

Mountain Promise

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The Newsletter of the Brushy Fork Institute

Fall, 2000



CULTURAL TOURISM

**Bringing Economic Development
to Mountain Communities through
History, Music, Crafts and Heritage**



Mountain Promise is published for friends and associates of Brushy Fork Institute of Berea College by Brushy Fork Institute CPO 2164, Berea College Berea, KY 40404 859.985.3858 859.985.3903 (FAX)

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Mission of Brushy Fork

For more than one hundred years, Berea College has served the people of Appalachia.

The Brushy Fork Institute carries forward this commitment by working to develop strong leadership in the mountains.

Working with both existing and emerging leaders, we draw on local understanding and vision to help communities build for tomorrow.

On the cover: The old Seco Company Store, Seco, Kentucky

COAL TOWN TOURISM

Finding promise in the past

by Donna Morgan, Brushy Fork Staff

Coal has had a tremendous impact on communities throughout the Appalachian region and the coal mining industry has left its mark in the landscape, architecture, history and culture of the area. From coal towns with rows of houses bordering narrow streets to the deep dark tunnels that were the workplace of so many miners, the extraction of coal has defined the physical shape of many communities. Just as the infrastructure of many towns was affected, so was the social landscape.

Around many coal towns a unique culture developed as long-time residents of the mountains joined immigrants from countless countries to work in the mines. Today, mechanization and the depletion of coal resources have left these towns without the economic and social support of the companies that founded them, and many of the communities have disappeared. However, throughout Appalachia residents of the coal towns that remain are discovering that coal can once again bring life to their communities. Cultural tourism seems a natural fit with the history and heritage of the coal town.

Residents of former coal towns have taken various approaches to developing their tourism industries. From coal mine tours to outdoor dramas to music and crafts festivals, these towns are building a future on their heritage and history. Some communities are in the beginning stages of developing their tourism industry; others have been in the industry for several years.

Blue Heron: Resurrection of a Ghost Town

In McCreary County, Kentucky, on the banks of the Big South Fork River, Blue Heron is an abandoned coal mining town that was once part of the Stearns Coal and Lumber Company. The mine operated from 1937 until 1962. The stories of the hundreds of people who

topic this issue

Cultural Tourism in Appalachia

Coal Town Tourism.....	p. 2
Sharing Stories in Jonesborough.....	p. 5
Kentucky's Route 23 Corridor Project.....	p. 6
<i>Toolbox:</i> Listing a Site with the Historic Register.....	p. 8
2000 Leadership Cycle Reports.....	p. 10
Associates Directory Addendum.....	p. 13
Resources for Culture-Based Tourism.....	p. 16
Blue Ridge Heritage Trails.....	p. 17
Book Review: <i>Behind the Glitter</i>	p. 18
New Brushy Fork Staff.....	p. 20

lived and worked in the community have been passed down as oral history over the generations and now constitute the basis for an interpretive tour of the Blue Heron community.

When Blue Heron was abandoned in the early sixties, many of the buildings were removed or left to collapse, so the town had to be rebuilt. The recreated community now serves as an outdoor museum through which visitors can stroll and imagine life in the once vibrant coal town. Recreated buildings stand on the sites of original buildings. The rebuilt structures are open, metal shells of buildings that are referred to as ghost structures.

Each ghost structure has an audio-tape station with recorded recollections of some of the people of Blue Heron. Visitors listen as past residents share their feelings and memories of coal town life. At the Depot structure, visitors view models of the 1950s town and the coal mine and tippie and meet the residents who provide the audio history of Blue Heron.

Other structures in the town include the Bathhouse, where miners could clean up before going home, the Repair Shop, where equipment was maintained, and the Superintendent's House, where the company superintendent lived. At the Schoolhouse, audio presentations by former students provide recollections of scholarly days in the "little red school building." At the Coal Mine, the voices of former miners relate stories of working in the long, dark shafts.

The Big South Fork Scenic Railway leaves from the Depot and carries visitors along the original Kentucky and Tennessee Railroad Line that served as transportation in and out of Blue Heron. On a three-hour narrated trip, tourists ride open-air train cars to scenic and historic vistas and enjoy live musical entertainment by railway employees.

The Blue Heron Coal Camp is part of the Big South Fork National Park. For more information, call the McCreary County Tourist Commission at 606.376.3008.



Can looking back on the history of coal provide a future for Appalachian communities?

Beckley Exhibition Coal Mine: Going Underground

The Beckley Exhibition Coal Mine provides a look into West Virginia's coal mining heritage with man-trip rides through a once-operational coal mine. On the 35-minute ride, visitors relive coal mining's history from its beginning through modern mechanization. Veteran miners serve as guides for an authentic view of 1500 feet of underground passages that make up the restored mine operated by the Phillips family in the late 1800s.

The Coal Camp reveals life in the coal fields as tours continue through the Coal Camp House, the Coal Camp Church, the Miner's Quarters, the Superintendent's House and the Coal Camp School. The city of Beckley has moved and restored a three-room house from Sprague, West Virginia. The coal camp and house were once owned by the New River Coal Company, dating back from 1925 through the 1940s. A museum and gift shop are also on site. The Beckley Exhibition Coal Mine is listed on the National Register of Historical Sites.

