



*Gary Carden,
Storyteller*



The Barn Cats



Entertainment

Come on over to tour our unique facilities, shop our gallery, and experience some of our authentic Appalachian refreshments and entertainment.

The event kicks off with entertainment in our historic auditorium. Gary Carden will deliver a story to inspire us to find a way to carry on in these tough times. Mr. Carden is a storyteller, folklorist, playwright and an expert in Appalachian culture and Cherokee history.

The Barn Cats are a Bryson City based bluegrass trio. These up-tempo live performances will take place in our recently restored auditorium.



Sponsored in part by the
Blue Ridge National Heritage Area

121 Schoolhouse Road
Stecoah (Robbinsville), NC 28771

stecoah valley cultural arts center
STECOAH

Tourism Partnership Forum



March 10, 2010



Stecoah Valley Cultural Arts Center invites area hoteliers, innkeepers and other tourism professionals to a free marketing forum designed to launch partnership opportunities.

**Please call 828-479-3364 to
RSVP by March 5.**

STECOAH
stecoah valley cultural arts center

Tourism Partnership Forum

Agenda

2:00 Storytelling by Gary Carden

2:20 Performance by The Barn Cats

3:00 Presentation: “Heritage Tourism at Stecoah Valley Cultural Arts Center”

3:15 Panel Discussion and Q & A

4:00 - 5:00 Tour of the Facilities, Refreshments, Gallery Open House, One-on-one with panel members, and representatives from:

- Graham County Travel & Tourism
- Chambers of Commerce
 - Jackson County
 - Haywood County
 - Asheville/Buncombe
 - Andrews
 - Cherokee
 - Swain County
 - Asheville CVB
- Smoky Mountain Host

Panel Discussion - Q & A

A panel of marketing, public relations and tourism professionals will provide insights about their area of expertise and to answer your questions. Gain insights to:

- Build your business prospects for 2010
- Enhance the tourism experience for your guests
- Make the most of the Internet
- Identify and capitalize on your business strengths

The session will be a “nuts & bolts” forum that gets straight to the issues that matter to you. Following the panel discussion, the presenters will be available in an informal setting should you need more information.

Kathi Peterson — KP Communications
Asheville, NC “**Media Relations**”

Jill Jones — Blue Ridge Heritage Area,
Asheville, NC “**Heritage Tourism**”

Jerry Span — Simplicity Public Relations,
Bryson City, NC “**Social Networking**”

Charles Snodgrass — Deep Creek Arts,
Whittier, NC “**Advertising & Websites**”



Stecoah Artisans Gallery

The Artisans Gallery features the works of more than 125 local artisans. The gallery was expanded in 2009, and is among the largest and finest galleries in the area.

We invite you to spend some extra time before or after the forum to shop our gallery.

Program participants will receive **10% off** all gallery purchases (excluding concert tickets) on Wednesday, March 10.



Wednesday March 10, 2010 2 to 5pm



Please call 828-479-3364 to RSVP by March 5.