, cultural, and natural resources. Her firm developed the interactive Colorado Grassroots Training Program for rural communities involved in that state's Scenic and Historic Byways Program. Judy has also conducted regional trainings across the country for America's Byways Resource Center. A proponent of "community tourism," she owned and operated an international inbound tour company for eight years that brought travelers into the Rocky Mountain region. Judy also worked on ecotourism development with the ministries of tourism in Fiji and Papua New Guinea. She has broad experience with packaging and branding through her work as the director of marketing for the Colorado Travel and Tourism Authority.



David Weaver is professor of tourism management at the University of South Carolina. With more than 25 years of experience teaching and researching in the areas of ecotourism and sustainable tourism, he has held prior academic appointments in Australia, Canada, and Virginia. During this time he has authored or edited seven books and written more than 60 articles and book chapters. An eighth book, on sustainable tourism, was recently published. Dave is also the editor of the *Encyclopedia of Ecotourism* and sits on the editorial boards of six journals. His research is global in nature, and has included field studies in the Caribbean, Australia, Southeast Asia, and Canada. Consultancies for agencies such as the World Tourism Organization have taken him to Russia, Thailand, Panama, and Andorra. Dave has explored issues such as the application of ecotourism to urban environments, and its relationships to mass tourism. His groundbreaking work with the "ecotourism" forms the basis for a new approach to tourism development. Dave's other areas of research include terrorism and tourism, and international students and the tourism industry. He is currently developing a bachelor's degree in tourism management at the University of South Carolina.



Juliana Yoder has been executive director of the Arizona Humanities Council since July 2005. Prior to that she was associate director for ten years, and in that position supervised administrative activities and directed special projects. She began at AHC in 1987 as administrative assistant. Prior to moving to Arizona in 1985, Julie was a high school teacher and administrator in California, worked for several years in publishing, and lived and worked in Europe for seven years as a teacher of English as a second language. She earned a BA in sociology from the University of Denver, a master's degree in humanities at Arizona State University, and a certificate in nonprofit management from ASU.



Sharlot Hall Museum expresses its deepest gratitude to the many presenters, facilitators, panelists, and volunteers who have contributed to this event.