For more information, contact the Beckley Exhibition Coal Mine at 304.256.1747.

continued on page 4

Coal Town Tourism continued from page 3

Seco, Kentucky: Igniting the Spark

When South East Coal Operations operated the deep mines in the mountain above Seco, the company store was central to community life. The store sits in the middle of the community, surrounded by identical two-story houses that border narrow streets. Today, the small community of Seco is making long-term plans for tourism development. Sandra Looney, owner of the Seco Company Store, sees the development of the town's tourism as a gradual process. "You just have to start in one place, ignite a fire and let it spread."

The Seco Company Store serves as one of those ignition sites for future development. The store provides a gathering place for people who want to share and keep alive the artistic and musical heritage of the Eastern Kentucky coal town. Several evenings each week, the wooden floorboards of the clapboard building are worn a little smoother as people tap their feet to the sounds of traditional music. Long shelves lining the wall display dulcimers, carvings, quilts and other fine arts and crafts from the area. The store has served as an outlet for more than 130 eastern Kentucky artisans, including many who have been represented by an art dealer from New York.

Facing the Seco Company Store sits the original storekeeper's house, which is currently being restored. Plans are to convert the house into a living art museum—that is, a bed and breakfast furnished and decorated with pieces of functional art, from pottery to painted furniture to woven rugs. Guests will experience the art pieces firsthand and will have the opportunity to purchase them for use in their own homes.

Plans call for over a dozen other bed and breakfast homes, some gift shops, walkways, picnic and camping areas, parks and historic tours. The town's goal is to be the perfect getaway place for people looking for a little

"checker-playing and porch-sitting." But there will be plenty more to do, including learning about the history of the coal town.

Up the hill, just out of sight of the town and amid concrete foundations, remaining outbuildings and the occasional piece of mining equipment, lies the old Seco mine shaft number one. Alan Tuggles, current owner of the property, points out the dark entrance to the mine. Near the mine shaft sits a long, narrow barn built by Alan's grandfather. If all goes as planned, the barn will serve as a stage for a 300-seat outdoor theater.

Local writers are composing an outdoor drama based on Seco's history. With the mine shaft opening and mountainside as a natural backdrop, the coal town story will unfold with re-enactments of mountain weddings, baptisms, funerals and other rites. Much of the history has been handed down in the oral tradition and was gathered at a reunion of former residents of Seco. The reunion was hosted on Memorial Day weekend and was attended by many people who had lived and worked in Seco when the community was a thriving coal town.

To learn more about the tourism opportunities in Seco, contact Sandra Looney at 606.855.7968.

Benham-Lynch-Cumberland: Tri-Cities of Coal

The Benham-Lynch coal camps were some of the largest in the nation at their peak in the early 1900s. Founded by Wisconsin Steel Company, Benham was home to approximately 4,500 citizens. Its sister camp, Lynch, was founded by the United States Steel Corporation and had a population of over 10,000, with as many as ten different languages being spoken.

Today, Benham hosts the Kentucky Coal Mining Museum with four floors of mining artifacts and a simulated coal mine. The Museum resides in the former International Harvester Commissary or company store.

continued on page 12

JONESBOROUGH, TENNESSEE

Sharing Stories and Sharing Culture

The first weekend in October of each year, historic Jonesborough, Tennessee's oldest town, comes alive with the voice of storytellers from across the nation. Since 1973, in large tents and in open air, storytellers have shared their craft and this event has become one of the top festivals in the nation. Below is a history of how the festival revived the art of storytelling and became a successful cultural event for the small town of Jonesborough.



One afternoon nearly three decades ago, a high school journalism teacher and a carload of students heard Grand Ole Opry regular Jerry Clower spin a tale over the radio about coon hunting in Mississippi. The teacher—Jimmy Neil Smith—had a sudden inspiration: Why not have a storytelling festival right here in East Tennessee?

On a warm October weekend in 1973 in historic Jonesborough, the first national storytelling festival was held. Hay bales and wagons were the stages, and audience and tellers together didn't number more than 60. It was tiny, but something happened that weekend that changed forever our culture, this traditional art form, and the little Tennessee town.

The festival, now in its 28th year and acclaimed as one of the Top 100 Events in North America, sparked a renaissance of storytelling across the country. To spearhead that revival, Smith and a few other storylovers founded the National Association for the Preservation and Perpetuation of Storytelling. The founding organization became the center of an ever-widening movement that continues to gain momentum to this day. Storytelling organizations, festivals, and educational events have popped up all over the world. Teachers, healthcare workers, therapists, corporate executives, librarians, spiritual leaders, parents, and others regularly make storytelling a vibrant part of their everyday lives and work.

The story of how it all started is one that many East Tennesseans are familiar with. As news of the festival and of the movement it spawned aired on national television and in

magazines as diverse as *Los Angeles Times Magazine*, *Reader's Digest*, *People*, and *Smithsonian*, the story of how a happenstance hearing of a folktale on a car radio ignited a national movement often seems to be a fundamental ingredient.

Did the story get told again and again because people like stories about innocent beginnings, or because they like to marvel over what can happen with the serendipitous timing of a good story and a carload of receptive listeners, or simply because it's a colorful tale? No matter the reason, it's a classic example of how a simple story breathes life into information people want to share with each other. As millions of storylovers all over the world already know, there is no substitute for the power, simplicity, and basic truth of the well-told story.

... a simple story breathes life into information people want to share with each other.

The history of the National Storytelling Festival was taken from the organization's web site at www.storytellingfestival.net.

For more information, call 800.952.8392, e-mail info@storytellingfoundation.net or visit their web site.

