

SUMMIT LEARNING SESSIONS

Congratulations! You Are on a Michigan Heritage Route, Now What?

Benefits of a Michigan Heritage Route Designation

Discover the benefits of having your community or attraction located along one of these designated routes!

Speakers: Sarah Van Buren, *FHWA, Scenic Byways Representative*, Sigrid Bergland *Historian, Michigan Department of Transportation*, Pete Hanses, *Heritage Route Representative, Michigan Department of Transportation*

Is the Greenest Building Really the One That Already Exists?

Perspectives on Heritage Buildings and the Environment

Can heritage advocates make a difference in this age of environmental concern? In this session you will discover the role heritage buildings play in combating global climate change. Guy Bazzani will set the stage for an important examination of evolving priorities for the heritage movement.

Speaker: Guy Bazzani, *Bazzani Design + Green + Build*

Preservation - Show Me the Money!

Tax credits and incentives; how to find and use them

Confused by the many incentives available to redevelop an historic property? You know they're out there, but just don't know how to access and qualify for them. Join Nan Taylor from the Michigan Historic Preservation Network she has helped many people successfully navigate their way to and through the incentive path.

Speaker: Nan Taylor, *Michigan Historic Preservation Network*

Making Good Business Out of Good Food

How Communities Can Foster Innovative Farm and Food Businesses

Discover how a local food economy can grow jobs, build health and protect land with food that is thousands of miles fresher!

Speakers: Patty Cantrell, *Program Director at the Michigan Land Use Institute*, Wayne Babcock, *Chicago Water Grill*

Are You Ready for Company?

Identifying the little things in your community that make a big difference

All too often people and organizations say - and may honestly believe - that they want to improve. But they go about it the wrong way. Too much self-evaluation and too little outside evaluation may mask real problems and opportunities. Discover an inexpensive way to help your community learn about existing strengths and weaknesses as seen through the eyes of the first time visitor.

Speaker: Kim Gallagher, *Southwest Michigan Planning Commission*

Promotion ... Bringing all the Pieces Together

The power of partnerships.

Learn first-hand how working together can help further stretch marketing dollars and create a larger impact. Discover communication tactics that will draw people to your community or business. Optimize promotions and events by capitalizing on relationships and put winning ideas to work!

Speakers: Debra Yee, *Branch County Tourism Bureau*, Patty Parker, *Southern Michigan Bank & Trust*

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