

## START TALKING



### About Small Town Conversations

Most rural towns of Western North Carolina have small populations, limited professional help, vacant downtown buildings and declining employment. But in some of these small towns, local folks and volunteer organizations have found ways to build on their assets and overcome obstacles.

HandMade in America's *Small Town Conversations* provides a way for homegrown solutions to be shared. We are creating a network of mentors, knowledgeable small town folks willing to have conversations and help people in other towns, to share their experience.

*Small Town Conversations* provides low-cost knowledge sharing through simple workshops, offering WNC small towns a way to tap into the experience and strength of their region.

### Our Mission

HandMade in America's mission is to grow handmade economies through craft, cultural heritage and community assets.

### LEARN MORE

Scan this QR code to find out more about HandMade in America.



HANDMADE  
in AMERICA

125 S. Lexington Avenue, Suite 101  
Asheville, NC 28801

828-252-0121

[www.handmadeinamerica.org](http://www.handmadeinamerica.org)

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125 S. Lexington Avenue, Suite 101  
Asheville, NC 28801

## Developing a Cultural Heritage Attraction in your Small Town

Tuesday, November 1, 2011

10 am – 1 pm • Hayesville, NC

Learn how to get money for your project

Meet and Mingle with mentors from the  
Cherokee Homestead Exhibit

Walk and Talk through the process of  
creating an attraction in your town

Enjoy the Cherokee Homestead Exhibit  
and Nelson Heritage Park



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## LEARN

### About the Workshop

Every town has a story. Your town's unique history should not be forgotten, but honored and considered a distinctive asset in the growth of your community.

Volunteers in Hayesville, NC, a HandMade in America Small Town, have created and developed the Cherokee Homestead Exhibit, an outdoor attraction that portrays a Cherokee Winter House and Summer House from 1650-1750.

CCCRA has been awarded over \$75,000 in grants to complete the project, totaling over 24,000 volunteer hours. Their efforts with HandMade in America have resulted in job and business growth, increased tourism, and educated over 700 area students through tours.



### AGENDA

**9:30-10:00am** Registration and Coffee

**10:00am** Discovering Community Assets, Leaders and Partners - *Davy Arch and Jane Eastman*

**10:30am** Designing, Building and Financing Your Attraction - *Rob Tiger*

**11:00am** Tour of the site with artists, contractor and volunteers who created it.

**12:00** Lunch

**12:30pm** Outreach and Education  
*Sandy Nicolette and Jane Eastman*

**1:00pm** Questions & Answers



## REGISTER

Please complete, detach and return this form with a check for your registration fee made out to:

HandMade in America.

**Registration fee:** \$30/person or \$95 per small town team (up to 5 people)

**Registration deadline:** October 26, 2011

**Mail to :**

Small Town Conversations  
HandMade in America  
P.O. Box 2089  
Asheville, NC 28802

Name: \_\_\_\_\_

Town: \_\_\_\_\_

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

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

Email: \_\_\_\_\_

Would you like to join our Small Town Conversations Mailing List? Yes / No

You can also register and pay online at:  
[www.handmadeinamerica.org](http://www.handmadeinamerica.org)



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### About the Mentors



**Rob Tiger** is the president of Clay County Communities Revitalization Association (CCCRA) and has a passion for preserving the heritage in Western North Carolina. He graduated from WCU with a BS in Social Science and Anthropology and has served as a board member for the Southern Highroads Development Association which developed a 4 state 200+

mile scenic route in the far western counties of North Carolina. He is the 4th generation owner of Tiger's and Anderson's stores in Hayesville, NC and Hiwassee, GA.

**Sandy Nicolette**, a retired elementary principal, developed the curriculum for student field experiences at the Cherokee Homestead Exhibit in Hayesville on behalf of the Clay County Communities Revitalization Association. Sandy also serves as the Community Council chairperson at the Georgia Mountain Research and Education Center in Blairsville, GA, which offers educational experiences for adults and students in the region.

**Dr. Jane Eastman** is Director of Cherokee Studies and teaches Anthropology and Archeology at WCU. She does field research in Hayesville each summer with her students, and studies Native American societies of the Southeastern US, particularly community organization, gender relations, pottery, and culture.

**Davy Arch** is a Cherokee storyteller, historian, carver and mask maker. He presents programs on Cherokee culture throughout North Carolina and on National Public Radio, is a member of the Board of Directors of Qualla Arts and Crafts Mutual and has been recognized nationally for his carved masks.