KENTUCKY'S ROUTE 23 CORRIDOR PROJECT

The Culture in Our Own Backyard

This article is reprinted with permission of the National Assembly of State Arts Agencies, 1029 Vermont Avenue, NW, Second Floor, Washington, DC 20005; 202.347.6352; www.nasaa-arts.org.

How do you define cultural tourism? There is a national debate taking place about a new kind of tourism that provides a personal, authentic experience for the burgeoning baby-boomer market. Some think that cultural tourism refers only to the economic benefit derived from the “high arts” such as museums, ballet, opera and symphony. Others recognize that culture is germane to everyone, from rural storytellers to urban junkyard percussionists. At the same time, these kinds of cultural assets are often associated with heritage tourism because a community’s culture can be considered “living history.” Heritage tourism is sometimes narrowly defined as involving historical sites, architecture and genealogy as its key components. Hybrid terms like cultural/heritage tourism try to encompass the whole package.

The Kentucky Arts Council (KAC) takes its cues on cultural/heritage tourism from the communities with which it works in

developing their projects. In eastern Kentucky, the arts council is actively engaged with eight counties along Route 23 in creating a cultural tourism plan that will be a springboard for economic, community and cultural development.

“Our experience with the Route 23 corridor has shown us that cultural tourism can be a great catalyst for building arts organizations, arts events and opportunities for artists and craftspeople, not just to draw tourists, but also to benefit the local folk who live there year round,” says Gerri Combs, KAC executive director.

The Product is in the People

The beauty of cultural tourism is that the product is already there. It exists in the hands of the people who create the wonderful crafts; it is in the voices of the a cappella gospel singers and the fingers of the banjo pickers. However, people sometimes fail to recognize that culture is in their own backyard.

This was the first issue confronted by Judy Sizemore, coordinator of the Route 23 Corridor Project. “People in eastern Kentucky are very aware of their heritage, but have often come to think of themselves as culturally deprived because they don’t have access to urban cultural centers,” says Sizemore. “Last year I had a group of Japanese school teachers visiting my county. One evening they were playing with a group of local children. One of the boys asked a teacher why they had come to Jackson County. The teacher said he wanted to learn about our culture. The child quickly responded, ‘Why did you come here? We ain’t got no culture.’”

Route 23 Corridor Partners

- Kentucky Arts Council
- Kentucky Historical Society and Oral History Commission
- Kentucky Educational Television
- Kentucky Department of Libraries and Archives
- Kentucky Craft Marketing Program
- Kentucky Department of Travel Development
- Kentucky Environmental Education
- Kentucky Folklife Program

. . . cultural/heritage tourism plays an important part in reweaving the fabric of community life

Ironically, the Route 23 region was chosen for this project because of its concentration of musical heritage and talent, making it distinct from surrounding counties. Many country music stars, for instance, come from this area and are recognized by another tourism initiative, the Country Music Highway. Although the culture in the northern half of the region varies from that in the southern half, this area of Appalachia shares many common bonds—strong traditions, family ties, crafts, music, storytelling, Appalachian literature and, most of all, an abiding sense of place.

For Sizemore, the challenge was to open the eyes of the local people. She says, “I’m trying to get people to realize that they do have a culture, a wonderful culture, but the word has a lot of baggage here. People get excited and enthusiastic when you speak of heritage, but tend to be a little defensive when you speak of culture. I’m trying to bridge that gap by using the dual terminology, cultural/heritage tourism.”

To assist these communities in rediscovering their cultural resources, Sizemore brought people together to define the vision of the Route 23 Corridor Project, along with representatives of the Education, Arts and Humanities Cabinet and other state agencies and organizations. She organized meetings in each of the counties, resulting in grassroots partnerships among artists, musicians, tourism practitioners, local government officials, church leaders, teachers, community-based arts organizations, historical societies and economic development offices.

After a year of meetings, the eight counties have taken over the process. They meet each month and are preparing an application to establish themselves as a regional arts council. In addition, each county is applying to the Kentucky Arts Council for a community arts development grant. There are also plans underway to create a Web site and arts marketing network along the corridor, a video highlighting the attractions and potential of each county, and an audio driving tour. An even more substantial outcome of the KAC’s efforts is that in the course of sprucing up their region for visitors, local residents met new neighbors and rediscovered cultural assets they had overlooked in the past.

The Kentucky Arts Council made it possible for community members to exchange ideas and strategies for implementing their vision, completing the first phase of the project. The various communities have taken ownership of the project and will shape its future, one that reflects their values and coincides with the cultural/heritage visitor’s thirst for human stories and places—filled with swinging bridges, old barns, arts and crafts, country music and family history. So whether you call it cultural tourism, heritage tourism or cultural/heritage tourism, the end results are the same: More than simply being an economic or marketing tool to revitalize an area, cultural/heritage tourism plays an important part in reweaving the fabric of community life.

Next Issue to Focus on Housing in Appalachia

Mountain Promise, the newsletter of the Brushy Fork Institute, is published quarterly. Our next issue will examine housing in Appalachia. If you have a story idea, contact:

Mountain Promise

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Listing a Site with the National Historic Register

Listing a building or site with National Historic Register is one step to preserve and promote the bricks and mortar that help give a community its flavor. The National Register is the official federal list of districts, sites, buildings, structures and objects significant in American history, architecture, archeology, engineering and culture. The National Park Service administers the Register. Listing a property requires some research and documentation. Here are some criteria and other information to help you get started.

Criteria

Listed properties possess historic significance and integrity as defined in at least one of four aspects of American history recognized by the National Register Criteria:

- ✓ Association with historic events or activities,
- ✓ Association with important persons,
- ✓ Distinctive design or physical characteristics, or
- ✓ Potential to provide important information about prehistory or history.

