WHEN: Noon – 4:30 p.m., Thursday, May 19. (optional web training at 11 a.m.)
WHERE: Tuscola Technological Center, 1401 Cleaver Road, Caro, Mich.
WHO: Citizens and professionals in recreation, tourism, economic development, conservation, and local and county government. All tourism-related businesses are encouraged to participate.
WHY: To develop practical strategies for promoting your work and Michigan’s Thumb Area.

WHAT: The agenda includes:
- 11 a.m.: Optional computer training about Pure Michigan’s free web services
- Noon: Lunch (provided)
- 12:30 p.m.: Introduction and review of regional marketing efforts – strengths and opportunities
- 1:30 p.m.: Presentations about current programs
  1. Ken Yarsevich, Travel Michigan
  2. Judi Stewart, Bluewater Convention and Visitors Bureau
  3. Chuck Frost, Thumb Area Tourism Council
- 3 p.m.: Group exercise – Ideas for collaborating and promoting the region

RSVP: For lunch and the afternoon session, please RSVP by May 13, 2011.
Mary Bohling
Email: bohling@msu.edu
Cell: (313) 410-9431

To learn more about this two-year project and past meetings, visit the website:
www.miseagrant.umich.edu/research/projects/huron