

First Annual Route 6 Educational Workshops Registration

Name: _____ Organization: _____

Address: _____

Phone: _____ Email: _____

Please check which workshop you would like to attend:

Sept. 5, Clarks Summit Sept. 6, Wellsboro Sept. 7, Edinboro

Send registration and registration fee of \$30.00 to:

PA Route 6 Heritage Corporation
35 Main Street
Galeton, PA 16922

Vendors and displays welcome.
Please call the office for information
and rates. 814-435-7706

Make checks payable to: PA Route 6 Heritage Corporation

Pennsylvania Route 6 Heritage Corridor

Named “one of America’s most scenic drives” by National Geographic, US Route 6 stretches over 400 miles across northern Pennsylvania, connecting many of the Keystone State’s historic treasures and scenic places.

Route 6 travels through the eleven counties of Crawford, Erie, Warren, McKean, Potter, Tioga, Bradford, Wyoming, Lackawanna, Wayne and Pike.

On January 13, 2005, Governor Edward Rendell designated Route 6 as a PA Heritage Area. The PA Route 6 Heritage Corridor is the focus of an effort to preserve, enhance and promote the transportation heritage of one of the nation’s first transcontinental highways and to sustain and enhance the small rural communities linked by the highway.

Please join us in our first series of educational workshops to learn more.

The PA Route 6 Heritage Corporation
35 Main Street
Galeton PA 16922
814-435-7706

These workshops are presented in partnership with the PA Route 6 Tourist Association. Funding for the workshops was made available through the Pennsylvania Heritage Park Program under the PA Department of Conservation and Natural Resources, Bureau of Recreation and Conservation. Additional funding was provided by the PA Department of Community and Economic Development.



Route 6: Road to Success First Annual Route 6 Workshops

Dates & Locations

Tuesday, Sept. 5, 2006
Inn at Nichols Village,
Clarks Summit

Wednesday, Sept. 6, 2006
Penn College of Technology,
Wellsboro

Thursday, Sept. 7, 2006
Edinboro University,
Edinboro

Growing Tourism . . .

Growing Your Business . . .

Growing Your Community!

The first annual Route 6 Educational Workshops are designed to introduce the concept of Place-Based Heritage Tourism and to introduce the initiatives available along the Route 6 Corridor.

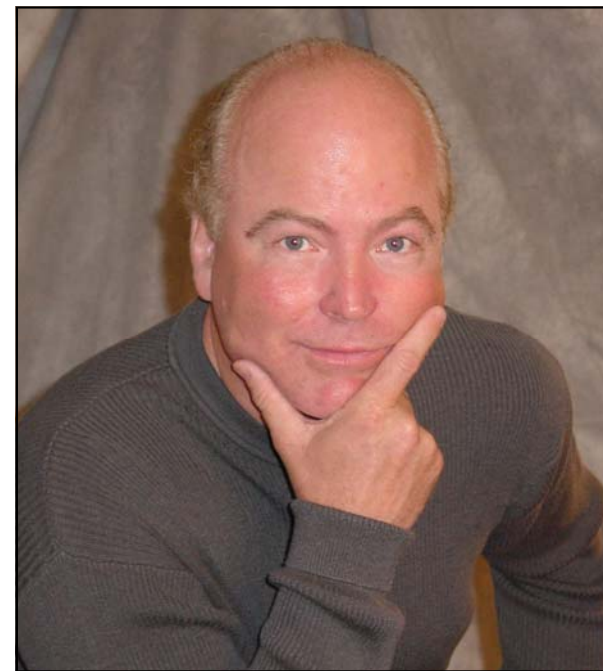


These educational workshops are held to encourage local tourism marketing organizations, accommodations, tourism attractions, local government officials, and development agencies to embrace a place-based strategy for design, development and marketing.

Workshop Agenda

8:00—8:30am	Registration
8:30am	Opening & Introduction of Speaker <i>Presenter: Terri Dennison</i>
8:35am	Heritage & Tourism: Where the Rubber Meets the Road How do heritage & tourism work together? What are the national trends? What are the benefits of celebrating a place's uniqueness and history? <i>Proposed Speaker: Lenwood Sloan, DCED, Heritage Tourism Director</i>
9:45am	Break
10:00am—Noon	Rules of Tourism—Roger Brooks
Noon	Lunch and Networking
1:15—2:30pm	Track Sessions (choose one) Community Planning Track: Celebrating Our Communities - If Route 6 is like a string of pearls with its quaint, small towns, what tools are available to maintain, sustain, and preserve our pearls? <ul style="list-style-type: none">• PA Scenic Byways• PHMC Preservation• PA Downtown• Rt. 6 Heritage Communities Marketing Track: Telling Our Stories How can a business or community be more involved in the Route 6 promotions? Business Development Track: The Route 6 Artisan Trail What is it, what does it mean & how does a business, artisan or town participate?
2:30pm	Break
2:45—3:15pm	Down the Road: What's Next for Route 6
3:15pm	Adjournment

Remember to bring your brochures for the brochure swap table!



ROGER BROOKS SPEAKER INTRODUCTION

One of North America's most sought after speakers and recognized experts on the subject of branding, marketing and product development, Roger Brooks has assisted nearly 300 communities as well as dozens of regions and states throughout North America and abroad with their tourism efforts.

Visiting us from the Seattle area, Roger's tell-it-like-it-is style has earned him the nickname "The Dr. Phil of Tourism."

All attendees will receive a copy of Roger's book, a \$15.00 value.