Generally, properties must be fifty or more years of age to be considered historic places. They must also be significant when evaluated in relationship to major trends of history in their community, state or the nation. Information about historic properties and trends is organized by theme, place and time and is used to weigh the historic significance and integrity of a property. Integrity must also be evident through historic qualities including location, design, setting, materials, workmanship, feeling and association.

Steps

As you research a property you must:

1. Categorize the property as a district, site, building, structure, or object.
2. Determine which prehistoric or historic context(s) the property represents. A property must possess significance in history, architecture, archeology, engineering, or culture.
3. Determine whether the property is significant under the National Register Criteria. Identify the links to events, persons or distinguishing design and construction features.
4. Determine whether the property represents a type usually excluded from the National Register. Ordinarily excluded are cemeteries, birthplaces, graves of historical figures, properties of religious institutions, moved or reconstructed structures and structures less than 50 years old. For sites of these types, examine other criteria such as whether a moved building is significant for its architecture rather than location or whether the birthplace or grave is the only significant site associated with a person.
5. Evaluate the integrity of location, design, setting, workmanship, materials, feeling and association that the property must retain to convey its historic significance.

More about the National Historic Register

Whom to Contact

Begin the nomination process by contacting your State Historic Preservation Office. You can find information for your state's office on the National Register web site at grants.cr.nps.gov/shpos/shpo_search.cfm or contact the National Register of Historic Places at:

National Park Service
Interagency Resources Division
U.S. Department of the Interior
Post Office Box 37127
Washington, DC 20240

Benefits

There are several benefits to being listed with National Register of Historic Places.

1. Owners of properties listed in the National Register may be eligible for a 20% investment tax credit for the certified rehabilitation of income-producing certified historic structures such as commercial, industrial, or rental residential buildings.
2. Federal tax deductions are also available for charitable contributions for conservation purposes of partial interests in historically important land areas or structures.
3. Consideration of historic values in the decision to issue a surface mining permit where coal is located in accordance with the Surface Mining Control Act of 1977.
4. Qualification for Federal grants for historic preservation, when funds are available.
5. The property is listed and promoted by the National Park Service.

Other Information

During the time that the nomination is being reviewed by the State Historic Preservation Office, property owners and local officials are notified of the intent to nominate and given the opportunity to comment or object. Completing the review and notification process usually takes a minimum of 90 days. If the state office and local property owners and officials agree with the nomination, it is forwarded to the National Park Service, where the decision on whether to list the property is made within 45 days.

It's free! There are no fees for nominating or listing a property.

Information for this toolbox was taken from the web site of the National Register of Historic Places. Visit them at www.cr.nps.gov/nr/.

2000 LEADERSHIP DEVELOPMENT CYCLE: county promotion, visioning retreats, cleanup

The 2000 cycle of the Brushy Fork Leadership Development Program kicked off on September 14, 2000. Teams from Berea College, Clinton County, Kentucky; Doddridge County, West Virginia; and Lawrence County, Kentucky, attended the workshop. Due to several illnesses and other factors, the team from Upshur County, West Virginia, was unable to attend the workshop in Berea but held an opening workshop in their home county in October. The teams in this year's cycle chose a variety of projects. The 2000 cycle teams will report on their projects at the closing workshop April 6-7, 2001.



Doddridge County, WV

The Doddridge County team adopted the name Doddridge County Marketing and Promotion. The group will gather information on historical sites and other areas of interest in every community throughout the county and will publish the material in a brochure and on a web site. The marketing campaign will inform local people and visitors of the opportunities that abound in Doddridge County.

Lawrence County, KY

The Lawrence County team plans to hold a county-wide visioning retreat with representatives from all geographic and social areas of the community. Business, health, education and other representatives will form a council to identify the county's assets and create vision to put those assets to work. The Lawrence County team chose the name Lawrence County Opportunity Committee.



COUNTY TEAMS GET PROJECTS UNDERWAY and beautification and planning a radio station

Clinton County, KY

Residents across Clinton County, Kentucky, will be invited to join the Clinton County team as they hold a county-wide social event designed to encourage all residents to clean up and increase pride in the county. Adopting the name All Clinton Countians Engaging Pride Together, the group also plans to engage a diverse group of citizens in erecting welcome signs.



Berea College Team

The Berea College team decided to create a business plan for operating a campus radio station. The group will visit other college campus radio stations, do research and then present the business plan to the appropriate campus committee for approval. By the end of the six months, the group hopes to identify the best route for carrying forward the radio station plans.

Upshur County, WV

The group from Upshur County, West Virginia, will focus its efforts on county clean-up and pride. The Upshur County Community Partners will identify public areas that need to be spruced up in preparation for the upcoming 150th anniversary celebration of the founding of Upshur County. The team plans to involve other groups in their clean-up efforts.

Go teams!

Fighting Fires in Cumberland Gap

Ted Wagner, a Brushy Fork Associate from Claiborne County, Tennessee, recently wrote Peter Hille with news of his involvement in an effort to establish a volunteer fire department in his home town of Cumberland Gap, population 210. The town is perhaps best known for its namesake, the famous gap through the mountains that served as a gateway to the west from 1775 to 1875. A portion of Ted's letter follows:

Dear Mr. Hille:

In 1997 I participated in the Leadership Development Program with Claiborne County. Since then I have used what I have learned to re-establish a Volunteer Fire Department in our small town of 210 people. The knowledge I have obtained has been of great use. I am Chief of the VFD. We have come from some fire hose and a pick-up truck to two full-fledged fire equipment in 18 months. We are now a premier fire department in our county. . . .

