



Oregon Coastal Zone Management Association

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***Branding the Oregon Coast as a Place for Knowledge Businesses Workshop
May 29, 2009
10:00 a.m.—4:00 p.m.***

***Hallmark Resort (Salon Room—downstairs)
744 SW Elizabeth Street, Newport, Oregon
Telephone: 541-265-2600 (messages); Fax: 541-265-9449***

Tentative Workshop Agenda

- 10:00 a.m. Opening Remarks and Workshop Purpose—*Onno Husing, Director, OCZMA*
- 10:15 Basic Orientation to Branding-Marketing Panel Discussion
- *Kathy Long Holland, Long Sherpa Design*
 - *John Irwin, J. Irwin Community Informatics Consulting*
 - *Jessica Metta, Coordinator, Gorge Technology Alliance (GTA)*
 - *Todd Davidson, Chief Executive Officer, Travel Oregon*
- 11:30 Open Dialogue/Brainstorming on Branding the Oregon Coast for Knowledge Businesses—*Workshop Participants*
- 12:00 Noon Lunch
- 1:00 Continuation of Open Dialogue/Brainstorming on Branding the Oregon Coast for Knowledge Businesses—*Workshop Participants*
- 2:30 Break
- 2:45 Continuation of Open Dialogue/Brainstorming on Branding the Oregon Coast for Knowledge Businesses—*Workshop Participants*
- 3:45 Concluding Remarks—*Onno Husing, OCZMA*
- 4:00 Adjourn