

For planning purposes, please list the top five individual sessions that you would most like to attend from the center list of sessions on the other side of this brochure.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Detailed descriptions of workshop sessions, tours, featured speakers conference agenda, and much more is available at [www.celebratingruralgeorgia.org](http://www.celebratingruralgeorgia.org).

#### CRG 2004 Is All About Celebrating!

To help us plan, please check the events you plan to attend. All these events are included in the basic conference registration fee:

#### ☐ BARBECUE, BLUEGRASS AND ART AUCTION

Bluegrass music, barbecue, outdoor sculpture and an exciting charity art auction with works by some of rural Georgia's most outstanding artists will highlight this kickoff event Monday evening on the grounds of the Dalton Creative Arts Guild. Department of Community Affairs Commissioner Mike Beatty will host.

#### ☐ DOWNTOWN TUESDAY NIGHT

Our host city kicks out all the stops with a downtown walkabout tour, drinks and dinner at the Dalton Depot, a gala Variety Show at the restored Wink Theatre, followed by a downtown beach party with real sand, live music and dancing.

#### ☐ LUNCH WITH GOVERNOR SONNY PERDUE

As Chair of the Rural Development Council, Governor Perdue will close CRG 2004 with his personal perspective on the future of rural Georgia. Enjoy an informal country luncheon with the Governor on Wednesday and visit state agency resource tables to help you realize your great ambitions for rural Georgia.

The Governor will close Celebrating Rural Georgia 2004 by sharing his personal perspective on the challenges and opportunities facing rural Georgia at an informal luncheon on August 18<sup>th</sup>.



#### Location, Lodging Information

Conference sessions will be held at the Northwest Georgia Trade and Convention Center. Off-site Bus Tours will also depart from the Trade Center.

A number of Dalton area hotels are holding blocks of rooms for CRG. Please call and make your reservation using "Celebrating Rural Georgia" as the group name. Reservations must be guaranteed with a check or credit card. Rooms must be booked by July 30 to guarantee conference rates, which do not include taxes and gratuities.

Questions regarding lodging should be directed to the individual hotel/motel. A complete list of participating hotels, maps and directions are available at our website:

[www.celebratingruralgeorgia.org](http://www.celebratingruralgeorgia.org)

or by calling the Dalton/Whitfield County CVB at 800-331-3258.

#### Transportation

If you want to come, we can get you to CRG!

Check our website for details on our new low-cost **Statewide Carpool Initiative**. Start networking early. Take a scenic road trip to CRG with other leaders and innovators from your region. Once you arrive, shuttle service will be available between hotels, the Northwest Georgia Trade Center and evening event venues.

#### Exhibits and Sponsorships

Sponsorship levels are **Valley**/\$350; **Foothills**/\$1000; **Ridge**/\$1,750; **Mountain** \$2,500; and **Peak**/\$5,000 with escalating benefits. Basic exhibit booths are \$350 and include free registration for one person. Choice exhibit spaces are still available.

Sign up now at

[www.celebratingruralgeorgia.org](http://www.celebratingruralgeorgia.org)

or contact:

Bernard Reynolds, Georgia Rural Development Council

(404) 679-1588, [bernard@ruralgeorgia.org](mailto:bernard@ruralgeorgia.org)

Celebrating Rural Georgia  
c/o Georgia Rural Development Council  
60 Executive Park South, NE  
Atlanta, GA 30329

*Sewing the Seeds of Success*  
**Positioning Rural Georgia to  
Prosper in the Global Economy**  
**August 16 -18, 2004**  
**Dalton, Georgia**

Organized by:

The Georgia Rural Development Council and a host of other collaborative partners with the common cause of fostering positive development in rural Georgia.



**Celebrating Rural  
Georgia**

### Who Should Attend?

This year's Celebrating Rural Georgia Conference themes will focus on anticipating the next decade's demographic trends and responding to a rapidly changing global market — building individual prosperity through entrepreneurship, promoting innovation in government, attracting talent and technology, stimulating quality development, and preserving and celebrating our rural heritage and environment.