Thanks for your instruction.

Chief Ted Wagner
Cumberland Gap VFD
423.869.4722
starwiser@wvgap.net



If you would like to read more about Ted's work with the fire department, you can see two articles published by the Tennessee Municipal League at www.tm11.org in the Tennessee Town and City newspaper section.

Coal Town Tourism continued from page 4

Among the exhibits is a tour of Loretta Lynn's "Coal Miner's Daughter Museum" and a simulated coal mine, where visitors experience vivid sound and video from modern mines.

Across from the museum sits the Benham School House, which was built for coal camp children in 1926. In 1994, a group of alumni bought the building and converted it into a bed and breakfast that now offers 32 guest rooms. The school also offers conference rooms and a restaurant. Both the Benham School House and the Kentucky Coal Mining Museum are now operated by the Southeast Education Foundation in support of Southeast Community College.

In Lynch, Mine Portal #31 opens into the side of a mountain. At the portal, visitors take an outside walking tour that includes monuments to historical

mining figures, memorials to miners who died in their work, a 1920s lamphouse, a loading systems and a 1920s depot. Work is currently underway to develop an underground mine tour at the site. The tour should open in 2001.

The city of Cumberland rounds out the coal town tourism experience with Southeast Community College's Appalachian Center. The Center houses an extensive collection of photographs, an art gallery and a theater with a full schedule of performances. Cumberland also hosts the Poor Fork Arts and Crafts Guild, a group of local craftspeople.

For more information on Cumberland-Benham-Lynch, contact the Kentucky Coal Mining Museum at 859.848.1530.

Additions to Directory of Brushy Fork Associates

Five teams participated in the 2000 cycle of the Brushy Fork Leadership Development Program. You can clip and add this page of participants to your Directory of Brushy Fork Associates. If you don't have a copy of the old directory and would like to have one, please let us know.

2000 Program Participants

Clinton County, Kentucky: county-wide social and clean-up event

Name	Address	City	Zip	Home Phone	Work Phone
Michelle Asberry-Sawyers	RT 4, Box 222	Albany	42602	606-387-9092	606-387-6740
Jennifer Garner	RT 5, Box 462	Albany	42602	606-387-8221	
Crystal Irwin	301 N Columbia St.	Albany	42602	606-387-6634	606-387-4598
Brenda Jones	PO Box 228	Albany	42602	606-387-0368	606-387-8749
Michelle Martin	RT 2, Box 347	Albany	42602	606-387-9817	606-387-6611
Barbara McWhorter	PO Box 709	Albany	42602	606-387-7733	606-387-6466
Donna Propes	212 Nolan Street	Albany	42602	606-387-8698	606-387-6416
Gordon Shearer	RT 3, Box 251	Albany	42602	606-387-7414	606-387-5404
Krystle Tallent		Albany	42602	606-387-5241	

Berea College Team, Kentucky: create business plan for campus radio station

Name	Address	City	Zip	Home Phone	Work Phone
Corneilus Deon Butler	CPO 168	Berea	40404	606-979-1213	
Jennifer Godfrey	CPO 579	Berea	40404	859-985-4407	859-985-3810
James Maxwell	CPO 1882	Berea	40404		859-985-3436
Kathleen Murphy	CPO 2216	Berea	40404		859-985-3058
Luke Sulfridge	CPO 1423	Berea	40404		
Mark Williams	CPO 1564	Berea	40404		

Lawrence County, Kentucky: county-wide visioning retreat

Name	Address	City	Zip	Home Phone	Work Phone
Pam Hay	RT 1, Box 1000	Louisa	41230	606-673-4321	606-638-9495
Martin Hay	RT 1, Box 1000	Louisa	41230	606-673-4321	
Janet Howard	RT 7, Box 20730	Louisa	41230	606-638-4248	606-638-4248
Constance Queen	RR 4, Box 12411	Louisa	41230	606-686-2235	
Kay Runyon	Box 359	Louisa	41230	606-638-4123	606-329-9444

See next page for additional Associates.



Brushy Fork Associates Directory additions, cont.

Doddridge County, West Virginia: publish promotional brochure and web site

<i>Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Home Phone</i>	<i>Work Phone</i>
Vicki Carpenter	RT 1, Box 45-A	New Milton	26411	304-873-2555	304-873-3575
Paul Daugherty	402 Church Street	West Union	26456	304-873-1294	
Doug Geelhaar	RT 1, Box 154	New Milton	26411	304 873-2548	
Dareth Hart	RT 3, Box 25	Salem	26426	304-782-2640	
Susan Hart	RT 3, Box 25	Salem	26426	304-782-2640	304-873-2521
Pat Heaster	RT 1, Box 57	West Union	26456	304-624-3280	304-624-3280
Brandi Heaster	RT 1, Box 57	West Union	26456	304-873-1235	
David Kimball	RT 2, Box 63	Salem	26426	304-782-3740	
Everett Leggett	RT 1, Box 82	West Union	26456	304-349-5595	
Eva Maxwell	RT 1, Box 26A	New Milton	26411	304-873-2457	
Denise McIntire	HC 67, Box 63	Center Point	26339	304-782-3631	
Patricia McMillan	HC 69, Box 18A	West Union	26456	304-873-1353	
Richard McMillan	HC 69, Box 18A	West Union	26456	304-873-1353	
Mary Swisher	RR 2, Box 101	West Union	26456	304-873-1065	304-873-1582
Marceil White	RT 1, Box 69	New Milton	26411	304-873-1735	304-873-1245
M. Rex Zickefoose	RR 2, Box 210	West Union	26456	304-873-2251	

