



connect

2005 CONNECTICUT
GOVERNOR'S CONFERENCE
ON CULTURE & TOURISM

November 16 & 17, 2005

PRESENTED BY the Connecticut Commission on Culture & Tourism in partnership with the
Greater Hartford Arts Council and the River Valley Tourism Region

Letter from the **Executive Director**



On behalf of the Connecticut Commission on Culture & Tourism and our many industry partners, I am pleased to extend an invitation to you to join us at the Governor's Conference on Culture & Tourism.

"Connect," the theme for this year's conference, sets the stage for a day and two evenings filled with networking, policy discussion, learning and partnership development. We hope you will take advantage of this unique opportunity to "connect" with fellow conference participants.



**Connecticut Commission
on Culture & Tourism**

We are honored to have as our keynote speaker, Lary Bloom, who is well-recognized and celebrated for his passion and dedication to Connecticut's history. His latest book, *Connecticut Notebook*, nicely "connects" the arts, film, history and tourism in Connecticut.

This year's conference brings together the Governor's Arts Awards, Connecticut History Awards and Governor's Tourism Awards with a day of educational workshops, informative panel discussions, and opportunities for collaboration. A special thank you to the Greater Hartford Arts Council, the Connecticut River Valley and NewAlliance Foundation for their support.

Come "connect" on November 16 & 17 in Hartford!

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Aniskovich". The signature is fluid and cursive, with a large initial "J" and "A".

Jennifer Aniskovich



Letter from the **Governor**



It is with great pleasure that I invite you to attend the inaugural Governor's Conference on Culture & Tourism. This conference brings together the best in Connecticut—arts, history, film and tourism—connecting all the facets that make our state a great place to live and the ideal destination to visit. Join your peers to share best practices, gain market knowledge and develop new initiatives.

I look forward to seeing you there!



A handwritten signature in black ink that reads "M. Jodi Rell". The signature is fluid and cursive.

Governor M. Jodi Rell

Arts

HISTORY

TOURISM

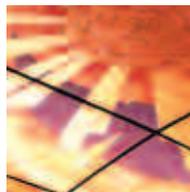
film

The Connecticut Governor's Conference on Culture & Tourism

is a brand new event that will bring together hundreds of individuals and businesses from the arts, history, tourism and film industries. It includes two popular events: The Governor's Arts Awards and the Governor's Unity Dinner. These two events remain the anchors of this new conference that now also includes a history awards and luncheon ceremony and a full day of learning at multi-disciplinary workshops representing the arts, film, history and tourism.

The theme of the conference is "connect." Connect with your peers – including artists, arts organizations, museums, theaters, historic sites, historic preservation organizations, retail, tour operators, tourism destination marketing organizations, hotels, bed and breakfasts, campgrounds, restaurants, film companies, chambers of commerce, economic development planners, town planners and many more Connecticut professional groups and associates.

Join us and "connect" by honoring accomplishments in the **arts, film, history** and **tourism**; enhancing your professional development; networking and developing new relationships with different industry partners. >>



CONNECTICUT

YOU'RE INVITED
to attend the presentation of the 2005 Arts Awards

The Bushnell – Belding Theater
166 Capitol Avenue, Hartford

WEDNESDAY, NOVEMBER 16, 2005

6:00 – 7:00 p.m.

Culture & Tourism Distinguished Advocates Awards
Light refreshments hosted by the Greater Hartford Arts Council

7:30 – 9:00 p.m.

Governor's Arts Awards
A dessert reception will follow

Performances by

Artist Collective Choreographer's Workshop and African Connection
Paul Brown Quartet
MOMIX featuring a piece selection from Opus Cactus



Doug Hughes
Director



Westport Country
Playhouse



Sam Waterston
Actor



Tina Weymouth
Musician



Chris Frantz
Musician

AWARDEES

Doug Hughes, *Director*
Westport Country Playhouse
Jeanine Basinger, *Wesleyan University*
Sam Waterston, *Actor*
Tina Weymouth, *Musician*
Chris Frantz, *Musician*

Governor's Arts Awards

Arts

Presenting Sponsor

NewAlliance Foundation



HISTORY

Connecticut History Awards & Luncheon

THURSDAY, NOVEMBER 17

Connecticut Convention Center, Hartford
12:00 noon – 1:30 p.m.

