



Imagining the Blue Ridge Parkway for the 21st Century

Sustaining Communities, Environments, and Economies

The Hotel Roanoke & Conference Center (hosted by Virginia Tech), Roanoke, Virginia

October 14-16, 2010

What is the Blue Ridge Parkway's impact on your community? Are you capitalizing on that potential? Is there more that you can do to keep the Parkway's scenic views scenic, foster economic development and tourism initiatives, and be a good steward to this important natural resource? Designed to assist community leaders, businesses, economic development authorities, tourism offices, academics, and supporters of the Parkway in working together for a sustainable future for the Blue Ridge Parkway,

this unique symposium will address these issues and more.

A host of local and regional experts will present, including **Carlton Abbott**, son of original Parkway designer Stanley Abbott, as well as three national keynoters: **Peter Jenkins**, author of *A Walk Across America*, **Richard Louv**, author of *Last Child in the Woods: Saving Our Children from Nature Deficit Disorder*, and **Gerard Baker**, as seen in Ken Burns's film, *The National Parks: America's Best Idea*.



Overview of Program

Discussion will be based on the three-legged stool concept of the social, environmental, and economic implications of the Parkway and its relationship with gateway communities. Included will be:

- ✿ Discussion of land- and Parkway-use issues, tourism, and capitalizing on each community's inherent cultural assets
- ✿ Presentations on community success stories and the challenges that were overcome to achieve that success
- ✿ Ideas on how to employ current technologies, heritage, and environmental conservation to promote Parkway communities
- ✿ A closer look at green infrastructure planning, resource planning, and how to be a good park neighbor
- ✿ A marketplace to see the latest products and services available to Parkway communities and enthusiasts
- ✿ A question and answer session upon completion of this three-day event for Parkway officials to gather insight on future planning

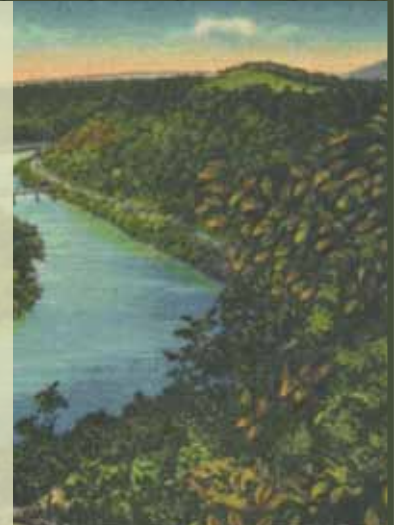
Imagining the Blue Ridge Parkway for the 21st Century

Sustaining Communities, Environments, and Economies

Virginia Tech's College of Natural Resources and Environment in cooperation with Blue Ridge Parkway 75, Inc. is hosting *Imagining the Blue Ridge Parkway for the 21st Century: Sustaining Communities, Environments, and Economies*. This is the second in a two-part conversation about the past and future of the Blue Ridge Parkway, the first part held in April at Appalachian State University. The historic Hotel Roanoke & Conference Center in Roanoke, Virginia, will be the host hotel for this October 14-16, 2010 symposium, which will be the lead-

ing program on linear parkway planning held in this region and will include some of the foremost authorities to address issues that directly impact communities along the Parkway's 469-mile route.

The program is designed to assist community leaders, businesses, economic development authorities, planning departments, tourism offices, academics, Parkway officials, and supporters of the Parkway in working together for a sustainable future for the Parkway.



Keynote Speakers



Peter Jenkins

Peter Jenkins is one of America's most popular and celebrated explorers and authors. His books have consistently been on *The New York Times* Best Sellers list and have sold millions of copies. Since graduating from college, Peter has spent his life discovering the people and places of this world. As one reviewer said about the impact of one of his books, "His writing will challenge your world view, subvert your smugness, and give you a hypodermic of wanderlust."

When not traveling and exploring, he lives on a farm in middle Tennessee. He is the proud father of six children – Aaron, Brooke, Rebekah, Jedidiah, Luke, and Julianne – and is married to the former Rita Jorgensen of Michigan.

Gerard Baker

Gerard A. Baker formerly served as Assistant Director for American Indian Relations in the U.S. National Park Service. He has served in a number of capacities in federal government for nearly 34 years — 31 with the National Park Service and three years with the U.S. Forest Service. He is a full-blood member of the Mandan-Hidatsa Tribe of the Fort Berthold Indian Reservation, Mandaree, North Dakota. It is there that he grew up on his father's cattle ranch. His hobbies include researching Northern Plains trade, American Indian history, and traditional crafts such as brain tanning. He also studies oral history of the Northern Plains.

From May 2004 until April 24, 2010, Gerard served as Superintendent of Mount Rushmore National Memorial, where he was responsible for the more than 1,200-acre icon park, which includes America's Shrine of Democracy and hosts nearly 3 million visitors per year. Many know him for his role in the Ken Burns's documentary *The National Parks: America's Best Idea*.





Richard Louv

Richard Louv is a journalist and author of seven books about the connections between family, nature, and community. His most recent book, *Last Child in the Woods: Saving Our Children From Nature-Deficit Disorder*, which was translated into nine languages and published in 13 countries, has stimulated an international conversation about the relationship between children and nature. Louv is also the chairman and co-founder of the Children & Nature Network (childrenandnature.org), an organization helping to build the movement to connect today's children and future generations to the natural world. Louv coined the term Nature-Deficit Disorder®, which has become the defining phrase of this important issue. He is working on his eighth book, about the restorative power of nature.

