



You're Invited!

2014: The Game-Changer

A Public Event for Rutherford County, the Community,
& Business and Tourism Industries

Presented by:

Rutherford County Tourism Development Authority

Featuring:

Tryon International Equestrian Center: A Special Report

Impact Study Presented By

Chris Cavanaugh, founder of Magellan Strategy Group

-and-

Featured Guest Mark Bellissimo, founder of
Tryon International Equestrian Center

This Milestone Occasion Will Also Unveil The:

- Updated Rutherford County Tourism Logo
 - New Comprehensive Travel Guide
 - Re-Envisioned PR/Marketing Team
- Rutherford County Tourism Development Authority (TDA) Annual Report
- County Master Wayfinding Plan

Thursday, September 25th

Presentation: 4:00 - 5:00 pm

Speaker Meet & Greet: 5:00 - 5:30 pm

Foundation Performing Arts Center, Spindale, NC

Questions: Michelle Yelton, McConnell Group PR
michelle@mcconnellgroup.biz / 828-407-0244 / www.RutherfordTourism.com