AWARDEES

Aspinock Historical Society and Town of Putnam
Connecticut Farmland Trust
Palace Theater, Waterbury
Putnam Redevelopment Agency

History

Unity Dinner & Tourism Awards

THURSDAY, NOVEMBER 17

Connecticut Convention Center, Hartford
5:30 – 7:00 p.m. Cocktail Reception and Silent Auction
Cocktail Reception hosted by the River Valley Tourism Region

7:00 – 9:00 p.m. Unity Dinner with Awards & Scholarships

AWARDEES

Jennifer Lahert, *Town Green Special Services District*
Scott Phelps, *Greater Hartford Convention & Visitors Bureau*
Scot Haney, *WFSB TV3*
Robert DeSalvio, *Foxwoods Resort Casino*

TOURISM

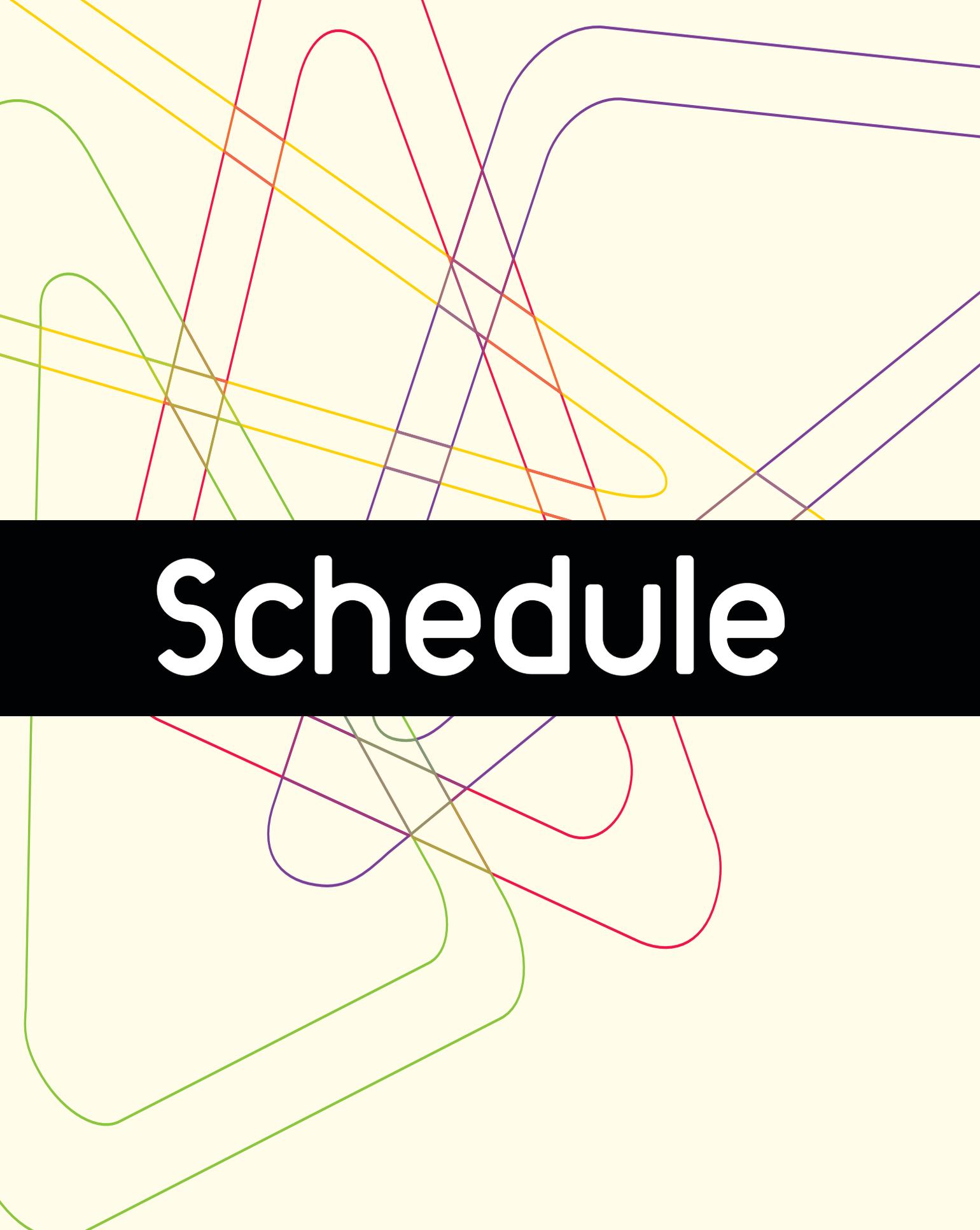
Jennifer Lahert
*Town Green Special
Services District*