Upshur County, West Virginia: beautification of celebration sites for county anniversary

<i>Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>Home Phone</i>	<i>Work Phone</i>
Terri Jo Bennett	38 W Main St., Rm. 303	Buckhannon	26201	304-472-9491	304-472-1673
Amy Burgess	79 East Main	Buckhannon	26201		304-473-1051
Melissa Chewning	129 Camden Ave.	Buckhannon	26201	304 472-6910	
Christy Gaudet	91 Elm Street	Buckhannon	26201	304-472-8998	304-473-0145
Annajean Goins	32 N Tenney Dr.	Buckhannon	26201	304-472-8172	304-473-1051
Mavis Shiflett	RR 3, Box 305-3	Buckhannon	26201	304-472-6191	304-473-4208
Eloise Tenney	RT 4, Box 456	Buckhannon	26201	304-472-4781	
Corey Williams	RT 2, Box 78 E	French Creek	26218	304-924-6992	304-472-4288

We need your input!

County Selection Underway for 2001 Leadership Program

As Brushy Fork begins the selection process for the counties that will participate in the 2001 cycle of the Leadership Development Program, we request your input. The 2001 cycle will run from September 13, 2000 until April 5, 2002.

We would like to select four counties that haven't participated in the program, that lie within the Appalachian Regional Commission's defined Appalachian area and that demonstrate enthusiasm for becoming part of the program. Below is a list of counties that have participated in the program and a list of counties that have not but are eligible.

Brushy Fork Associate Counties

Kentucky	Tennessee	West Virginia
Bell	Campbell	Boone
Breathitt	Claiborne	Braxton
Clay	Clay	Calhoun
Clinton	Fentress	Clay
Elliott	Hancock	Doddridge
Harlan	Jackson	Fayette
Jackson	Johnson	Gilmer
Johnson	Macon	Greenbrier
Knott	Morgan	Jackson
Knox	Overton	Lewis
Lawrence	Pickett	Lincoln
Lee	Scott	Logan
Leslie	Smith	Mason
Letcher		McDowell
Magoffin	Virginia	Monroe
Martin		Nicholas
McCreary	Bland	Ritchie
Menifee	Buchanan	Roane
Morgan	Dickenson	Summers
Owsley	Giles	Upshur
Rockcastle	Highland	Wayne
Wayne	Lee	Wirt
Whitley	Russell	Wyoming
Wolfe	Scott	
	Smyth	
	Tazewell	
	Wise	
	Wythe	

Eligible Counties

Kentucky	Tennessee	Virginia
Adair	Anderson	Alleghany
Bath	Blount	Bath
Boyd	Cannon	Botetourt
Carter	Carter	Carroll
Casey	Cocke	Craig
Clark	Cumberland	Floyd
Cumberland	DeKalb	Grayson
Estill	Grainger	Pulaski
Fleming	Greene	Washington
Floyd	Hamblen	
Garrard	Hawkins	West Virginia
Green	Jefferson	
Greenup	Loudon	Barbour
Laurel	Putnam	Cabell
Lewis	Roane	Harrison
Lincoln	Sevier	Marion
Madison	Sullivan	Mercer
Monroe	Unicoi	Mingo
Montgomery	Union	Pendleton
Perry	Van Buren	Pleasants
Pike	Warren	Pocahontas
Powell	Washington	Putnam
Pulaski	White	Raleigh
Rowan		Randolph
		Taylor
		Tucker
		Tyler
		Webster
		Wetzel
		Wood

Criteria

Preference is given to counties that:

- are contiguous with Associate counties;
- are classified as distressed by the ARC;
- are primarily rural;
- contain a significant underserved population.

If you know of a county that you think would benefit from the Brushy Fork Program, please contact Van Gravitt at van_gravitt@berea.edu or call 859.985.3861. We look forward to hearing from you!

Resources for developing cultural-based tourism

Organizations throughout Central Appalachia are available to help communities develop heritage and cultural-based tourism.

KENTUCKY

Kentucky Arts Council
Old Capitol Annex
300 West Broadway
Frankfort, KY 40601
502.564.3757
www.kyarts.org

Kentucky Festival Association
66 Lincoln Square
Hodgenville, KY 42748
502.358.3163
Fax 502.358.8978
www.geocities.com/Heartland/Pointe/2251/

Kentucky Tourism Council
1100 127 South, Building C
Frankfort, KY 40601
www.tourky.com

Kentucky Heritage Council
300 Washington Street
Frankfort, KY 40601
502.564.7005
Fax 502.564.5820
www.state.ky.us/agencies/khc/khchome.htm

Kentucky Bed & Breakfast Association
411 Main Street, PO Box 478
Ghent, KY 41045
606.248.4299
www.bbonline.com/ky/bbak/

TENNESSEE

Tennessee Arts Commission
401 Charlotte Ave.
Nashville, TN 37243-0780
615.741.1701
Fax 615.741.8559
www.arts.state.tn.us

Tennessee Department of
Tourist Development
320 Sixth Avenue N., 5th Floor
Rachel Jackson Bldg.
Nashville, TN 37243
615.741.2159
www.state.tn.us/tourism

