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Rutherford County Tourism Development Authority Monthly Newsletter



Issue 6

June 2012

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July 4

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[Dirty Dancing Festival](#)
Lake Lure

August 24-26

[Lake Lure Olympiad](#)
Lake Lure & Chimney Rock

Visit our [Events Calendar](#) for a complete list of county activities. To add your events

Hello Tourism Stakeholders,

The Fourth of July - one of our county and country's biggest holidays and tourist draws - is right around the corner. As we all prepare for this annual celebration, keep in mind all of the exciting events tourists can participate in while they are here.

Whether your guests want to enjoy the fireworks from a [leisurely pontoon boat](#) on Lake Lure, at the lively stadium of the award-winning [Forest City Owls](#), or to the cheers at an old-fashioned [soap box derby](#), there is a Fourth of July celebration waiting for them here in Rutherford County!

Keep reading for updates about the Lake Lure Visitor Center and the limited-time offer for [FREE registration](#) for the 2012 TDA Alliance Conference.

Wishing you all a safe and happy 4th!



Visitors Dance with Baby & Johnny

to our complete calendar,
please contact Jackie Wallace
at 828-287-6113 or [click here](#)
[to email her.](#)

Quick Links

Our Website

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*As always, thank you for
being a part of Lake Lure
& the Blue Ridge Foothills
and its wonderful network
of accommodations, events,
restaurants and attractions.*

*Please contact us with any
questions, comments or
concerns at:*

Rutherford County TDA
T: 828-287-6113

Sincerely,

Michelle Yelton
Communications Manager,
Rutherford County TDA

at Lake Lure Visitor Center



Whoever said there wasn't much left to see of "Dirty Dancing" in Lake Lure needs to make sure they stop by the Visitor Center in Lake Lure. Visitors have had "the time of their lives" recreating this iconic pose.

What started out as a random request from a few tourists has turned into a sensational draw for many of the "Dirty Dancing" fans who walk through the Visitor Center door. Anyone interested in recreating their own special "Baby and Johnny" moment should go see Deb McCormick, tourism information assistant, at the Lake Lure Visitor Center.

FREE Alliance Conference **Registration until** **JULY 15 - ACT NOW!**

Whether you have spent your entire career in the tourism industry, or are taking it one day at a time, there is always something new to learn about this dynamic business.

The inaugural 2012 TDA Alliance Conference on Tourism on Thursday, Nov. 8 is your chance to hear from industry experts and ask the questions that are floating in your mind.

FREE REGISTRATION!

From now until July 15, you can sign up for the 2012 Alliance Conference for **FREE!** After July 15, tickets are still just \$20 for a full day of training, seminars and networking. Breakfast, lunch and dessert social are included!

[Click here to register!](#)

If you do not have an email address or need help registering, please do not hesitate to contact Michelle Yelton at michelle@mccconnellgroup.biz or 828-980-2883.

SEMINAR SCHEDULE

8:00 - 9:15am	Registration, Breakfast & Vendor Visit
9:15 - 9:45	Welcome & TDA Update
10:00 - 11:00	Session 1
11:00 - 11:15	Break & Vendor Visit
11:15 - 12:15pm	Session 2
12:15 - 12:30	Vendor Visit
12:30 - 1:30	Lunch & Keynote Speaker
1:30 - 2:30	Session 3
2:30 - 3:30	Closing Social

Session 1:

1. You'd Be Amazed: All there is to do in Rutherford County
2. But I Don't Have any Marketing \$\$: Social Media
3. Niche Marketing
4. Customer Service Tips

Session 2:

1. It Pays to be Nice
2. Tomorrow's Tourism: Industry Trends
3. The Price Is Right

Session 3:

1. Making the Web Work for You

2. Intro to TDA Partner Programs
3. PR 101: Tricks of the Trade Anyone Can Do

Speakers and additional details coming soon! For questions, contact Michelle Yelton at michelle@mccconnellgroup.biz or 828-980-2883.

	<p>TDA Welcomes Robin Lattimore, Visitor Information Assistant</p> <p>Robin Lattimore is the author of several books on local and regional history, including <i>Gold and Glory: North Carolina Gold and the Bechtler Heritage</i>, and was named the 2009-10 Historian of the Year by the North Carolina Society of Historians.</p>
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Robin will be primarily welcoming visitors part-time on weekends at the Bechtler House. By being able to share from his depth of both historic and general knowledge of our county, he will be a great asset -- we are thrilled to have him on board with us and hope to make use of his knowledge and talents in numerous ways. Please [click here](#) to see Robin's complete biography, and help us in saying hello.

RACK CARDS & VOLUNTEERS NEEDED at Lake Lure Visitor Center

Looking for volunteers to help at the Lake Lure Visitor Center! We give out smiles as well as information! Your volunteer time is and has been greatly appreciated!

If you can spare a volunteer hour or two, please contact Deb McCormick at 828-287-6113 or Deborah.McCormick@rutherfordcountync.gov.

There is also a major need for rack cards from area businesses. The supplies are running low, so make plans

to drop off a stack on your next outing. Many thanks partners!

TDA Staff & Board Members

Michelle Whitaker - Executive Director
828-287-6113; Michelle.Whitaker@rutherfordcountync.gov

Jackie Wallace - Administrative Assistant
828-287-6113; Jackie.Wallace@rutherfordcountync.gov

Deb McCormick - Tourism Information Assistant
828-287-6130; Deborah.McCormick@rutherfordcountync.gov

Robin Lattimore - Tourism Information Assistant
828-287-6130; Robin.Lattimore@rutherfordcountync.gov

Michelle Yelton - Communications Manager & Media Relations
The McConnell Group Public Relations
828-980-2883; michelle@mcconnellgroup.biz

TDA Board Members:

A directory of the current TDA Board members can be found by [clicking here](#).

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