



GREENE COUNTY
PARTNERSHIP

PARTNERS

August 14, 2017

Good Morning!

- **Tourism hosted a “Listening Session” with TN Tourism Commissioner Kevin Triplett and East TN Tourism Representative Dave Jones on Friday, August 4 at the Old Oak Tap Room.** The meeting was designed to talk one on one with the Commissioner and to introduce new projects and to bring him up to date on existing projects such as the Greene County Tennis Center that received a \$50,000 matching Tourism Enhancement Grant as well as the new Sports Complex on Hal Henard Road. A special thanks goes out to all those that were involved in the meeting; Mayor W.T. Daniels, Mayor Tommy Gregg, Mayor Alan Corley, Alderman Buddy Hawk, Tourism Task Force Chairman Kathy Knight, Jill Reeves from NPAC, Becky Wolfe from the Greeneville Antique Market, Brice Walker from the Greeneville Astros, Elaine Cutshall from the Hampton Inn, Michael Brown and Patricia Bohon from the General Morgan Inn, Randy Loggins with Tusculum College Athletics, and Tammy Kinser. This was the Commissioner’s second visit to Greene County.
- **Don’t forget to RSVP for the August Membership Breakfast scheduled for Tuesday, August 15, at 7:30 a.m. at the General Morgan Inn and Conference Center.** Walters State Community College will be the sponsor and the cost is \$3 with reservations, \$8 without. Leadership Greene County Graduation will follow the breakfast. Please RSVP to gcp@greenecop.com or call 638-4111 by Friday, August 11.
- **All Leadership graduates are invited to attend the welcome reception for the 2017-18 Leadership Greene County Class this Thursday the 17th, 5:30 p.m. at the Greene County Partnership.**
- **The Partnership's Education & Workforce Development Department will host a Job Fair Tuesday, August 22, at the Greeneville Parks and Recreation Building at 456 E. Bernard Ave., from 2 to 6 p.m.** For more information or to participate in the job fair, email Dana Wilds at econdev@greenecop.com or call 638-4111.

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We Have the Team.

- **Brochures and registration forms will be going out this week for the 23rd Annual Greene County Partnership Golf Shoot-Out.** The tournament is scheduled for Thursday, September 21, at Link Hills Country Club, and the entry fee of \$150 per player includes cart and greens fees, lunch, beverages during play, and dinner following the tournament. Sponsorships are available. Partnership members are invited to provide door prizes (\$25 or more), and goody bag items for the golfers. For more information, contact Joni Parker at the Partnership, 423-638-4111, or email chamber@greenecop.com.
- **The Tourism Department is busy planning an “Advanced Facebook” workshop set for Wednesday, October 18, from 9 a.m. to noon at the Kathryn W. Leonard Administrative Building on Irish Street.** The class will address questions such as: How well do people understand who your business serves? Are you doing the right things that could move your business forward? Are you selling what people really need? Or are you selling what you think people need? Businesses are constantly competing for their prospects’ and customers’ attention, it can be challenging to effectively tell the story of what you do. The good news is there are tools available to help businesses establish and promote a brand that will help draw in customers. Business owners, employees, and non-profit directors are invited to attend this workshop that will help attendees understand some of the crucial issues affecting branding and marketing, including: Overall strategy and structure in reaching your intended audience with an effective and engaging message, Understanding and strengthening your brand, Create a compelling story that fits within your business- branding and marketing, Using print, digital and social media to promote and support your brand. The cost of the class is \$20 per person and will run from the hours of 9 a.m. until noon. Seating is limited to the first 50 attendees. To register, contact Tammy Kinser at tkinser@greenecop.com or call 423-638-4111.
- **Work has begun on the 2018 Membership Directory by the Partnership and Greeneville Sun staffs.** All members of the Partnership have the opportunity to advertise in this award-winning, members-only publication which will be distributed to newcomers and visitors to the area during 2018, as well as placed online for viewing through the Partnership website, tremendously expanding advertising efforts. If you are interested in advertising in the directory, contact Artie Wehenkel, Diane Shelton, Wendy Wilder, Sandi Blalock, or Hala Watson at The Greeneville Sun – 423-638-4185. Should you have changes to your directory listing, please email those changes to chamber@greenecop.com. The Partnership’s 2017 Membership Directory brought home special honors for the organization and community, winning first place from Mid-Atlantic Newspaper Advertising Marketing Executives for “Best ‘Niche’ Publication Produced by a Newspaper.”
- **The Greene County Partnership welcomes the following new members: Back Porch Antiques, First Assist Urgent Care, Appalachian Surveying and Steve Harbison.**

Eclipse 2017 Viewing Parties – August 21:

- **Appalachian Surveying will sponsor a Solar Eclipse Viewing Party from 1 p.m. to 3:30 p.m. at Hardin Park.** Amateur astronomers will be on site to assist with questions. Free pizza and drinks will be served from 1 p.m. – 2 p.m. For more information, contact Brian Bartlett at Appalachian Surveying, 423-525-7044, or email bbartlett@appalachiansurvey.com.
- **The United Way of Greene County will officially begin its 2017 campaign with an eclipse viewing party at 2:00 PM in front of Pioneer Field on the Tusculum College campus, and will be held jointly with the Tusculum Office of Student Affairs.** Snacks and solar viewing glasses will be provided for the event. For more information, contact Wendy Peay at United Way of Greene County, 423-639-9361, or email uwgreene@embarqmail.com.

Have a great week!!!