Scott Phelps
*Greater Hartford
Convention &
Visitors Bureau*

Scot Haney
WFSB TV3

Robert DeSalvio
*Foxwoods
Resort Casino*



The background of the page is a light cream color, overlaid with several thin, overlapping lines in various colors: purple, yellow, red, green, and brown. These lines are mostly horizontal or slightly angled, with some forming loops or curves. A solid black horizontal band runs across the middle of the page, containing the word "Schedule" in white, bold, sans-serif font.

Schedule

WEDNESDAY, NOVEMBER 16

The Bushnell, Hartford

- 6:00 – 7:00 p.m. Culture & Tourism Distinguished Advocates Awards
Light refreshments hosted by the Greater Hartford Arts Council
- 7:30 – 9:00* p.m. Governor's Arts Awards Ceremony
An evening of entertainment, celebration and recognition
- 9:00 – 10:00 p.m. Dessert Reception

**Ceremony will begin promptly at 7:30 p.m.*

THURSDAY, NOVEMBER 17

Connecticut Convention Center, Hartford

- 8:00 a.m. – 7:00 p.m. Idea Center & Silent Auction Open
- 8:00 – 9:00 a.m. Conference Registration & Continental Breakfast
- 9:00 – 10:30 a.m. Welcome by Jennifer Aniskovich, Executive Director, CCT
Lary Bloom, Keynote Speaker

Connecticut Notebook with Lary Bloom

Columnist, author and playwright, Lary has written about Connecticut for 25 years. Hear from Lary about his latest book, *Connecticut Notebook*, in which he talks about the richness of the state, Connecticut's character, its sense of place and his personal experiences of our cultural and tourism assets.

Each attendee will receive a copy of Connecticut Notebook, with the opportunity for a book signing.

- 10:30 – 10:45 a.m. Refreshment Break

WORKSHOPS

Workshop Session I

10:45 a.m. – 12:00 noon

- The Changing Landscape of Arts Funding (A1)
- The Evolution of TV and Web Video (And Which New TV Set Not to Buy) (F1)
- Quality of Life Coalitions: Connecting the Future and the Past (H1)
- Creating a Culture of Service Excellence (T1)

Connecticut History Awards & Luncheon

12:00 – 1:30 p.m.

Workshop Session II

1:30 – 2:45 p.m.

- Trends in Cooperative Marketing of Cultural Assets (A2)
- Product Marketing: *Case Studies from Media and Entertainment* (F2)
- Heritage Trails: *The Roads Most Traveled* (H2)
- Successful Marketing Techniques (T2)

- 2:45 – 3:00 p.m. Refreshment Break

Workshop Session III

3:00 – 4:15 p.m.

- Expanding the Role of the Arts in Connecticut Communities (A3.1)
- Historic Agricultural Buildings, Farmland Preservation and Agri-tourism (H3)
- Developing Tourism Strategy (T3)
- How Artists, Arts Administrators and Board Members Create Value (A3.2)

Culture & Tourism and State Policy

- 4:15 – 5:30 p.m. Jennifer Aniskovich, Executive Director of CCT, will moderate a panel of legislators who will discuss their views and the role of culture and tourism in Connecticut.
- 5:30 – 7:00 p.m. Cocktail Reception & Silent Auction
Cocktail Reception hosted by the River Valley Tourism Region
- 7:00 – 9:00 p.m. Governor's Unity Dinner and Tourism Awards

