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# Rutherford County Tourism Development Authority Monthly Newsletter

Issue 5

May 2012

## In This Issue

**Meet Deb McCormick**

**VIN Goes Mobile**

**Alliance Conference  
Update**

## A Glimpse of Upcoming Events

**May 31**

**Lake Lure Arts & Crafts  
Festival**

**June 2**

Historic Walking Tour  
Downtown Rutherfordton  
**Call Firehouse Inn for info**

**June 9**

**Lure of the Dragons Festival  
& Parade**  
Lake Lure

**June 15**

**Rutherfordton's Golden  
Nights**  
Featuring Live Jazz

**June 16**

**Last of the Mohicans 20th  
Anniversary Film Screening**  
Chimney Rock at Chimney  
Rock State Park

Hello Tourism Stakeholders,

Summer is nipping at our heels as we approach our grand opening to the tourist season this Memorial Day Weekend. Look for both the **Lake Lure and Bechtler House Visitor Centers** to be open and in full throttle in anticipation of eager guests. Volunteers are always needed, as is your expertise about this wonderful area we are proud to call home.

The calendar is quickly filling up and much excitement is in store. Our highly-anticipated **TDA Alliance Conference, set for Thursday, Nov. 8th**, will introduce you to a variety of useful tools and information from a breakdown of TDA services to seminars from special guests and industry experts.

Finally, the **TDA Visitor Information Network** is steadily growing and this month's update features the new mobile unit.

As always, keep us posted on your business updates as we work together to provide every visitor to our county with the ultimate travel experience!



## Meet Deb McCormick - TDA Tourism Information Assistant

Many of you have already met the bubbly and outgoing Deb McCormick a time or two during her last two years as a volunteer for the TDA. Deb now joins the TDA team in an official capacity as the new part-time Tourism

**July 4**

[Old Fashioned 4th of July](#)  
featuring "[Race for the Gold](#)"  
[Adult Soapbox Derby](#)  
Rutherfordton

**July 4**

Fireworks at Morse Park  
Meadows  
Lake Lure

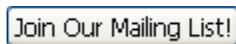
**July 4** Fireworks at  
[Rumbling Bald Resort](#)  
Lake Lure

Visit our [Events Calendar](#) for  
a complete list of county  
activities. To add your  
events to our complete  
calendar, please contact  
Jackie Wallace at  
828-287-6113 or [click here](#)  
[to email her.](#)

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## Quick Links

### Our Website



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

Information Assistant.

Deb will work with and coordinate volunteers for both the Lake Lure Visitor Center and The Bechtler House in Rutherfordton while spending one day a week in the TDA office.

Several of you attended the recent Hickory Nut Gorge Chamber membership meeting where plans for the TDA to manage and operate the Lake Lure Visitor Center were shared. Immediate plans included the placement of a part-time employee to operate the visitor center at the very least on Fridays through Sundays - our most critical times of traffic.

**VOLUNTEERS NEEDED!** Now that Deb is in place, the next critical need is to recruit volunteers for the remaining days of the week. Anyone is welcomed and encouraged to volunteer, and training will be provided for those new to the Visitor Center.

To sign up or get more info about volunteering, please contact Deb at:

**Deborah.McCormick@rutherfordcountync.gov or  
828-287-6130**

Send her a note, give her a ring or stop by the Lake Lure Visitor Center this Memorial Day Weekend to meet her in person. Deb looks forward to meeting and working with you!

## TDA Visitor Information Network (VINetwork) Goes Mobile



**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**

*Alan Bean, adjunct instructor for Building Construction Technology at ICC, is helping to complete the mobile VIN unit.*

The TDA's Visitor Information Network, better known as the VINetwork, is going mobile with the development of its first mobile visitor center. While still undergoing construction, the walls are up on the unit, and the entire project is being spearheaded by Isothermal Community College.

Interior work is next and includes installation of a touch screen computer, brochure racks and wide screen television. Porch railing will match the railing found on area information stands (as showcased in the April newsletter) and is being handcrafted by local metal artist Tom Elfers.

When completed, the mobile visitor center will travel around the county to events and destinations serving the visitors as needed.

## **SAVE THE DATE - 2012 TDA Alliance Conference**



**Keynote Speaker:**  
**Lynn Minges**  
N.C. Department of Commerce  
Assistant Secretary of Tourism,  
Marketing, and Global Branding

**THURSDAY, NOVEMBER 8, 2012  
8:00 a.m. - 3:30 p.m.  
Foundation Performing Arts Center  
Spindale, NC**

**Early Bird Special: FREE if registered by July 1, 2012  
After July 1, 2012: \$20 per person**  
Stay tuned for more info. Registration opening soon!

All tourism stakeholders and civic and municipal leaders invited. For any questions, please contact Michelle Yelton at 828-980-2883 or michelle@mccconnellgroup.biz.

## TDA Staff & Board Members

Michelle Whitaker - Executive Director  
828-287-6113; [Michelle.Whitaker@rutherfordcountync.gov](mailto:Michelle.Whitaker@rutherfordcountync.gov)

Jackie Wallace - Administrative Assistant  
828-287-6113; [Jackie.Wallace@rutherfordcountync.gov](mailto:Jackie.Wallace@rutherfordcountync.gov)

Deb McCormick - Tourism Information Assistant  
828-287-6130; [Deborah.McCormick@rutherfordcountync.gov](mailto:Deborah.McCormick@rutherfordcountync.gov)

Michelle Yelton - Communications Manager & Media Relations  
The McConnell Group Public Relations  
828-980-2883; [michelle@mcconnellgroup.biz](mailto:michelle@mcconnellgroup.biz)

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

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