The conference seeks to foster regional and community partnerships among the broadest spectrum of leaders, service providers, entrepreneurs, and involved citizens, CRG showcases rural success stories and promotes creativity and innovation in addressing rural challenges. This conference will provide a wealth of information, resources and useful contacts to:

- Local elected officials
- Planners and city/county managers
- Nonprofit groups
- Downtown/community development professionals and volunteers
- Local economic and community developers and volunteers
- Farmers and ranchers
- Health and human resource service providers
- Neighborhood organizations
- Housing advocates and developers
- Land owners and conservationists
- Entrepreneurs and business owners
- Tourism and hospitality industry professionals
- Quality growth advocates
- Individuals relocating to rural Georgia

### Who We Are

Celebrating Rural Georgia is coordinated by the Georgia Rural Development Council and produced through a collaboration of federal and state agencies, the university system, local government associations, community and economic development groups and private entities. There is no other statewide effort with such a broad base of volunteer support. Some of the organizations volunteering their time and efforts are the Association County Commissioners of Georgia; BellSouth, Family Connection, Georgia Farm Bureau, Georgia Forestry Commission, Georgia Health Policy Center, Georgia Public Web, Federal Reserve Bank of Atlanta; Fort Valley State University; Georgia Department of Agriculture, AgAmerica Empowerment Agency, Governor's Ag Commission, Georgia Department of Community Affairs, Community Health, Economic Development and Natural Resources; Georgia Economic Developers Association; Georgia Electric Membership Corporation; Georgia Health Policy Center; Georgia Institute of Technology; Georgia Municipal Association; Georgia Power Company; Georgia Southern University; Georgia State University; MEAG Power; The Sapelo Foundation; South Georgia Regional Development Center; University of Georgia; and USDA Rural Development.



## Celebrating Rural Georgia 2004

Sewing the Seeds of Success with over 60 cross-disciplinary educational sessions, nationally recognized plenary speakers, exciting bus tours and in-depth skill building clinics.

### Monday

1:30 PM - 4:30 PM

Half-Day Skill Building Clinics  
The Art of the Grant  
Streets for People, Streets for Cars, and Context Sensitive Road Design  
Introduction to Georgia's Better Hometown/ Main Street Program

### Tuesday

#### Off-site Bus Tours

Rural Health Center Tour (9:15 AM - 11:45 AM)  
Carpet Industry Tour (9:15 AM - 11:45 AM)  
Latino Small Business Tour (1:30 PM - 4:30 PM)  
Innovative Infrastructure Tour (1:30 PM - 4:30 PM)

#### Concurrent Sessions

9:15 AM - 10:30 AM

Agriculture, Manufacturing & Technology Entrepreneur Development  
Agriculture Outside the Box: Radical Sabbatical Meets the Family Farm  
Brownfields Turn Golden  
Fine Arts Are Economic Development  
Housing Volunteerism at Work for Your Community  
Rural Policy Issues and Promoting Civic Involvement  
Stopping the 'Revolving Door' of Providers in Rural Areas: Attracting and Retaining Health Care Providers in Rural Georgia  
Solid Waste Solutions

10:45 AM - 12:00 PM

Creating Vital Neighborhoods with Mixed-Income Redevelopment  
Priming the Pump: Finding Funding for Downtown Revitalization  
Successful Community Leadership Development  
The Future of Rural Manufacturing  
The Link Between Economic Development and Rural Health

To Market, To Market. Community Market Venues Cash In on Specialty Crops  
Using Planning and Code Enforcement to Improve Your Community: Tools for Local Officials  
Wealth and Asset Building Strategies  
Wildlife Pays its Way

1:30 PM - 2:45 PM

Attracting and Landing Your Franchise Dream  
Community Best Practices for Entrepreneur Support and Development  
Creating Partnerships for Solving Housing Issues  
Innovations in Farm Entrepreneurship: Exploiting the Niche  
Preserving Farms and Farmlands: Lessons from Georgia Communities  
Quality Growth Resource Team Success Stories  
Recovering from Catastrophic Job Loss  
Serving Special Needs Populations Through Community Initiatives  
Water Resources: The Latest News and Newest Tools