Tennessee Historical
Commission
2941 Lebanon Road
Nashville, TN 37243-0442
615.532.1550
www.state.tn.us/environment/hist/index.html

Tennessee Wildlife Resources
Agency
P.O. Box 40747, Ellington Agri-
cultural Center
Nashville, TN 37204
615.781.6500
www.state.tn.us/twra/

VIRGINIA

Virginia Tourism Corporation
901 East Byrd Street
Richmond, VA 23219
804.786.2051
Fax 804.786.1919
<http://www.vatc.org/>

Virginia Hospitality and Travel
Association
2101 Libbie Avenue
Richmond, VA 23230-2621
804.288.3065
Fax 804.285.3093
<http://vhta.org/>

Virginia Historical Society
428 North Boulevard
Richmond, Virginia 23220
804.358.4901
www.vahistorical.org

Virginia Commission
for the Arts
Lewis House, Second Floor
223 Governor Street
Richmond, VA 23219-2010
804.225.3132
Fax 804.225.4327
www.artswire.org/~vacomm/

WEST VIRGINIA

West Virginia Division
of Tourism
2101 Washington St., E.
Charleston, WV 25305
304.558.2200
1.800.CALL WVA
(1.800.225.5982)
www.state.wv.us/tourism/

Mountainstate Association
of Bed & Breakfasts
HC-73, Box 24
Valley Head, WV 26294
304.339.6309

West Virginia Association of
Fairs & Festivals
PO Box 1226
Lewisburg, WV 24901
304.489.9402 or 1.888.982.3247

West Virginia Hospitality &
Travel Association
P.O. Box 2391
Charleston, WV 25328
304.342.6511
www.wvhta.com

West Virginia Division of
Culture & History
Capitol Complex
Charleston, WV 25328
304.558.0220
Fax 304.558.2779
www.wvculture.org

SHARING SOUTHERN APPALACHIAN MUSIC

Virginia, Tennessee and North Carolina Collaborate on Heritage Trails

The Southern Appalachians are home to some of our nation's richest and most distinctive traditions of music making, including string-band music, bluegrass, unaccompanied ballad singing, blues, rockabilly, mountain swing and religious music such as gospel and shape note singing. While the music has certainly changed over time, the communities of the Blue Ridge remain the inheritors of a wealth of grassroots culture.

Since the beginning of the 20th century, folklorists have combed the mountain region to collect the songs and the tunes, and to document the singers and the musicians who have passed their traditions from generation to generation. While some more casual visitors have in recent times found their way to fiddlers' conventions and bluegrass festivals, it has generally been the dyed-in-the-wool music fans who have been willing to venture off the beaten path to hear the region's great music.

As recent studies have shown an exponential growth in so-called "cultural tourism," economic developers have come to learn the value of home-grown resources. A community's history and culture—its sense of "place"—are attractive to the new breed of tourists. The cultural tourist seeks authenticity and is willing to spend more time and money in pursuit of that experience.

The North Carolina Arts Council, Tennessee Arts Commission, the Virginia Commission for the Arts and the Virginia Foundation for the Humanities received a \$225,000 grant from the National Endowment for the Arts to plan, develop, and market a heritage tourism trail that specifically highlights the unique artistic, cultural, historical and musical traditions of the Blue Ridge region. With the Blue Ridge Parkway as the backbone of the trail, the



plan was to draw Parkway visitors down into the surrounding communities to visit selected music sites, venues and events.

The designated sites along the Blue Ridge Music Trail include not only the better known fairs and festivals but also the weekly bluegrass jam session at the local VFW hall or the gospel quartet concert held in a rural church. Events are selected for the excellence of the performances, the 'rootedness' of the music in the community, and the welcome extended to the visitor.

National recognition came to the Blue Ridge Heritage Initiative when the North Carolina section of the Heritage Trail was designated a Millennium Legacy Trail by the U.S. Department of Transportation in partnership with the Rails-to-Trails Conservancy and the White House Millennium Council.

"We are designating 50 Millennium Legacy Trails that reflect the unique spirit of their states and the collective history of our nation," said Hillary Rodham Clinton, as she announced the trails. "Each of them stitches a design in our landscape and together help to create a picture of America."

In 2000, guidebooks were being developed for the Blue Ridge Music Trail. Besides the music trail, the overall Blue Ridge Heritage Trail includes the Cherokee Heritage Trail and a Crafts Trail.

"Occasionally, visitors who have ventured off the Parkway have been rewarded by the accidental discovery of the rich cultural heritage that abounds in the mountain communities," says Wayne Martin, project coordinator for the Initiative. "Now, by design, following these heritage trails, cultural tourists will be guided to these extraordinary traditions of the region."

Information for this article was adapted from the web site of the Southern Council for Folk Culture at <http://personal.cfw.com/~dday/index.html> and the Virginia Folklife Program at <http://bohr.ms.virginia.edu/vfh/vfp/brmt.html>.

Beyond the Glitter

The Impact of Tourism on Rural Women in the Southeast

By Michal Smith, 1989

Reviewed by Jane Stephenson

This article was reprinted from the Spring 1992 issue of Across the Ridge, the newsletter of the Appalachian Civic Leadership Project.

Although this review was published nearly ten years ago, the questions are still pertinent today. Can tourism provide a livable community for year-round residents?

Although the focus of this study is the impact of tourism on rural women, the information contained in this statistic-filled report addresses many of the numerous issues faced by communities relying on a tourism economy.