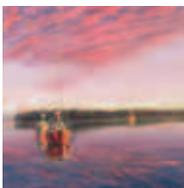
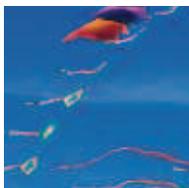
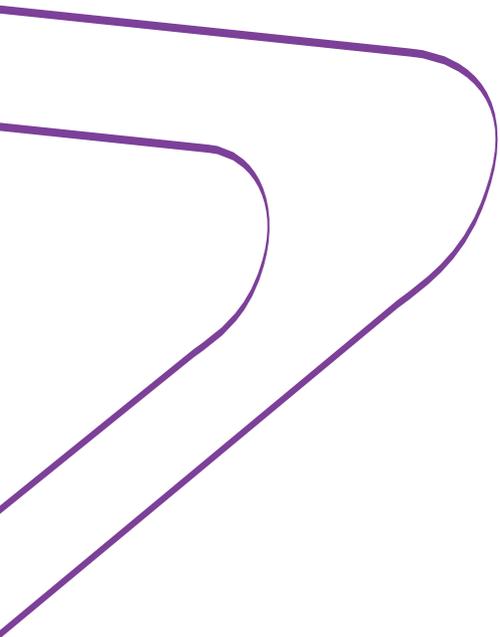


- Arts
- Film
- History
- Tourism

Silent Auction

Bidding begins at 8:00 a.m. and will close with the beginning of the Unity Dinner at 7 p.m. Payments can be made by check or cash. Proceeds benefit the Schoenknecht-Combs Scholarships.





Workshops

■ Arts ■ Film ■ History ■ Tourism >>

Workshop Descriptions

ARTS

A1. The Changing Landscape of Arts Funding

In the current economic and social environment, funders from both public and private sectors are re-defining their roles and relationships within the field. **Jennifer Aniskovich**, Executive Director of CCT, will moderate a discussion about emerging attitudes, trends within the arts and approaches in public and private grantmaking. Panelists include: **Nancy Roberts**, Executive Director of the Connecticut Council for Philanthropy, **Kim Healey**, Executive Director of the NewAlliance Foundation, **Cindy Kissin**, Executive Director of the Greater Bridgeport Area Foundation and **Stewart J. Hudson**, President of the Emily Hall Tremaine Foundation.

A2. Trends in Cooperative Marketing of Cultural Assets

With increased frequency in collaborative efforts, cultural organizations are banding together to accomplish marketing goals that are beyond the reach of any single institution. **Alan Brown**, an expert in consumer research in the arts industry, will give an overview of collaborative cultural marketing programs in various stages of implementation across the United States, including program types, projects, operating models and lessons learned.

A3.1 Expanding the Role of the Arts in Connecticut Communities

Come join this discussion regarding expanding the role of the arts in Connecticut communities. This session will begin with a presentation by **Adele Fleet Bacow**, urban planner and author of *Designing the City: A Guide for Advocates and Public Officials*. Bacow will lead a conversation with potential community partners, including artists, arts organizations, funders, educators, legislators, municipal and business leaders and representatives from technology, tourism, economic development, social services and healthcare industries.

A3.2 How Artists, Arts Administrators and Board Members Create Value

What benefits do individuals and communities gain from vibrant artistic involvement? **Alan Brown** will present a framework for understanding value creation, drawing on new research, including the RAND Corporation's *Gifts of the Muse* report, commissioned by The Wallace Foundation. The session will conclude with an interactive discussion about how arts groups might use the framework to better articulate the value of their programs to their supporters, funders and the public. It will also help artists and arts organizations achieve higher levels of relevance in their communities.

ARTS

FILM

F1. The Evolution of TV and Web Video (And Which New TV Set Not To Buy)

Senior TV and video executives from Connecticut's top networks and production companies explain the technology they're implementing. They will discuss the evolution of television and Web video (and the ads contained in it) and offer advice regarding which new video electronics (HDTV, computer DVR) may be worth investing in. **John Herne**, Director of Studio and Media Consulting with Sonalysts Media and **Jay Whitsell**, Vice President of Programming at CPTV will present this session.

F2. Product Marketing: Case Studies from Media and Entertainment

Andrew Gernhard, of Pioneer Pictures and Tripeg Studios, a leading media-marketing expert, and **Rich Lucas**, Business Manager of Tripeg Studios, will share their strategies for successful national distribution and will describe the marketing of their media products.

FILM

HISTORY

H1. Quality of Life Coalitions: Connecting the Future and the Past

What do affordable housing, recreation, urban revitalization, open space, heritage preservation, environmental protection and farming have in common? You might be surprised! A panel will discuss the exciting new initiatives that will be funded by the recently enacted Public Act 228.

