

Nature Tourism in Your Community:

Resource Assessment Training Workshops

Wildlife watching is the fastest growing recreational activity in the world. In the U.S., wildlife watching generates over 45 billion dollars in revenue. In Kentucky, more people bird watch than play golf.

Consider the potential...

This single day workshop will walk you through the steps of assessing the nature tourism potential in your community. The workshop will cover the major components of nature tourism assessment such as: the economics of nature tourism, how to build community support, how to build a planning team, and what to look for when conducting site assessments. The workshop cost is \$75 dollars and includes seminar registration, lunch, and refreshments.

For those who arrive the night before, Fish and Wildlife and State Parks will be leading Night Hikes at no extra charge. Mark the box located on the registration form if you are interested.



About the Speaker:

James A. Mallman

President, Watchable Wildlife, Inc.

A founding Board member of Watchable Wildlife Inc., an international non profit with the mission "To Helping Communities and Wildlife Prosper". Jim has 28 years of business management experience in commodities trading and sales and marketing management. Jim began working with state and federal agencies in 1995 to help promote sustainable funding programs for wildlife conservation. Soon after, he made the decision to redirect his professional efforts towards wildlife conservation and accepted the position as President of Watchable Wildlife Inc.

As President of Watchable Wildlife, Inc Jim conducts workshops on Nature/Wildlife Tourism around the world. In addition Jim has worked with communities to help assess their wildlife viewing opportunities and sites. This has included numerous trips to Mexico and Canada, three visits to Russia and two to China to work on programs in these countries. Jim has a B.A. from the University of Wisconsin-Milwaukee and an M.S. in Education/Wildlife Tourism, a program he helped to develop with the University of Wisconsin-River Falls.

Call 1-800-858-1546,
or visit fw.ky.gov for registration
and other information!

Registration:

Sign up now to learn how your community can take advantage of this rapidly growing tourism activity in one of four workshops located at a beautiful state park in your region:

- Kentucky Dam Village State Park – Dec. 2
- Rough River State Resort Park – Dec. 3
- General Butler State Park – Dec. 9
- Natural Bridge State Resort Park – Dec. 10

Nature Tourism in Your Community: Resource Assessment Workshops 2008 Registration Form

Name: _____

Organization: _____

Address: _____

City/State/Zip Code _____

Phone # (____) _____ - _____

Email: _____

Enclosed is a check payable to KDFWR for \$ _____

Please Charge \$ _____ to Visa MC
 Discover

Card # _____

EXP date _____ Signature _____

"Night before" Activity: Yes No

Date & Location: Please Circle One

12/2-KY Dam Village **12/9-General Butler**
12/3-Rough River **12/10-Natural Bridge**

Registration Fee \$75

Price includes seminar registration, lunch,
and refreshments.

The number of participants is limited to 40 people per workshop. To guarantee your location choice and reservation we suggest you register as soon as possible!

Final Date for registration is November 14th!

Sponsored by the Kentucky Association of Counties, Kentucky State Parks, and the Kentucky Dept. of Fish and Wildlife Resources