Through funds provided by the Ford Foundation and the Aspen Institute, this study focused on 84 rural counties in 12 southeastern states where, according to employment data from the U.S. Census Bureau's County Business Patterns reports from 1970 and 1984, growth in the number of employees in the hotel industry soared. In 65 of these 84 counties from 1970-1980 the male labor force increased by 45.4% while the female labor force increased by 90.8%—more than twice the national increase! At the same time, the economic circumstances of rural women in these high-tourist economics did not improve. In fact, the study shows that Southern women experienced economic losses, unemployment, increased impoverishment and income declines when compared to men in the same economic area and field of employment.

A large section of this report is a case study of Sevier County, Tennessee, home of Pigeon Forge, Gatlinburg and Dollywood. The study explores two themes: the plight of the seasonal part-time and full-time employees with low pay and few benefits and the impact of tourism on the character of a rural community, especially the local infrastructure. The real benefactors of the influx of tourists appear to be developers (many from out of state),

businesspeople and management-level employees. The employment generated is most often unskilled work, paying low wages with few benefits—seasonal but demanding jobs. Consequently, communities dependent on tourism suffer both the departure of tourist-generated income and also the rise in requests for public assistance regularly for several months every year.

For this study, 35 Sevier County women were interviewed at length regarding their employment in the tourist industry. While describing their jobs as “grueling, unrewarded, thankless hard work,” they also indicated that before the development of tourism the women had no job opportunities. Many wished for more hours and saw their work as the means to stay off public assistance at least part of the year; some viewed their work as a way to have “things.”

Although the drop-out rate in Sevier County has declined in recent years, an under-educated population continues to exist resulting in people unprepared for management opportunities. Many children of low-income families are, out of necessity, entering the work force early. With few alternatives to low-wage jobs they see little need for a high school diploma.

This report provides insight for more informed decision-making in the areas of tourism and economic growth by public officials and policy makers.

With my roots and heart in one of the study counties, Avery County, North Carolina, I've watched for the last thirty years the effects of tourism on my hometown and find the conclusions of

this study to be right on target. However, many more issues facing a rural community impacted by tourism need to be addressed, issues such as:

What are the effects on fixed-income permanent residents, such as the elderly, who cannot relocate yet face a higher cost of living?

- The toll of inevitable higher tax rates.
- Newcomers out-numbering locals when voting on issues such as licensing of alcoholic beverages and the subsequent restaurant/bars in residential neighborhoods creating noise, traffic and garbage litter.

- Battles over zoning issues.
- Loss of family land to big developers.
- Local service providers catering to tourists' demands for instant service and repairs.

Perhaps the most critical subject that needs to be addressed is how to preserve the natural beauty of these areas. Without deliberate and foresightful planning for preservation and maintenance, residents will surely lose ground.

Beyond the Glitter: The Impact of Tourism on Rural Women in the Southeast was published by the Women's Technical Assistance Project, 733 15th Street N. W., Suite 510, Washington, D.C. 20005; 202.638.0449.

Jane Stephenson is the founder of the New Opportunity School for Women, a career exploration program for women in transition. She is the past executive director of the Berea Chamber of Commerce.

Tamarack Showcases West Virginia's Crafts and Heritage

In Beckley, West Virginia, Tamarack has become well-known for its impressive showcase of West Virginian crafts and other products. The center is the nation's first and only statewide collection of hand-made crafts, arts and cuisine. The facility represents a collaborative effort among the people of West Virginia and local, state and national representatives to preserve their culture and heritage and promote the state's many attractions.

The Tamarack distribution system was officially established in March 1991 to coordinate the sale of hand-made crafts and the sharing of West Virginia heritage. In its first year, Tamarack drew

an estimated 550,000 visitors, created hundreds of jobs and raised more than \$5 million in revenues.

The Tamarack Center contains 59,000 square feet of juried crafts, working art studios, a 178-seat theater, herb and sculpture gardens and West Virginia cuisine. Artisans in the center offer wares that include blown glass, pottery, baskets, jewelry, wood carvings and other fine crafts.

Tamarack builds on the inherent resources of West Virginia, providing an opportunity for residents to cultivate their crafts, and for visitors to enjoy an unprecedented cultural experience. For more information, see the center's web site at www.tamarackwv.com.

New Faces at Brushy Fork



Tina Collins,
our new
administrative
assistant

Aaron Phillips,
intern from
Eastern
Kentucky
University



Join us as we welcome Tina Collins, who replaces Paula Isaacs as Administrative Assistant. Tina is a native of Floyd/Pike Counties in Kentucky and is a graduate of Pikeville College. She currently lives in Berea with her four children. She homeschools the three youngest, and the oldest is a student at Eastern Kentucky University. Tina is the author of *Down Mare Creek Road* and three other books of prose and poetry.

Aaron Phillips joins Brushy Fork as an intern through Eastern Kentucky University. Aaron has his Bachelor's degree in Sociology from ECU and currently is working on his Masters in Public Administration with an emphasis in Community Development. Aaron is originally from Whitley City in McCreary County, Kentucky.

Donna Morgan has returned to Brushy Fork and replaces Ann Mary Quarandillo as Communications and Program Associate. Donna spent the last 18 months working with Communities by Choice, a national organization working on sustainable development issues. Previously, she had worked with Brushy Fork for 8.5 years. Donna lives on a farm in Estill County, Kentucky, with her husband and two children.

Paula Isaacs has moved on to work with Pittsburgh Plate Glass in Berea. Ann Mary Quarandillo has become Director of Publications at Berea College. We wish them both the best in their new endeavors.

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