

Let's Begin December's Mingle Meeting The Night Before!

A special joint networking dinner linking tourism organizations, businesses and attractions with the New River Valley Grape Growers Association will be held on December 9. Attendees are invited to stay the night and join Mingle's quarterly training event on December 10.

Sign up for both days or just one!

December 9 from 6:00pm - 8:30pm

New River Valley Grape Growers Association and Mingle on the Mountain Networking Dinner

Mingle invites the New River Valley Grape Growers Association to network over dinner with area tourism organizations, businesses and attractions. Over the meal, a presentation will be provided on the latest information on web marketing. Topics will include internet marketing, designing a business website, search engine optimization, social media and geo-marketing

Gustavo Ferreira: Internet Marketing and Social Media
Randy Rose: Presentation on marketing services available at the state level

BONUS! At the conclusion of the presentation, Ferreira has invited attendees to stay for two short (optional) seminars. He will present the results and key findings of the state level agritourism study. He will follow this up with a discussion on ways to increase the profitability of wine tasting rooms.

Cost: \$25 per person which includes dinner. Cash bar.

For those who wish to spend the night, a special courtesy rate of \$69 per room is available.

December 10 from 10:30am - 1:30pm

*Creative Ways to Extend the Season and Maximize
Off-Peak Business*

Join us for a workshop that will explore ways to weather proof your tourism business. Heidi Stone, General Manager, will present Mountain Lake Lodge's experience as they move from a seasonal to a year-round business. Topics will include how they approached this challenge, creative opportunities they developed, hurdles they faced and, some success stories.

Heidi Stone, Mountain Lake Lodge: Creating Off-Peak Business

BONUS! At the conclusion of the presentation, Randy Rose will present 10 examples of fall/winter activities. He will then facilitate a brainstorming session on 101 Things to do in the fall and winter in the New River Valley and surrounding areas.

Lisa Bleakley will invite attendees to share activities/events their tourism business/organization has scheduled December, 2014 to February, 2015.

Cost: \$12 per person which includes lunch.

Please RSVP by December 2 to:

cathy@gileschamber.net

(540) 921-5000

To reserve overnight accommodations

Call (540) 626-7121

Mention you are attending Mingle on the Mountain to obtain the special room rate

This event has been made possible through the joint efforts of Flavours Media Group, Giles County Chamber of Commerce, Mountain Lake Lodge, New River Valley Grape Growers Association and, Virginia Tourism Corporation.