

STATE OF THE SETTRA REGION

GENERAL SESSION: ATLANTA, GEORGIA

SETTRA Spring Symposium March 19, 2013

**Moderator: Tom Van Hying, Mississippi
Development Authority Tourism Division**

**Joanne Hinson, Arkansas Department of
Parks and Tourism**

Eric Johnson, Atlanta Convention & Visitors Bureau

Cheryl Schutz, DK Shifflet & Associates

Dr. Steve Morse, University of Tennessee-Knoxville

Crystal Bridges Museum of American Art



Grand Opening of 21c Hotel



Connect the numbers to a story that is accessible, relatable

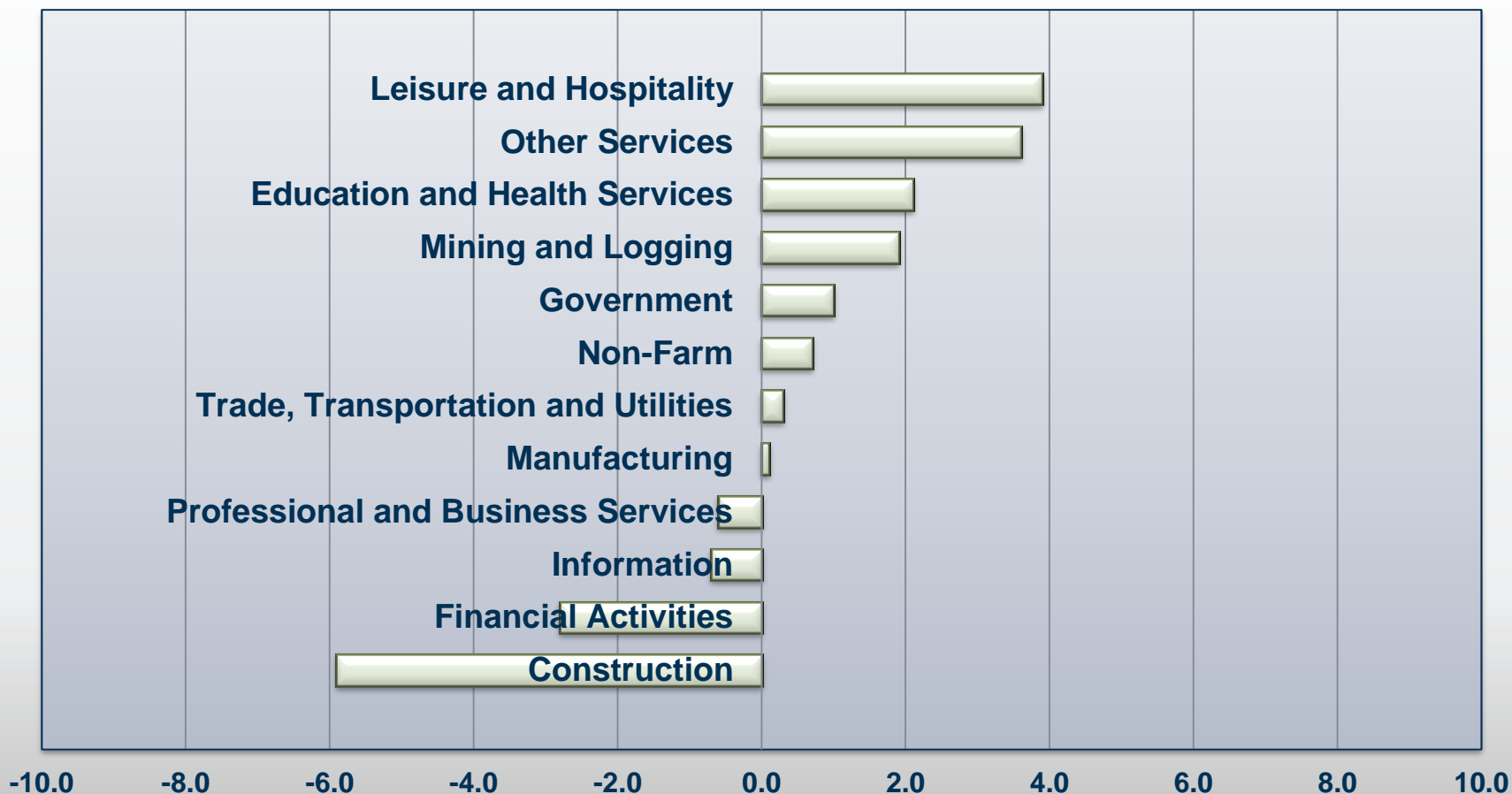


Use supporting statistics

Employment by Sector

Percent Change in Arkansas Employment by Sector

December 2011 - December 2012



Source: Bureau of Labor Statistics. CBER Calculations

Use an outside expert

Universities are an excellent resource.



Estimating the Economic Impact of Garvan Woodland Gardens

Prepared for Garvan Woodland Gardens

Center for Business and Economic Research

Willard J. Walker Hall 545

1 University of Arkansas

Fayetteville, Arkansas 72701-1201

(479) 575-4151

Contact: Kathy Deck, Director

Viktoria Riiman, Research Associate

October 2012

SETTRA GENERAL SESSION PRESENTERS

Moderator: Tom Van Hying, Twitter: @VanHying
tvanhying@mississippi.org; phone: (601) 359-5753

Joanne Hinson
joanne.hinson@arkansas.gov; phone: (501) 324-1520

Eric Johnson
ejohnson@atlanta.net; phone: (404) 521-6621

Cheryl Schutz
cschutz@dksa.com; phone: (703) 536-0931

Dr. Steve Morse
smorse@utk.edu; phone: (865) 850-9319 (until May 2013)