

## CALLING ALL...

- members of county heritage councils,
- Chamber of Commerce and TDA officials,
- owners of small attractions,
- art groups and art councils,
- small lodging/ B&B owners,
- museums and
- anyone who strives to market their town or attraction on a shoestring

**Make plans now to attend one of the half-day intensive marketing workshops described here!**

**For more information contact your NC Tourism Development Officer:**

Helen Ruth Almond  
*(Alleghany, Ashe, Avery, Caldwell, Mitchell, Surry, Watauga, Wilkes and Yadkin)*  
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Ron Ruehl  
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## MARKETING BOOT CAMPS COMING IN MAY!

*REGISTER TODAY FOR THE  
MARKETING BOOT CAMP IN YOUR REGION*

### **High Country Host Region – Tuesday, May 8, 2007**

*(Alleghany, Ashe, Avery, Caldwell, Surry,  
Watauga, Wilkes and Yadkin)*  
Wilkes Public Library  
215 Tenth Street, North Wilkesboro, NC

### **Blue Ridge Mountain Host Region – Wednesday, May 9, 2007**

*(Buncombe, Burke, Henderson, Madison, McDowell, Mitchell, Polk,  
Rutherford, Transylvania and Yancey)*  
Center for Craft, Creativity and Design – Kellogg Center  
1181 Broyles Road, Hendersonville, NC

### **Smoky Mountain Host Region – Thursday, May 10, 2007**

*(Cherokee, Clay, Graham, Haywood, Jackson, Macon,  
Qualla Boundary and Swain)*  
Southwestern Community College – Swain Campus  
60 Almond School Road, Bryson City, NC

**Registration begins at 11:30 a.m.**

**Workshop will run from 12:00 p.m. to 5:00 p.m.**

**\$25 Registration Fee includes box lunch.**

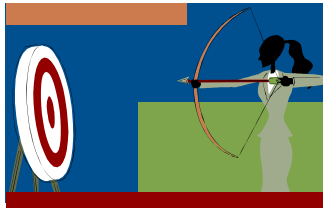
Workshop agenda includes:

- An overview of the NC Dept. of Commerce Division of Tourism resources: what is available free of charge, including the extranet and inclusion on the VisitNC.com website; Division publications and how to be included, and a wealth of other information.
- Marketing trends: Why people are coming to Western NC, how families are planning vacations, and who is doing the decision-making. Learn about the findings of the Blue Ridge National Heritage Area (BRNHA) tourism research and about growth areas such as Heritage/Cultural Tourism and Ecotourism.
- Marketing on a limited budget: the components of a basic marketing plan, how to write a press release, the what and how of public relations, the importance of building relationships and partnerships, finding and using outside resources, and more.
- Regional projects/focus and area Host Group information.

Presentations will be made by staff members of the NC Department of Commerce, Division of Tourism, Film and Sports Development, including Teresa Watts, Director of Heritage Tourism & Community Development, Mikie Wall, Director of Sales and Trade Development, and Wit Tutttell, Director of Public Relations.

**Please send your \$25 registration fee and attached form to secure your reservation to:  
BRNHA - 134 Wright Brothers Way - Fletcher, NC 28732**

*Registration will be on a first-come first-serve basis for up to 50 participants per workshop.  
Cancellations with full refund will be taken up to 3 days before events.*



## MARKETING BOOT CAMP REGISTRATION

Boot Camp Date/Location Requested \_\_\_\_\_

Name \_\_\_\_\_

County \_\_\_\_\_

Organization \_\_\_\_\_

Phone Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email address \_\_\_\_\_

Please send this form along with your \$25 Registration Fee (check should be made out to Blue Ridge National Heritage Area) to the BRNHA, 134 Wright Brothers Way, Fletcher, NC 28732.

*Registration will be on a first-come first-serve basis for up to 50 participants per workshop.  
Cancellations with full refund will be taken up to 3 days before events.*