

The Armstrong Beat

Photo by Chris Taylor

A newsletter of the Armstrong

County Tourist Bureau

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Promotions are strong - a message from the director

Despite the financial position we've been faced with, some great opportunities for promoting Armstrong County have emerged. The weakened economy has only strengthened us and made us work even harder to accomplish our mission. Here is an outline of some of the exciting things happening at the tourist bureau.

- **Website.** We've decided to give our website a facelift....well, and maybe a little botox too. Soon, when you log onto ArmstrongCounty.com, you'll see a fresh new look, plus some new pages and features. Each member will be able to include a photo or logo with their listing (FREE) and it will be a click to enlarge image. We've also added new pages, such as Request a Guide, Packages & Coupons (FREE), Itineraries (FREE), and a Gift Shop. Additionally, we will be offering very affordable advertising on a proven website (see our stats on page 3 of this newsletter).
- **Walking Tours.** Realizing that we need to get people out of their cars and walking around to discover the gems we have in our communities, we are revising the walking tours for Parker City, Dayton, Kittanning, Ford City, Freeport, Leechburg, and Apollo. The new full color, glossy walking tour brochures will have updated, easy-to-read maps, and include a photo of each location on the tour. Sponsorships are being sought, but no advertising will be included (sponsors will be recognized in the brochure).
- **Tourist Bureau Trailer.** We're out there representing our members more than ever! We have a new trailer full of tourism information and fabulous Armstrong County merchandise, and we're showing it off at many local/community events this year. There are only a few slots left to fill with volunteers - thanks to all of our board members and tourist bureau members for volunteering! If you are interested in volunteering, just let us know!

Come. Play! Discover...
*The Heart of Western
Pennsylvania!*



**Armstrong County
Tourist Bureau**

125 Market Street
Kittanning PA 16201
724-543-4003
ArmstrongCounty.com

- **Wine & Cheese Fundraising Event.** It's in the works! We're planning a terrific event full of wine, cheese, hors d'oeuvres, music, and a photo & art show - all provided by member businesses. It will be held at 10th Street Station in Ford City...details to come soon, watch for your invitation!



- **Fall Foliage Tours.** We've received many requests for fall foliage tours, so this year, we're going to offer them for the first time. October 13-16 we will offer several different tour routes that include some exciting stops. Details are currently being worked out, so stay tuned!

Comments and suggestions from our members are always welcome. We're working hard to represent you well and give you the most for you membership and we appreciate all you do to help make Armstrong County a great destination.

~Jessica Coil

National Guard Junior World Championship Youth Fishing Tournament

The National Guard Junior World Championship Youth Fishing Tournament will take place in the Allegheny River from Kittanning Riverfront Park on July 31-August 1. Approximately 85 youth anglers from all over the U.S. will hit the waters of the Allegheny looking for the big one!

Here at the Tourist Bureau, we're gearing up to give these young anglers and their families a warm welcome. We are preparing t-shirts as well as welcome bags for each participant and his/her family. We will be purchasing reusable shopping bags from the Community Foundation and filling them with all sorts of goodies and information.

Be sure to welcome the fishermen and their families as they spend some time in and around town!

Thanks to the following organizations for helping us welcome this tournament with their donations.



EXCO - North Coast Energy, Inc.



ARMSTRONG COUNTY
COMMUNITY
FOUNDATION

Feature Member Creative Dreams

215 Market Street
Kittanning, PA 16201
eewalker@windstream.net
724.545.1862

Secret on Market Street

Sitting back in her chair, Phyllis Adams smiles as she reminisces the early days of Creative Dreams, her shop on Market Street in downtown Kittanning. "At the start I wondered if there were a secret to being successful in business." Twelve years have passed, and she now knows the answer. "The secret is there really is no secret. There is a connection, or cycle, of goods, service, and community"—a connection which began with husband Kevin's grandfather and Adams Jewelers. "I began with three shelves in the front of the jewelry store, continued on to the floor above, and now I'm here beside my husband's store and in my own shop.

"My staff and I spend many hours displaying our products, taking pride in trying to give decorating ideas to our customers. The window displays are planned months in advance, usually with Gene working on one side and Doris and I doing the other. New ideas are being worked on constantly like our developing area for the boutique look with designer purses, jackets, hats, scarves, and jewelry. We also continue to offer the country and primitive looks as well as the less rustic, more refined Countryopolitan decor."

"All of our quality merchandise and displays would do little if we didn't also offer quality service. We travel to homes and offices to provide on-the-site help. We have a Bridal Registry and a Wish List Registry to ensure you give the perfect gift. Years ago we started the after hours in-store parties, which are especially popular near the Christmas season and have been great fund raisers for many local organizations. We also offer year-



Tom Wylie doing what he does best—helping customers. This customer was our very first, Ruth Ann Shaffer. She's still shopping with us 12 years later.

round shopping passes and our Creative Dreams Designer Bucks to help stretch your decorating budget."

"We are local community people. We have lived in the area all of our lives, raised our children here, and we understand the need for quality goods and service in one-to-one relationships with our customers. But, I think, it goes beyond that. We support our community. Over the years, I have been involved in DKI, the Chamber of Commerce, and through donations to local organizations. In turn, the community has supported us with their patronage and by voting us the People's Choice winner several times with the Leader-Times. We are so grateful for it all."

