

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.



















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

1:30 PM	WHAT WE LEARED/ WHAT TO DO NEXT
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.
11:30 AM	Lunch – networking
11:10 AM	PARTNERS IN STORYTELLING - Ann Pilcher, Tourism Sales Manager, Pocono Mountains Visitor Bureau
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
10:00 AM	Welcome - Terri Dennison, PA Route 6 Alliance

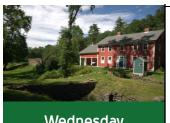
MEET SARAH BENOIT

2:00 PM

Co-founder and Lead instructor of <u>JB Media Institute</u> 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

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, Honesdale	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

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Name:	Address:	
Company:		
Email:	Phone:	

Please return this form before May 10th.

Hotel Accommodations:

Silver Birches Resort

Room Details Directions:

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

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

https://silverbirchesresortpa.com/directions