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# Rutherford County Tourism Development Authority Monthly Newsletter



Volume 1, Issue 9

October 2012

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## A Glimpse of Upcoming Events

**October 26**  
**2012 Trick or Treat & Costume Contest**  
Forest City

**October 31**  
**Trick or Treat on Main Street**  
Chimney Rock Village,  
5-7pm

Trick or Treat on Main Street  
Rutherfordton, 4-6pm

**November 8**  
**TDA Alliance Conference**  
Spindale

**November 10**  
**KidSenses 8th Annual Gala**  
Rutherfordton

**December 1**  
**Finale 225th Celebration Christmas Parade**  
Rutherfordton

**December 8, 15**  
**Santa on the Chimney**  
Chimney Rock at Chimney  
Rock State Park

**(Correction: Adrienne Wallace began at Chimney Rock State Park in 2008, not 2005. My apologies - Michelle Y.)**

**Hello Tourism Stakeholders,**

Fall color is turning quickly and eager to showcase its gorgeous canvas to the visitors we expect over the next few weeks. We invite you to share your scenic fall color photos with us on our [Facebook page](#).

The change in season has also brought with it a new TDA staff member. Read below and help us welcome the TDA's new Assistant Director of Visitor Information, Adrienne Wallace.

The inaugural TDA Alliance Conference is also quickly approaching on Thursday, Nov. 8th. Learn more about the ways you can further get involved with that event. We look forward to seeing you there.

*Sincerely,*

***The Team at Rutherford County TDA***



## **TDA Welcomes Adrienne Wallace, Assistant Director for Visitor Information**

The TDA would like to extend a warm welcome to Adrienne Wallace as she embraces her new role as TDA Assistant Director for Visitor Information.

Formerly the Superintendent of Chimney Rock State Park since 2008, Adrienne comes to the TDA with a wealth of experience and knowledge of Rutherford County and its tourism assets. Adrienne also served on the TDA board and has a background in tourism and hospitality making her an ideal candidate to take the helm of the Visitor Information Network (VIN) across the county. The base of her operations will be the visitor center in 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

Like us on Facebook 

Follow us on 

Join Our Mailing List!

### *Pass It On*

Please help us spread the word and pass this newsletter along to other Rutherford County businesses you know in the tourism industry whose email we may not have. Our list is growing, but we are still missing many.

Otherwise, please contact us with any questions, comments or concerns at:

Rutherford County TDA  
T: 828-287-6113

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

Adrienne officially started with the TDA on October 15th at the Rutherfordton office and will be parked full time at the visitor center location in Lake Lure as soon as telephone and Internet lines are installed.

We appreciate everyone's patience as we get Adrienne settled into her new position. In the meantime, please add her email address to your contact list:

adrienne.wallace@rutherfordcountync.gov

## Cycle North Carolina's 1,100+ Cyclists Cruise Through Rutherford County



*More than 800 cyclists camped overnight in Lake Lure.*

Three Rutherford County towns played an instrumental role in the 14th annual 2012 Cycle North Carolina "Mountains to Coast" Fall Ride bringing 1,129 cyclists from 38 states (plus D.C.) and five foreign countries through the county. Cyclists began with an overnight rest stop in Lake Lure with perfect weather, live music and Rutherford County food/beer/wine/spirits vendors including a debut from [Blue Ridge Distilling Company](#).

The following day, cyclists continued their trek with a rest stop in Rutherfordton where rainy weather inhibited the day's planned activities and shopping, but did not deter cyclists from dining in our local restaurants. Next, cyclists exited the county through

of accommodations, events,  
restaurants and attractions.

*Sincerely,*

**Michelle McConnell Yelton**  
*The McConnell Group /  
Media Relations for  
Rutherford County TDA*

Ellenboro, by way of Washburn's General Store and the Ellenboro Train Depot, where they were welcomed at each destination with open arms.

Reports from merchants and community leaders in all areas were glowing with positive feedback and enthusiasm for being a part of this event. Rutherford County TDA has expressed our gratitude to the Cycle North Carolina organizers in hopes that our county will be chosen again in the future.

## **1st Public Input Session Planned for Visitor Information Network (including Lake Lure Visitor Center): November 8th**

The first round of charrettes for the new VIN (Visitor Information Network) will be held during the **TDA Alliance Conference on Thursday, Nov. 8th** at the Foundation Performing Arts Center in Spindale. The VIN covers wayfinding and visitor information for all of the county including the visitor center in Lake Lure

For those not wishing to attend the conference, a free viewing of the charrettes will take place from 3:30 - 4:30pm.



**REMINDER TO REGISTER:**  
**TDA Alliance Conference**  
**Thursday, Nov. 8, 2012**  
**8am - 3:30pm**  
**Foundation Performing Arts Center**

## Spindale, NC

<http://allianceconference.eventbrite.com/>

Join the 100+ Rutherford County tourism industry businesses and county leaders already registered for the TDA's inaugural Alliance Conference. Attend sessions with expert speakers from across the state and learn more about:

- What the TDA does, who we are and what we can offer you
- Travel trends and updates for Rutherford County, North Carolina and beyond
- Hospitality and customer service training
- Marketing and public relations workshops

**Plus, enjoy these added benefits:**

- Networking opportunities throughout the day with industry experts, vendors and other area tourism businesses
- Prizes for you and your business awarded all day
- Breakfast, lunch and dessert social

**Here are some ways your business can take advantage of this excellent opportunity:**

- **Booth Space:** Showcase your business to the conference attendees who will have opportunities between sessions and during the closing dessert social hour to peruse the vendors on display. If you have a business that services needs of the tourism industry, having a booth is a great way to reach this captive target audience.
- **Display Your Banner:** Have your banner displayed prominently on the auditorium balcony or in the lobby area in clear view of all attendees. Both areas will be heavily utilized during the conference and will be key ways to advertise your business.
- **Combo Deal:** For a reduced rate, purchase a combo package for both booth and banner space at the conference.
- **Freebies:** As always, display your rack cards or brochures for free at the TDA's welcome booth

[Click here to download the vendor form](#) or contact Michelle McConnell Yelton, The McConnell Group Public Relations, at [michelle@mccconnellgroup.biz](mailto:michelle@mccconnellgroup.biz) or 828-980-2883 for more details.

For more details about the inaugural TDA Alliance Conference, please visit [www.TDAAlliance.com](http://www.TDAAlliance.com).

## TDA Staff & Board Members

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

Adrienne Wallace - Assistant Director of Visitor Information  
[Adrienne.Wallace@rutherfordcountync.gov](mailto:Adrienne.Wallace@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)

### TDA Board Members:

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

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Rutherford County Tourism Development Authority | 117 West Court Street | Rutherfordton | NC | 28139