



**Your Story has the Power to Attract People.
Learn ways to tell your story better and more effectively.**

Please join us for 2 days of learning and sharing at the

**PA ROUTE 6
2019 EDUCATIONAL SUMMIT
& ANNUAL MEETING
White Mills and Hawley, PA**

WED., MAY 22-Dorflinger Factory Museum, White Mills

10 am - 2pm Tell Your Story

Learn ways that local communities are telling their story. Hear how to use digital content and social media for engaging others in your story.

2:15pm-5pm Bus Tour of the attractions and historic sites of White Mills, former home of Christian Dorflinger.

5:30pm- 7pm Reception at Dorflinger Factory Museum

THUR., MAY 23—Boiler Room @ Hawley Silk Mill

10:30 am

Annual Meeting and "Do 6" Awards

The Annual Meeting includes a period of networking and viewing of sponsor displays, followed by the PA Route 6 Annual Business Meeting and a presentation on the accomplishments in 2018.



The Keynote speaker for this year's meeting is Sarah Benoit of JB Media Institute, a leader in digital storytelling.



WHITE MILLS





DO YOU KNOW YOUR STORY?

Are you using your story to attract more visitors and engage your residents?

Are you telling your story in a variety of different ways?

LEARN WAYS TO:

- Identify the unique story of your community or business.
- Tell your story in accessible ways for all audiences.
- Take advantage of digital technology to spread your story even farther.

**Your Story has the Power to Attract People.
Learn ways to tell your story better and more effectively.**

WEDNESDAY, MAY 22, 2019
Dorflinger Factory Museum, White Mills
10am – 2pm
Registration - \$20 Includes Lunch

10:00 AM	Welcome - Terri Dennison, PA Route 6 Alliance
10:10 AM	BEST PRACTICE AND GOOD IDEAS Local Historical Markers- Allan Montgomery, Edinboro Historical Society Local Community Videos- Lisa Mazzarella, WVIA Murals & Public Art - Paul Plumadore, Wayne County Arts Alliance, Great Wall of Honesdale
11:10 AM	PARTNERS IN STORYTELLING - Ann Pilcher, Tourism Sales Manager, Pocono Mountains Visitor Bureau
11:30 AM	Lunch – networking
12:00 PM	TELL YOUR STORY THROUGH DIGITAL CONTENT AND SOCIAL MEDIA, Sarah Benoit, JB Media Institute LLC Sara will give your ideas and strategies on telling your story.
1:30 PM	WHAT WE LEARNED/ WHAT TO DO NEXT
2:00 PM	CLOSING REMARKS - Terri Dennison

MEET SARAH BENOIT

*Co-founder and Lead instructor of [JB Media Institute](#)
and President of Creative Original Inc.*

Sarah Benoit has worked in the web design, SEO, and social media fields since 2003 and has been teaching classes on related subjects since 2006. As President of Creative Original, she has built a wide variety of small business websites over the years. As Co-founder and Lead Instructor for the JB Media Institute, Sarah Benoit leverages her years of experience as a digital marketing strategist to create timely, relevant, and engaging training content. Sarah speaks, trains, and presents on digital marketing topics related to tourism and local marketing at conferences and events throughout the year.





Wednesday Afternoon Activities

2:15 PM **WHITE MILLS TELLS ITS STORY**

Bus leaves from
Dorflinger Factory
Museum with visits to:

- Delaware and Hudson Canal Park
- Sports Factory
- Art Factory
- Dorflinger Glass Museum
- Glassworker's House

Please register
for this event.

5:30 PM
A reception will be
held at the Dorflinger
Factory Museum.
You do not need to
attend the
Educational Summit
or Bus Tour to
participate in the
reception.

Dinner will be on
your own.

A discounted rate for
Silver Birches has
been negotiated. Hotel
information is on the
registration form.

PA Route 6 Annual Meeting and Awards



THURSDAY, MAY 23, 2019
BOILER ROOM, HAWLEY SILK MILL
Registration—\$35 includes hot lunch buffet

- | | |
|----------|---|
| 10:00 AM | PA Route 6 Tourist Association Meeting
(CVB Directors and representatives only) |
| 10:30 AM | Registration and Mingle |
| 11:00 AM | Welcome – Kevin Abrams, PA Route 6 Alliance
President
Welcome to Wayne County
Heritage Community 2018

Business Meeting & Election of Directors
–Kevin Abrams

2018 Accomplishments and Future Projects
– Terri Dennison, PA Route 6
Executive Director |
| 12:00 PM | Lunch: Hot Lunch Buffet |
| 12:30 PM | Keynote Address:
Your Story Has Power
—Don't Ever Doubt It!
Sarah Benoit of JB Media Institute, LLC will share
the science behind storytelling and why stories are
the hidden motivator of consumer and visitor action. |
| 1:30 PM | "Do 6" Awards – Kevin Abrams & Terri Dennison |
| 2:00 PM | Adjourn |

We ask all award winners to stay for a group picture after the meeting.



PLEASE REGISTER ME FOR THE
**EDUCATIONAL SUMMIT and/ or
ANNUAL MEETING & AWARDS**

May 22 & 23, 2019

Registrations due no later than 10 a.m. Friday, May 10th, 2019

I WILL BE PARTICIPATING IN:

Please Check		Cost	Total
Wednesday, May 22, 2019			
	10am-2pm Educational Summit: Tell Your Story, (Lunch Included) Dorflinger Factory Museum, White Mills	\$20.00	
	2:15pm Bus Tour: White Mills Tells Their Story	No cost	
	5:30pm Reception at Dorflinger Factory Museum	No cost	
Thursday, May 23, 2019			
	9:00am Wayne County Historical Society Tour, Hones- dale	No cost	
	10:30a.m. Annual Meeting & "Do 6" Awards (Lunch Included), Boiler Room, Hawley Silk Mill, Hawley	\$35.00	

[Click here to register on-line](#)

____ **Pay by Credit Card (Invoice will be emailed to you)**

____ **Pay by Check (Confirmation will be mailed to you)**

Name: _____ Address: _____

Company: _____

Email: _____ Phone: _____

Please return this form before **May 10th**.

Hotel Accommodations:
Silver Birches Resort

Room Details

Discounted Rate: Starting at \$130/night

Booking Details: Call 570-226-4388 and ask
for PA Route 6 room block by May 10th

Included: 2 breakfast coupons per room per
night for The Dock Restaurant

Directions:

205 Route 507
Hawley, PA 18428
570-226-4388

<https://silverbirchesresortpa.com/directions>