



# California Watchable Wildlife Inaugural Statewide Conference

*Wildlife Tourism: It's Our Nature*

**Monday, September 29, 2008  
The Flamingo Conference Resort & Spa  
Santa Rosa, CA**

*Join California Watchable Wildlife to explore why wildlife tourism is a successful rural economic development tool. Learn how communities have developed innovative partnerships and marketing tools and enjoy a field trip to one of Watchable Wildlife's newest wildlife viewing sites, the Laguna de Santa Rosa Wetlands.*

*California Watchable Wildlife is a statewide network of wildlife viewing sites, an iconic "brown binoculars" road signing program and website designed to enhance the visitor experience and encourage responsible and sustainable wildlife viewing behavior.*

- 8:45 – 10:00am      **Networking Breakfast**
- 10:00 – 10:30am      **Welcome and Introduction to California Watchable Wildlife**  
Ruth Coleman, Director, California State Parks
- 10:30am – 11:30am      **Keynote Address: A Partnership Takes More than One: Why Wildlife Tourism is Wildly Successful in Washington State**  
Mike O'Malley, Washington Department of Fish & Wildlife
- 11:30am – 2:30pm      **Watchable Wildlife Field Trip to Laguna de Santa Rosa with lunch**  
Introduction to the Laguna de Santa Rosa by **Christine Fontaine**, Executive Director of the Laguna Foundation.
- 2:30 – 3:15pm      **California Watchable Wildlife Network's New Interactive Website and Marketing Plan: Karen Killebrew**, California Watchable Wildlife Outreach Coordinator; **John Potter** and **Rebecca Martinez**, Blue Cat Studio
- 3:15 – 4:00pm      **Marketing Wildlife Tourism for a Sustainable Future**  
**Patrick Tierney Ph.D.**, Professor, Department of Recreation and Leisure Studies, San Francisco State University; **Maggie Ivy**, CEO/ Executive Vice President, Santa Cruz Convention and Visitors Council
- 4:00pm      **Closing Remarks and Next Steps**
- 5:00 – 6:30pm      **Beyond the Gateways Opening Reception at Matanzas Creek Winery**

[www.CAWatchableWildlife.com/conferences.html](http://www.CAWatchableWildlife.com/conferences.html)

Conference Registration:	Early Bird	\$99.00	Register by September 17
	Regular	\$125.00	After September 17

Combine with [Beyond the Gateways](#) and Save!  
Online Registration Available: [www.caltia.com/events/caruraltourismconf.html](http://www.caltia.com/events/caruraltourismconf.html)