

# Beyond the City Lights™

Rural Tourism  
Conference Series 2009

*tourism  
means business...*

Forest Golf & Country Hotel  
102 Main St South, Forest, Ontario

April 28 - 7:00 pm - 10:00 pm  
*Come Enjoy a Country Fair Reception*

April 29 - 8:30 am - 4:00 pm  
*Featuring Hidden Gems Bus Tours*



For more information contact:  
Shauna Carr  
scarr@tourismsarnialambton.com  
www.tourismsarnialambton.com  
1-800-265-0316



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Gold Sponsor:



## Agenda

### Tuesday April 28, 2009

7:00 pm - 10:00 pm      Country Fair Fun Night  
Forest Golf & Country Hotel

### Wednesday April 29, 2009

8:00 am - 9:15 am      **Registration:** Forest Golf & Country Hotel  
9:15 am - 9:50 am      Angie Richter, The Currant, Parkhill, Ontario.  
**The Hemp Plant, Past, Present and Future.**

10:00 am - 12:30 pm    **Hidden Gems Tour:** Covering an area of Lambton Shores with presentations at Twin Pines Orchards and Cider House including a cider tasting and Forest Glen Herb Farm with highlights of other rural destinations of note.  
Informal talk with Tourism Sarnia Lambton General Manager John Dickson

1:00 pm - 2:00 pm      **Lunch:** Forest Golf & Country Hotel  
Greetings from local Dignitaries  
Janet Jones – Perspectives from the Ministry of Tourism

2: 00 pm - 3:00 pm    **Keynote Speaker** – Wendy MacQueen, Mormac Brand Re-Engineering, Alvinston, Ontario: **Getting your message out there! What may be missing and how to fill the gap.** Our Keynote speaker is a small business expert who has returned to her rural roots in Lambton to share her knowledge with you. Wendy is an innovative, award winning small business marketing specialist and author who helps everyone she meets 'cut-to-the-chase'. With 25 years of experience, you're guaranteed to gain new insight, learn economical strategies, and be thoroughly entertained. An unforgettable, grass-roots information event.



3:00 pm - 4:00 pm    **Moderated Panel Discussion**  
**Topic:** Recession...What Recession? Beat the Economic Downturn, here's how!  
**Moderator:** Jeff Kinsella, Ministry of Agriculture and Rural Affairs  
**Panel:** Cynthia Cook, Forest Glen Herb Farm  
          Roger Thurston, Korny Korner  
          Judy McLellan, Apple Tree Restaurant

4:00 pm                **Wrap-Up**  
Brochure Swap

Sponsored by:



The Municipality of Lambton Shores



# FOREST



# LAMBTON COUNTY

- Sarnia & Point Edward
- St. Clair River District
- Lambton Shores
- Central Lambton



LAKE HURON

PORT FRANKS

GRAND BEND

NORTHVILLE

THEDFORD

FOREST

ARKONA

BLUE WATER BRIDGE TO U.S.A.

POINT EDWARD

BRIGHT'S GROVE

CAMLACHIE

MICHIGAN U.S.A.

SARNIA

WYOMING

WATFORD

CHIPPEWAS OF SARNIA RESERVE

CORUNNA

PETROLIA

MOORETOWN

BRIGDEN

OIL CITY

ALVINSTON

COURTRIGHT

OIL SPRINGS

INWOOD

Marine City

WILKESPORT

SOMBRA

FLORENCE

WALPOLE ISLAND

Wallaceburg

Dresden

Thamesville

Bothwell

Algonac

WALPOLE-ALGONAC FERRY

RIVER RD. S.

CHIEF'S RD. N.

SAWYER RD.

PUBLIC BUSH RD.

OLD FERRY RD.

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Port Huron

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St. Clair River

Algonac

Wallaceburg

Dresden

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Registrant's Name: \_\_\_\_\_

Company/Organization\*: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

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

Email: \_\_\_\_\_

#### Registration Fee & Payment:

Conference Registration Fee: \$60 (\$56.43 + \$3.57 GST)

Fee includes the evening reception with cash bar, full day conference, lunch, refreshments and tours.

**Limited Seating Available – Pre-Registration Required so Register Today!**

**Early Bird Registration:** \$50 if registration and payment received before April 7, 2009.

\*Subsequent Attendees from Organization \$40.00

Please check if you are willing to have your contact information shared with today's attendees and next year's Beyond the City Lights Committee.

Come prepared to do a brochure swap: Please bring a quantity of brochures, business cards, etc. Please bring a door prize to promote your business or area!

#### Payment Options:

Please circle preference. Cheque Cash Credit Card

Visa  Mastercard  Am/Express

Expiry Date: \_\_\_\_\_ Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Fax Completed Registration to:  
Shauna Carr, Project Co-ordinator, Tourism Sarnia Lambton  
Fax: 519-336-3278 Phone: 1-800-265-0316  
Email: scarr@tourismsarnialambton.com