He is married to Kathy Frederick Louv and is the father of two young men, Jason, 28, and Matthew, 22. He would rather fish than write.

Preliminary Program

THURSDAY, OCTOBER 14

Welcomes

Kick-off Keynote Address

Peter Jenkins — Author of *A Walk Across America*
Sponsored by Blue Ridge National Heritage Area

Sustainability's Three-legged Stool

- ✿ **Social Implications** — Ricky Cox
- ✿ **Environmental Implications** — Rupert Cutler
- ✿ **Economic Implications** — David Gantt

Daily Wrap-up

Reception/Dinner on Own

FRIDAY, OCTOBER 15

Welcomes

Panel Discussion

- ✿ **Parkway Purpose, Idea, and Creation** — Carlton Abbott
- ✿ **Corridor Conservation and the Community's Role** — Gary Johnson
- ✿ **Gateway Tourism** — Steve Galyean
- ✿ **Cultural Assets in Your Community** — Todd Christensen
- ✿ **Sustainable Economic Tourism** — Woody Crenshaw

Lunch with Keynote Address

Gerard Baker — Former Assistant Director for American Indian Relations, National Park Service, and featured in Ken Burns's film series *The National Parks: America's Best Idea*

Community Challenges and Successes

- ✿ **Historic Orchard at Altapass** — Bill Carson
- ✿ **Last Chance Landscape** — Clay Goodman
- ✿ **Blue Ridge Heritage** — Steve Swartz

Opportunities

- ✿ **Technology** — John McGee
- ✿ **Heritage** — Barbara Duncan
- ✿ **Virginia Green** — Tom Griffin
- ✿ **The National Park Service and the Needs of the 21st Century Visitor** — Monika Mayr

Daily Wrap-up

Dinner with Keynote Address

Richard Louv — Author of *Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder*, co-founder and chairman Children & Nature Network. Sponsored by Blue Ridge Parkway Foundation

Note: Non-conference participants can attend the Friday evening dinner and keynote address. Cost is \$50 per person. Seats are limited. Please pre-register at www.cpe.vt.edu/reg/brp21.

SATURDAY, OCTOBER 16

Issues Workshop

- ✿ **Green Infrastructure Planning** — Linda Giltz
- ✿ **Parks and Neighbors** — David Hill and Joe Elton

Shared Responsibility

A conversation with the audience, Parkway staff, and Parkway Partners about maintaining the Anniversary's momentum

Conference Wrap-up/Adjournment



Get Involved

General Registration

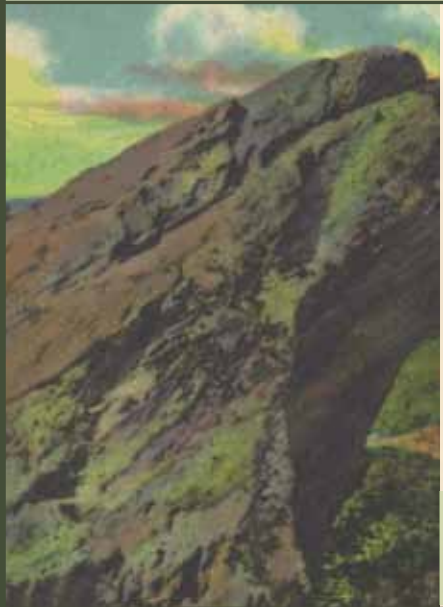
The cost for this symposium is \$195, which includes meals (one dinner on your own), breaks, and program materials. A block of rooms is available at The Hotel Roanoke for \$129 each per night. To reserve your room, please call the hotel directly at 540.985.5900 or toll free at 866.594.4722 and ask for the 75th Anniversary of the Blue Ridge Parkway room block. Reservations can be made no later than Monday, September 13, 2010.

All conference activity takes place at The Hotel Roanoke & Conference Center. Built in 1882, the fully restored, Tudor-style facility is listed on the National Register of Historic Places and offers world-class lodging, including newly renovated guest rooms and 63,000 square feet of state-of-the-art conference space. The Hotel Roanoke & Conference Center is situated alongside downtown Roanoke in the heart of Virginia's Blue Ridge Mountains, just minutes from the Blue Ridge Parkway, Roanoke Regional Airport, and Roanoke's bustling Farmer's Market.

To register, visit www.cpe.vt.edu/reg/brp21. Conference registration deadline is Friday, September 24, 2010.

Exhibitors Showcase

A broad base of vendors that supply goods or services to communities along the Parkway will have the opportunity to showcase their companies' products and services at the symposium. Registration for exhibitors is \$850 and includes two registrations and an 8' x 8' exhibit space. The deadline for registration is Friday, September 24, 2010. To register, visit www.cpe.vt.edu/reg/brp21ex.



Sponsorship Opportunities

Thanks to the generosity of Norfolk Southern Foundation, Roanoke County, and Virginia Tech College of Natural Resources and Environment, support for this important event is well underway. However, sponsorship opportunities are still available to help underwrite speakers, Thursday night's reception, Friday night's dinner and keynote speaker, and general meeting expenses. Blue Ridge Parkway 75, Inc. has been recognized by the IRS as a non-profit organization, which is tax exempt under section 501(c)(3) of the Code.

Symposium sponsors to date include:



Blue Ridge Parkway 75 Leadership Sponsors

Blue Ridge Parkway Association | Blue Ridge Parkway Foundation | Blue Ridge National Heritage Area
North Carolina Tourism | Virginia Tourism Corporation | County of Roanoke, Virginia

More Information

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