



# Rotary Club of Dalton Newsletter

<http://www.daltonrotaryclub.org>

## This Week:

July 21  
Don Cope  
*Oglethorpe Power Corp -  
Gas Turbine Electricity  
Generation*

## Upcoming Meetings:

July 28  
Henry Tharpe  
*Bill Weaver - Dalton  
Rotary Club History*

August 4  
Ronnie McClurg  
*High School Football  
Preview*

August 11  
Paul Alderman  
*Greg Bruner on Prater's  
Mill*

August 18  
Jason Parker  
*District Governor Visit  
Board Meeting*

August 25  
Onsy Bestawros

September 1  
Mel Abernathy  
*GRSP Student*

September 8  
**NO Meeting**  
*DGCC Closed*

---

## Dalton Convention & Visitors Bureau and Dalton Area Tourism

By: John Hutcheson



Rotarian Kathryn Sellers introduced Brett Huske, Director of Tourism at the Dalton Convention & Visitors Bureau and also Director of the Dalton Convention Center (formerly the Northwest Georgia Trade and Convention Center). Brett has been in the hospitality industry for 39 years, and prior to arriving in Dalton in 2010 he held managerial positions with hotels and resorts in California, Hawaii, Texas, Florida, and Colorado.

In Georgia the travel industry is a 25 billion dollar business which supports over 247,000 jobs, and Brett noted that in Whitfield County tourism has generated \$166.4 million in spending, \$33.09 million in payroll, 1,500 jobs, \$6.1 million in state tax, and \$4.91 million in local taxes. Success is measured by the lodging tax collected on hotel stays, and in Whitfield that revenue rose almost 50% from 2010 to 2014 and so far in 2015 is running more than 7.8% over last year. Beyond this, of course, is the stimulus from travelers' spending on food, gas, shopping, etc.

Administratively united for the last 2½ years and now using a versatile new logo, the CVB and DCC are the hospitality arm of our community. Within this the CVB is the Designated Marketing Organization for Greater Dalton, financed by the lodging tax and tasked with growing Dalton's economy through tourism. In our area this can be seen under five categories, including transient tourism from the Interstate, leisure tourism for cultural or heritage purposes, group meetings such as regional or statewide conventions, sporting events (currently the largest segment), and special events such as weddings, reunions, etc. Among these types, much of our recent success has been from leisure tourism, for which a community call to action was made in 2009. This drew on Dalton's rich history to identify four areas of heritage tourism—Civil War heritage, textile heritage, train heritage, and American Indian/Cherokee heritage—and for each of these Brett summarized past achievements and future intentions.

Capitalizing on the Civil War's sesquicentennial and our region's deep involvement in the conflict, CVB coordinated closely with the Dalton Civil War 150th Commission and the Bandy Heritage Center at Dalton State College to enhance existing connections with the war as well as to identify and mark new sites and to organize guided group tours commemorating local events during it. This work won recognition from several state and regional agencies, and later this month release of a free app will provide visitors with video of all our local Civil War sites, enabling them to tailor their own experience of them.

As our Civil War work winds down, CVB's focus for the next several years will shift to our textile heritage. A Textile Heritage Trail Conference earlier this year generated a brochure outlining a self-guided tour of buildings significant to our textile history, and application has been made to the State Department of Economic Development for a \$15,000 grant to fund interpretive signs, an information kiosk, and audio and visual presentations to enhance the tour. Over the longer term, CVB hopes to partner in efforts to restore the appearance of "Peacock Alley" along a segment of US 41 by renovating one of more of the old spread houses, with interpretive signage, exterior displays of chenille robes and bedspreads, and interior exhibits of historic tufting machinery already

## Club Officers:

### **Jason Parker**

President

### **Bruce Satterfield**

President-Elect

### **Frank M. Hogshead**

Secretary, Treasurer

### **David Aft**

Immediate Past President

### **Teresa Carter**

Club Administration Chair

### **John Hutcheson**

Public Image Chair

### **Rick Cobb**

Membership Chair

### **Janice Kiker**

Community Service Chair

### **Scott Rhoden**

Youth Service Chair

### **Kevin Brunson**

Vocational Service Chair

### **Archana Srivastava**

International Service

Chair

### **Greg Dent**

Foundation Chair

donated for such use. To complete visitors' experience of Dalton's textile history, CVB would like to see modern machinery installed on a demonstration scale in a downtown location, where requests to see carpet being manufactured could be satisfied by volunteer operators on a regularly scheduled basis without inconveniencing or disrupting local plants. Downtown restaurants, shops, and other businesses are, of course, likely to benefit from having such an attraction in the area.

Dalton's train heritage centers on the Old Freight Depot and the nearby Crescent City executive passenger car currently undergoing restoration. Recent installation of the ATS system gives visitors reports on incoming trains and allows them to listen to communications with the trains. The existing viewing facility is already heavily used and another is planned for elsewhere in the downtown district. Finally, a framework to identify and present aspects of our area's American Indian and Cherokee heritage will be addressed more directly after Dalton hosts the Trail of Tears annual convention in 2016.

Volunteers to assist in bringing Dalton's heritage to both locals and visitors will always be welcome!

---

## Birthdays & Anniversaries

### Member Birthdays

No birthdays this period.

### Birthday

### Partner Birthdays

Tharpe, Julie  
Bundros, Laura  
Fox, Bradley  
Rowland, Greta

### Member Name

Tharpe, Henry C. 22-Jul  
Bundros, Thomas A 22-Jul  
Fox, Graham M. 26-Jul  
Rowland, Bradley Wayne 27-Jul

### Birthday

### Member Anniversaries

No member anniversaries this period.

### Start Date

### Years

### Wedding Anniversaries

Maret, Michael S. (MIKE)  
Combs, William Dan Jr. (DAN, JR)  
Bethel, Charles (CHARLES)

### Partner's Name

Carla  
Melissa  
Lynsey

### Anniversary

21-Jul  
24-Jul  
25-Jul

### Years

14  
11  
17

---

## Four Way Test