Sidewalk Sales
July 30 through August 1
10am - 8pm

We look forward to seeing all of you!

WELCOME NEW MEMBERS!!

- Riverside Drive-In
- Armstrong County YMCA

Feature Member Stiller Motorsports

13488 US Route 422
Trader Horn Plaza, Suite 2
Kittanning, PA 16201

724.545.1070
www.stillermotorsports.com

Stiller Motorsports Kawasaki / Can-Am / KTM was founded by Steve Stiller in November 2006. He has been in the industry racing, selling and managing for over 20 years. Stiller's is the newest Motorsports dealership in Western PA, but the staff there has over 100 years of combined experience.

Since March 2007, Stiller Motorsports has been selling and servicing motorcycles, ATV's and utility vehicles in and around Western PA. In 2007, they took Kawasaki from 4th place to 1st place in sales in Armstrong County. In addition, they are the largest KTM and Can-Am dealer in Western PA. Their growth has continued, in September of 2007 they added the Kawasaki UTV Teryx franchise and since have become the number one dealer in the tri-state for this product line. In September 2008, the Can-Am

BRP Spyder franchise was added to the dealership. This is very special addition to the dealership as they were selected to be a franchise for this new, exciting machine. It hasn't taken long to become #1, but they know they couldn't have done it without the support of the local riding community.

"Thank You to all who have help us get where we are today!!" Steve Stiller

At the dealership, the entire staff rides. This is what makes them so keen to the market today, they don't just sell you a Bike/ATV/UTV, they help you consider your options and find the machine that best fits your style. Stiller Motorsports prides itself on the fact that **"Customer Service is the NUMBER ONE PRIORITY"** and they believe that is why they have grown to a top-level store in such a short time.

Stiller Motorsports is looking forward to assisting you with all of your Motorsports needs!



Member News

Go Foxburg! Our member businesses in Foxburg have recently announced a new website designed to promote the businesses and events in their area. The website is www.gofoxburg.com and they've also developed a facebook page. Check it out!



The Dayton District Volunteer Fire Department, in collaboration with the **Bauer-Bly Funeral Home**, recently completed a historical pictorial tribute to the town of Dayton. Entitled "Reflections of Dayton, Pennsylvania", the 30-minute DVD tribute displays 165 black and white pictures set to music, dating back to 1850. The pictures cover an array of Dayton history. DVDs may be purchased by sending a \$25 donation to Dayton District Volunteer Fire Department, ATTN: Reflections DVD, S. Poplar Street, PO Box 141, Dayton, PA 16222.

Congresswoman Dahlkemper to visit Armstrong Trail during District-Wide Fitness Tour

Congresswoman Kathy Dahlkemper recently announced the Healthy Communities Act of 2009 and a summer long fitness tour entitled "Congressional Hike & Bike District-Wide Tour." The congresswoman is a strong supporter of the HEALTHY Armstrong Initiative.

Dahlkemper's visit will take place on Thursday, August 20. Participants are tentatively asked to meet at the Bernard C. Snyder picnic area at 6:30pm. Light & healthy refreshments will be available and the congresswoman will address the participants following a 3-mile round trip ride on the Armstrong Trail.

If you'd like to join us for this event, please RSVP to the Tourist Bureau at 724.543.4003 or touristbur@co.armstrong.pa.us.

Website Stats ArmstrongCounty.com

Apr. 2009
Unique Visitors: 4393
No. of Visits: 7504
Hits: 357,705

May 2009
Unique Visitors: 4462
No. of Visits: 7480
Hits: 365,116

June 2009
Unique Visitors: 4974
No. of Visits: 7979
Hits: 439,975



Armstrong County Tourist Bureau

125 Market Street
Kittanning PA 16201
724-543-4003 • armstrongcounty.com

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Kittanning, PA
Permit No. 197

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ArmstrongCounty.com

Need to get the Word Out?

We can help! (Members only benefits - contact us for details)

Newsletter Inserts - \$50 and 500 copies gets your message out to all Bureau members, all municipalities in Armstrong County, local elected officials, and many, many more businesses and organizations.

Display Window - Free for non-profits, \$25 for businesses. Available on a monthly basis - windows are LARGE, lighted, and carpeted.

Feature Member for Newsletter - FREE, just send us the info and a photo and we'll get you in - 2 members per issue are highlighted.

www.ArmstrongCounty.com

Calendar of Events - FREE, easy online submission.

Homepage News Items - FREE, send info and photo if possible. These typically run for 1-2 weeks.

Photo Gallery - FREE, easy online submission to the photo gallery.

Need help with a Press Release? We'll help you write it and get it sent to all regional media outlets - FREE!

About Our Organization

Pittsburgh  **Countryside**

Established in 1963, the Armstrong County Tourist Bureau is the official tourism promotion agency for Armstrong County. Our mission is to promote tourism, tourism development, and the interests of the travel and hospitality industries of our region, thereby contributing to the economic growth and well-being of the area. The Armstrong County Tourist Bureau is a non-profit, membership organization.