



WealthWorks in Appalachia: Recreational Tourism Opportunities In the Buckeye Hills Region

May 20, 2021 | 9:00am - 4:00pm

AGENDA

9:00 - 9:30

Welcome! Introductions
Rural Action

Why WealthWorks?

Barbara Wyckoff, Creative Disruptors, Inc.
Leslie Schaller, Appalachian Center for Economic Networks

Why Recreation Tourism?

Dan Vorisek, Rural Action

9:30-10:20

The Principles of WealthWorks
Barbara Wyckoff, Creative Disruptors, Inc.

10-minute break - Spin the Wheel of Fortune, sign up for flash talks!

10:30- 11:20

Wealthworks inThe Buckeye Hills Region - Breakout Sessions

- Barbara Wyckoff, Creative Disruptors, Inc.
- Leslie Schaller, Appalachian Center for Economic Networks
- Dan Vorisek, Rural Action

11:20 - 12:30

Lunch on Your Own!

12:30 - 1:00

Roundtable with Local Recreation Tourism Entrepreneurs

- Bret Adams, Black Diamond Development, Shawnee OH
- Laura Sowers, Baileys Lodging Company, Chauncey, OH
- Mark Brunton, Burr Oak Getaways, Glouster, OH

1:10 - 2:10

Value Chain Practitioner Panel

- Noah Wilson, Mountain Bizworks, NC
- Jean Clark, Rockbridge County & the Shenandoah Valley, VA
- Sarah Cottingham, Downstream Strategies, WV

10-minute break - Spin the Wheel of Fortune, last call for flash talks

2:35 - 3:15

5-minute Flash Talks by Attendees: Share your projects!

3:15 -4:00

Wrap-up Breakout rooms