

To: Conference Guest/Attendees

From: GNTA 4042300707

Subject: Georgia Nature-Based Tourism Association 2004 Conference

Date: 12/30/03

Pages: 4 (including cover)

Georgia Nature-Based Tourism Association is pleased to announce the **2004 GNTA Conference** to be held in **Madison, Georgia** on **Tuesday, January 20** and **Wednesday, January 21, 2004**.

We have a great line up with a choice of ten class sessions ranging from "**Start It Right: Business Tips for Small Businesses**" to "**Balancing Public Usage of Natural Resources - A case study of Red Top Mountain**" and everything in between. Author **Melissa Walker** will be speaking at dinner on Tuesday evening with books available for purchase and signing. Her book, **Living on Wilderness Time** is an excellent account of one woman's journey to discover the peace and solitude of the backcountry, to learn the dynamics of preserving wild places and to devote herself to that cause. Wednesday begins with breakfast at the conference center and an opportunity to relax over a cup of coffee with others in the business. We are pleased to announce **Janis Cannon, Deputy Commissioner Tourism Division, Georgia Department of Industry, Trade & Tourism** as the keynote speaker for the closing luncheon on Wednesday. A Georgia native, Ms. Cannon is responsible for a worldwide marketing campaign to promote Georgia as a top leisure and business travel destination.

We hope you take advantage of this opportunity to network with others from around Georgia and the Southeast while attending some fantastic classes and speeches designed to make your business or organization more successful. Attendance is limited to the first 200 registrants so please send your registration form and fee in as soon as possible.

Don't miss this opportunity!

Please take a look at the attached conference information sheet and registration form for more details. Sponsorship opportunities are available for the conference, for information please call the GNTA office at 404/230-0707.

For membership information please visit the GNTA website at www.georgianature.org.

Julia Murray
Executive Director
GNTA

***REGISTRATION DISCOUNT DEADLINES HAVE BEEN EXTENDED TO January 8th.
PLEASE TAKE ADVANTAGE!!!***

Georgia Nature-Based Tourism Association 2004 Conference Registration

Part I – Attendee Information

Name (to be printed on badge) _____

Company _____

Address/City/State/Zip _____

Phone _____ Email _____

Part II – Program Registration

Member Postmarked by 1/8/04	Member Postmarked after 1/8/04	Non-Member Postmarked by 1/8/04	Non-Member Postmarked after 1/8/04	Total
\$95	\$135	\$155	\$195	\$ _____

Price is per individual and includes all events and meals listed on the conference schedule!

Part III – Conference Schedule Please check the classes and events you plan to attend.

Event	Track A	√	Track B	√
Tuesday, 1/20/04 1:30p – 2:55p Session 1	Festivals/Special Events 101		One County's Success: The Mountain Adventure Race and Fannin County	
Tuesday, 1/20/04 3:05p – 4:30p Session 2	Start It Right – Business Tips for Small Businesses		Economics of Nature- Based Tourism	
Tuesday, 1/20/04 4:30p – 5:00p Break	Sponsored by Group Tour Magazine			
Tuesday, 1/20/04 5:00p – 6:30p Session 3	Practical Ethics for Nature-Based Businesses		Panel Discussion – Maintaining a Green Business in a Downward Economy	
Tuesday, 1/20/04 7:30p – 10:00p Dinner	Keynote Speaker: Melissa Walker, Author of <u>Living on Wilderness Time</u> . Books will be available for purchase and signing			
Wednesday, 1/21/04 7:00a – 8:00a Breakfast	Breakfast			
Wednesday, 1/21/04 8:00a – 9:25a Session 4	Utilizing GDITT's Website to Your Advantage		Balancing Public Usage of Natural Resources - A case study of Red Top Mountain	
Wednesday, 1/21/04 9:35a – 11:00a Session 5	Marketing for Nature- Based Businesses		The Ultimate FAM Tour – Group design and discussion	
Wednesday, 1/21/04 11:30a – 1:30p Lunch	Keynote Speaker – Janis Cannon, Georgia Department of Industry, Trade & Tourism, Deputy Commissioner Tourism Division			

Please send registration form and check for full amount to:

GNTA
450 Seminole Ave., Suite 3
Atlanta, GA 30307

Conference Information

How to Register

The registration form is available on line as a Acrobat PDF at: www.georgianature.org

Or call 404/230-0707 to request one by phone. Registration discounts are detailed in Part II of the form. Registration forms and payment must be received no later than January 8, 2004 to qualify for the discount.

Cancellation Policy

Refunds will be given for cancellations received in writing as follows:

By January 8, 2004	Full Refund
After January 8, 2004	Less \$25.00 Processing Fee
After January 13, 2004	No Refund

Conference Dates

Tuesday, January 20, 2004 and Wednesday, January 21, 2004. Please see Registration Form for exact times.

Conference Location

The Atrium is located in historic Madison, Georgia about one hour east of Atlanta. Take I 20 to exit 114. Turn left on to Hwy 441. Madison is 2.5 – 3.0 miles from I 20. Turn left on to West Washington St. The Atrium will be three blocks down on your left. Enter the conference center through the Atrium Restaurant entrance.

Hotel Accommodations

Most of the hotels in Madison are located near I 20 although there are several bed and breakfasts located in historic downtown Madison. A partial listing of accommodations is below. Some facilities may be offering conference discounts. Mention GNTA when asking about discounts.

Comfort Inn	706/342-0054
Days Inn	706/342-1839
Hampton Inn	706/342-9003
Holiday Inn Express	706/342-3433
Burnett Place	706/342-4034
Horse Branch Inn	706/342-7933
Madison Oaks Inn & Gardens	706/342-8027
Southern Cross Ranch	706/342-8027

Silent Auction Donations

- ❖ Make your donation as early as possible. This gives GNTA more time to publicize your donation and ensures your donation will appear in the silent auction listing.
- ❖ Be creative! You want to publicize your area/business. Be creative and explicit with the description and display of your item in order to attract bidders.
- ❖ Try to include some tangible item(s) with travel packages such as T-shirts, disposable cameras, guidebooks, etc.

Silent auction donations and/or documentation must be received by the GNTA by January 16, 2004.

Items for Conference Bags

Promotional items to be included in the conference bags should be delivered to the GNTA office before January 12, 2004.

Georgia Nature-Based Tourism Association

SILENT AUCTION DONATION FORM

January 20 and 21

Madison, Georgia

Contact Name _____

Organization _____

City/State/Zip _____

Phone _____ Fax _____ Email _____

Retail Value _____

Detailed description of item _____

Donation Guidelines & Hints:

- ❖ Make your donation as early as possible. This gives GNTA more time to publicize your donation and ensures your donation will appear in the silent auction listing.
- ❖ Show your flavor! You want to publicize your area/business. Be creative and explicit with the description and display of your item in order to attract bidders.
- ❖ Try to include some tangible item(s) with travel packages such as T-shirts, disposable cameras, guidebooks, etc.

Category Suggestions:

- ❖ Business Bargains
- ❖ Merchandise
- ❖ Fantasies, Adventures & Fabulous Getaways