3:15 PM - 4:45 PM

A 'Toolkit' for Health Literacy: Improving the Health of Georgia's Workforce  
Agriculture Marketing: Tools for the New Economy  
Beyond the "Projects" —Your Local Housing Authority as a Resource for Housing Solutions  
Creating New Opportunities for Homeownership  
Engaging the Latino Community  
Fresh Funding Opportunities for Business Development  
Innovative Legal Tools for Community Revitalization  
The Land Use/Economic Development Connection  
Spinning Straw Into Gold: Tourism Product Development

### Wednesday

#### Concurrent Sessions

10:00 AM - 11:15 AM

Developing an Agritainment Enterprise: Marketing the Squeal Instead of the Bacon  
Entrepreneurial Education: Find Out What's Available Through Georgia Schools  
Horsing Around for Fun and Profit: Equestrian Businesses Pay Off Big  
New Manufactured Housing Options for Neighborhood Infill Development  
Professional Secrets for Planning Successful Festivals and Promotions  
Pushing the Envelope: Attracting and Working with Private Developers  
Selling Smart Growth  
Understanding the Economic Impact of New Technology in Rural Communities

### Distinguished Plenary Speakers



**Valecia Crisafulli** serves as Small Business Development Specialist for the National Trust for Historic Preservation's Main Street Center. With expertise in marketing, tourism and downtown revitalization, Crisafulli will focus on baby boomer market trends and their enormous potential impact on rural Georgia. Learn where baby boomers are moving and why, get surprising details about their housing and entertainment preferences, and learn exactly how to capture their dollars to stimulate your local economy and tap their energy and expertise to improve rural community life.



#### Don Macke

Co-Director of the Center for Rural Entrepreneurship, Don has nearly a quarter of a century working in the field of community and economic development with a specialization in rural development and policy. Macke will explain the critical role of entrepreneurs in stimulating the rural economy, present inspiring examples of community support efforts and innovative small business development strategies from around the country.



#### Allen Rice

Allen Rice is president of Savannah Luggage in Vidalia, Georgia. A freemarketeer and expert on corporations, globalization and world markets, Rice will share his views on the economic perils and opportunities facing rural Georgia over the next decade as local and regional businesses adjust to the huge changes ahead in the global marketplace.

### Registration Form

Mr./Mrs./Ms. \_\_\_\_\_

Name Preferred on Badge \_\_\_\_\_

Organization \_\_\_\_\_

Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

### Registration

Regular Registration (covers all concurrent sessions, meals and social events). \$100 \_\_\_\_\_

### Additional Options:

Off Site Bus Tours (up to two per registrant) \$15 \_\_\_\_\_

Half-day Skill Building Clinics (one per registrant) \$20 \_\_\_\_\_

**Mail Registration Form and Payment to:** Total \_\_\_\_\_

Celebrating Rural Georgia Registration  
Georgia Department of Community Affairs  
60 Executive Park South, NE, Atlanta, GA 30329-2231

We encourage on-line registration! Secure on-line credit card payment, detailed session descriptions and downloadable registration forms are available at our website. However, for those who prefer to mail your registration and payment, a separate copy of this registration form should be submitted for each participant.

**Note: Faxed registrations cannot be accepted.  
You are not officially registered until we receive your payment.**

### Bringing a Bunch? Take Advantage of our Team Discounts

To encourage communities to expand and strengthen creative local partnerships, team discounts of \$25 per participant are available for cities and counties sending three or more individuals as a team. Note that payment deadlines above also apply to team registrations.

For team enrollment forms and more information, see our website or please contact: Bernard Renolds, Georgia Rural Development Council, (404) 679-1588, [bernard@ruralgeorgia.org](mailto:bernard@ruralgeorgia.org)

Dress for the entire conference is casual.

If you have a disability and need special assistance or information, please contact Candice Gunn at (706) 583-2736, or [cgunn@dca.state.ga.us](mailto:cgunn@dca.state.ga.us)