

Building Our Red Carpet Country Quilt

We're All Stronger Together



*Annual Tourism
Conference*

August 28, 2018

Woodward Conference Center
2007 34th St.
Woodward, Oklahoma

Registration Deadline: August 17, 2018

For more information:
Carla Burdick
580.327.4918
RedCarpetCountry@gmail.com

Communities and tourism-related businesses
in Red Carpet Country are invited to bring
a display to promote an attraction,
business or event during the
Annual Tourism Conference.

If interested, contact:
Darci Herber at 580-256-9990 Ext. 8994
or email:
dherber@cityofwoodward.com



Directions to Woodward Conference Center
The Conference Center is located on the west side of
Woodward, a short drive south of Hwy 412 on 34th street.
Parking is next to the building.
Hotel information at VisitWoodward.com.

REGISTRATION FORM - Please detach and mail in with payment

Name: _____ Position: _____

Organization: _____

Address: _____ City-State-Zip: _____

Email: _____ Phone: _____

Registration fee: \$50 Members/\$75 Non-members: No. of attendees _____ x \$ _____ = Total: _____

Make check payable to: Red Carpet Country | 222 E. Maple, Suite 400, Enid, OK 73701

DEADLINE FOR REGISTRATION: **August 17, 2018**

Ron Frantz

Ron Frantz is a licensed architect who has spent the last 37 years working in over 100 Oklahoma towns and neighborhoods while promoting the historic architecture and landmark businesses.

As the Director of Small Town Studios for the OU Institute for Quality Communities and as the Coordinator for the Environmental Design Program at the OU College of Architecture, Frantz, as an aging Baby Boomer, gets to hit the road with young, energetic, exploratory, and optimistic Millennial students who are eager to discover all the cool, quirky, unique places in Oklahoma.

Recent roadside ventures include traveling the entire length of historic Route 66; walking the perimeter of Old Quebec City, Quebec; exploring Antoni Gaudi's architecture in Barcelona, Spain; visiting The Royal Crescent Row Houses in Bath, England; attending services in historic churches in Lisbon, Portugal; and cruising in a red 1957 Dodge Custom Royal convertible along the Malecon in Havana, Cuba, while exposing students to all things great about Oklahoma.

Stan Clark

Stan Clark, a native of Tulsa, Oklahoma, graduated from Oklahoma State University in May of 1975 with a BS degree in Business Administration.

Clark and a childhood friend, Steve File, opened Eskimo Joe's on July 21, 1975. Clark was 22 years old at the time.

From the most humble beginnings, Clark has built a restaurant and retail brand that has gained national, even international notoriety.

Clark credits all of his companies' successes to the people who create the magic every day for their guests. "Our people truly are our business," he has said for years. "We should create a good feeling with every interaction with every guest, every day!"

One of the company's legacies is their support of the Stillwater community, particularly the Stillwater Area United Way. They've also sponsored or contributed to the Special Olympics of OK, the Stillwater Public Education Foundation, the Coaches vs Cancer program, and various other OSU departments or programs, including the South Entry Plaza of Boone Pickens Stadium. An Eskimo Joe's scholarship for teachers was established with the OSU College of Education.



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- 8:00 Registration—Visit Silent Auction tables**
- 8:30 Welcome, City of Woodward**
- 8:45 *Playing in the Streets, and Getting College Credit for It***
Ron Frantz, Institute for Quality Communities
- 9:30 *Red Carpet Country Update***
Carla Burdick, Executive Director
- 9:50 Break**
- 10:00 *Placed-Based Economic Development & Tourism: Using Your Resources to Your Advantage***
Dr. Stacy Tomas, OSU
- 10:50 *Barn Quilt Trail***
Lynda Latta, OSU Extension Office
- 11:30 Lunch & Networking**
- 12:15 *Customer Service***
Stan Clark, Eskimo Joe's
- 1:00 *Roundtable Topics***
- 1:45 Break, *Silent Auction closes***
- 2:00 *Developing Thriving Downtown Communities***
Ron Drake
- 2:45 *Silent Auction winners announced***
Please complete your survey.
Thank you for coming!
- 3:15 Red Carpet Country Annual Meeting**

Lynda Latta

Lynda Latta has served as the Ellis County OSU Extension Educator for 30 years working in the areas of Family Consumer Sciences, 4-H and youth, and serves as the County Director. Lynda has written state curriculum for FCS programming and teaches all ages in Ellis County, across the state and into Texas. She has been awarded numerous state awards through her state and national associations for innovative programming. Her current passion is promoting Oklahoma with the development of Barn Quilt Trails and developing tourism to showcase the beauty, history and quality of life in all areas of Oklahoma.



Dr. Stacy Tomas

Stacy is an assistant professor in the School of Hospitality and Tourism Management at Oklahoma State University. For more than 15 years, she has worked with small businesses, landowners, farmers and communities to develop and promote sustainable tourism in rural areas as a means for community and economic development. She has also assisted landowners and business owners explore entrepreneurial opportunities relating to tourism. Her research focuses on consumer behavior and tourism marketing, as well as tourism development and the economic impacts of tourism. From her research, she strives to contribute to the understanding of what constitutes satisfying tourist experiences and to provide managerial suggestions on engineering positive experiences for guests. Some of her past projects include the North Carolina Birding Trail, and the Homegrown Handmade Trails in North Carolina.



Ron Drake

Ron Drake is all about improving the quality of life in small town America. Through his different companies he bought and sold over 45 homes, specializing in historic neighborhoods. Subsequently, Ron made the shift to the core downtown and restored 17 historic buildings, revitalizing over 75,000 square feet of downtown space and helped turn the unlively downtown of Siloam Springs, Arkansas into a vibrant cultural center, and was instrumental in their listing as Number 14 in Smithsonian Magazine's Best Small Towns in America. In 2014, Parade Magazine listed Siloam Springs as the Fourth Best Main Street in America. Ron's Vision: Preserving the heart of America by creating vibrant cultural centers for all the community to share and enjoy.



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items!**