Representatives from the agencies that will administer these new funds will share their plans. Co-moderators include: **Senators Donald Williams, Jr.**, President Pro Tempore and **Andrew Roraback**, Assistant Minority Leader. Panelists include: **Helen Higgins**, Executive Director of the Connecticut Trust for Historic Preservation, **David K. Leff**, Deputy Commissioner of the Department of Environmental Protection, **Paul Loether**, Deputy State Historic Preservation Officer of CCT, **Robert Pellegrino** of the Connecticut Department of Agriculture and **Gary King** of the Connecticut Housing Finance Authority.

H2. Heritage Trails: The Roads Most Traveled

By foot, by bicycle or by car — history is wherever you are! Heritage trails can provide travelers with an extraordinary and enriching opportunity to experience the state in new ways. Learn about trails celebrating the Revolutionary War, African American history, impressionist art, historic gardens and more. **Senator William Finch** will moderate this panel discussion. **Charlene Cutler**, Executive Director of Quinebaug-Shetucket Heritage Corridor, **Neal Shoemaker**, owner of Harlem Heritage Tours and **Ann Harrison**, coordinator of Washington-Rochambeau Revolutionary Route, will describe how to establish and market a heritage trail that attracts visitors. Scenic byways, urban centers and rural pleasures draw tourists to experience history directly.

H3. Historic Agricultural Buildings, Farmland Preservation and Agri-tourism

Connecticut's agricultural industry is creatively promoting the aesthetic and cultural characteristics of their buildings, landscapes and products, as part of a larger strategy to grow their business. Agri-tourism is a powerful tool for the preservation of farming and farmland. Find out more about this "growing" movement. Panelists include: **Beth Kennett** of Liberty Hill Farm, **Don Tuller** of Tulmeadow Farm, **Ken Simon** of SimonPure Productions, **Rick Macsuga** of Connecticut Department of Agriculture and **Jeff Roberts** of Cow Creek Creative Ventures.

TOURISM

T1. Creating a Culture of Service Excellence

Fun, exciting and full of valuable information to help you and your organization reach a new customer service standard. This session is a must for every front-line employee, manager, owner and leader. Nationally recognized speakers, **Jim and John Garcia** of HospiTotally, bring a fresh approach to creating and sustaining successful service. Learn when service makes a real difference and where strategic advantage pays off.

T2. Successful Marketing Techniques

Join **Bob DeSalvio**, Executive Vice President of Marketing at Foxwoods and **Mitchell Grossinger Etes**, President & Chief Executive Officer of the Mohegan Sun, in an open forum session as they share their marketing ideas. This session will present marketing techniques from two of the top marketing professionals in the world. Learn how you can implement some of their best strategies into your own marketing plan.

T3. Developing Tourism Strategy

A panel of leaders from the tourism industry discusses approaches to successfully move forward. Discussion will center on developing a clear message and facilitating positive change. Panelists include: **Terry Bickhardt**, President of Waterford Group, **Larry McHugh**, President of Middlesex Chamber of Commerce, **William daSilva**, Partner of SBC Restaurant Group and **Paul Mayer**, Executive Director of the River Valley Tourism Region.

HISTORY

TOURISM

Details/Hotel

REGISTRATION FEE	Received Before November 7	Received After November 7
Deluxe Registration <i>(all events)</i>	\$155	\$180
Governor's Arts Awards & Conference	\$130	\$155
Conference & Unity Dinner <i>(lunch included)</i>	\$135	\$160
Conference Only <i>(lunch included)</i>	\$110	\$135
Unity Dinner Only	\$55	\$60
Governor's Arts Awards Only	\$25	\$25

Students

We welcome and encourage students to attend conference workshops and the Idea Center free of charge. Students may attend workshops by presenting their valid college identification at the registration desk. Meals are not included. A limited number of student sponsorships are provided, compliments of industry sponsors. Please call in advance to reserve a space.

Conference Policies

Registration for the conference is on a per person basis. Sharing of conference registration is not permitted.

We reserve the right to make changes in the conference and speakers as conditions beyond our control dictate. If the conference is canceled for any reason, our liability is limited to the refund of the conference fee.

Cancellation/Substitution by Registrant – *Registrations are transferable but not refundable.*

Please register online or return a completed registration form with payment by November 7, 2005 to:

Connecticut Commission on Culture & Tourism
Helen Muniz
P.O. Box 395
Colchester, CT 06415

Hotel Registrations

The Marriott Hartford Downtown, located adjacent to the Connecticut Convention Center in Hartford, Connecticut, is offering participants a single/double occupancy rate of \$129 per room per night plus tax. Participants must make their own hotel reservations. To reserve a sleeping room, contact the Marriott directly at 860.249.8000. Please be sure to identify yourself as an attendee of the Governor's Conference on Culture & Tourism to qualify for the special group rate. To reserve your room online, go to www.marriott.com/BDLDT and enter the group code: CCTCCTA. Our room block will only be held until October 17, 2005. Reservations received after this date will be honored pending availability.

Parking charges will be added to your overnight stay at a rate of \$16 for self-parking and \$18 for valet.

Directions

Driving Directions:

The Bushnell, 166 Capitol Avenue, Hartford, CT

Directions from I-91 North and South

Go straight to the rotary. Go halfway around and bear right onto Elm Street. Take first left onto West Street. Take right onto Capitol Avenue. The Bushnell is one block on right.

Directions from I-84 East

Take Capitol Avenue/Asylum Street Exit 48B. Bear right for Capitol Avenue. At light, turn left onto Capitol Avenue. The Bushnell is one block down on the left.

Directions from I-84 West

Take exit 50, Main Street. At 2nd traffic light, make left onto Main Street. At 10th traffic light, make right onto Capitol Avenue. The Bushnell is three blocks down on the right.

Driving Directions:

Connecticut Convention Center (CTCC)

Directions from I-91 North or South

Take the Capitol Area Exit 29A. Merge onto Whitehead Highway. Take Columbus Blvd Exit. Take right to Columbus Blvd. The CTCC garage will be on the right.

Directions from I-84 East

Follow I-84 East to I-91 South. Refer to directions from I-91 South.

Directions from I-84 West

Follow I-84 West and take the Downtown Hartford Exit (left lane exit). This will take you onto the Founders Bridge. At the end of the bridge turn left onto Columbus Blvd. CTCC garage will be on the left.

Directions from Route 2

CT-11 N becomes CT-2 West, CT-2 West becomes Founders Bridge. Refer to directions from I-84 West.

CTCC will be on the right for I-91 North or South and I-84 East, CTCC will be on the left for I-84 West and Route 2.

Parking:

The Bushnell

Free parking is available in the State of Connecticut parking lots located along Capitol Avenue.

Valet Parking is available at a cost of \$8 per vehicle. The valet parking service is located on Capitol Avenue.

Connecticut Convention Center (CTCC)

Special discount convention rates are being offered to attendees, which consists of a \$10 day rate and a \$6 evening rate. In order to receive this discount, please be sure to obtain a voucher at the conference registration desk.

The Connecticut Commission on Culture & Tourism's mission statement is to preserve and promote Connecticut's cultural and tourism assets in order to enhance the quality of life and economic vitality of the state. The Connecticut Commission on Culture & Tourism operates the state's four historic museums and six welcome centers. It works in partnership with the five tourism regions, the Connecticut Trust for Historic Preservation and the Connecticut Humanities Council.

SPONSOR LIST

NewAlliance Foundation

Presenting Sponsor of the Governor's Arts Awards

Waterford Hotel Group

The New York Times

Madden Preprint Media

Witan Intelligence Strategies, Inc.

Connecticut Restaurant Association

Connecticut Lodging Association

Coastal Fairfield County Convention & Visitors Bureau

Connecticut East Home of Mystic Places &

the Quiet Corner

Foxwoods Resort Casino

Greater New Haven Convention & Visitors Bureau

Mohegan Sun

Northwest Connecticut Convention & Visitors Bureau

The River Valley Tourism District

M. Silver Associates, Inc.

Meredith Magazines

Connecticut Magazine

McLaughlin, DeVecchio & Casey, Inc.

Yankee Magazine

CTM Brochure Display

Traveler Discount Guide / Roomsaver.com

Clinton Crossing Premium Outlets

Mystic Coast & Country, TIA, Inc.

New York Daily News

Tanger Outlet Center

Ad Reps

Coastal Living Magazine

Reader's Digest / Woman's Day

Chamard Vineyards

Hopkins Vineyard

Priam Vineyards

Sharpe Hill Vineyards

Stonington Vineyards

Check www.cultureandtourism.org for updates.



connect

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GOVERNOR'S CONFERENCE
ON CULTURE & TOURISM

505 Hudson Street
Hartford, CT 06106

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE
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