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Local Links

Stokes County Tourism
www.visitstokesnc.com/

Our Funders

North Carolina Rural
Center

Piedmont Triad
Partnership WIRED

Developing and Leveraging Programs and Relationships



The Rural Center Visit

On May 4 the StokesCORE staff went to Raleigh to deliver a presentation to the NC Rural Center staff. We were invited by Brett Altman, our Rural Center primary contact, to take part in their regularly scheduled staff meeting. It was a group of about 40 staff who head the various departments and make the decisions to provide funding to all kinds of organizations throughout the state. We provided a PowerPoint slideshow and stayed after the presentation to talk with several of the staff who wanted more information about our successful program being funded by the Rural Center.

During that discussion time, we learned that the Governor and some of her cabinet would be attending a dinner the following night. We were asked to provide Land of the Saura Purple Sweet Potato Butter for that dinner and were able to have it shipped in time for the function. We heard that it was a big hit. Also, several staff members then went to Whole Foods in Raleigh to buy the Stokes Purple Sweet Potatoes. Hearing that they and their families are enjoying Stokes County products is very exciting! Having such a high profile opportunity was a big win for us and the Rural Center.

Forsyth Technical Community College at Camp Sertoma

Forsyth Tech will be publishing their list of classes for the fall in early June and Camp Sertoma will be listed as one of their locations. The college will be holding trades, computer and craft classes at Sertoma. This program is the outgrowth of the partnership with Workforce Development and the Summer Youth Program.



As we work with Camp Sertoma to find ways to use the facility year round, this is a great first step!

Current Events

The Little Folks Festival in King at the end of April provided another chance this year for us to distribute newsletters and talk to attendees about StokesCORE. Thanks to Stokes Partnership for Children for giving us this community outreach opportunity.

On June 6th, StokesCORE will again participate in the Wine, Bid & Boogie in Germanton. Please come visit us there!

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StokesCORE

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*With office space
generously provided
by Camp Sertoma*

*We're Investing in the
Future of Stokes
County --- Join Us!*

Land of the Saura Brand



Our long awaited unveiling of the local food brand, *Land of the Saura*, is underway. We are launching the brand through the marketing and promotion of *Stokes Purple Sweet Potatoes* in *Whole Foods Markets* throughout a 5 state region across the Southeast. *Land of the Saura* will be an umbrella brand for local food producers and community kitchens across the state. Our brand will be a "*Local Newman's Own*", marketing high quality food products that both add value to locally grown commodities and also return profits to the community in the form of support for a Stokes County Community Foundation. *Land of the Saura* is currently developing markets for several foods made from high quality local ingredients and we're looking for more. The brand will provide a way for local producers to reach larger markets. This will help keep local farms productive and help sustain our local landscape and scenery.

Northwest Piedmont COG-Workforce Development at Camp Sertoma

For the past few months, StokesCORE has been collaborating with Forsyth Technical



Community College, Sertoma 4-H Camp, the Northwest Piedmont Workforce Development Board, and the Stokes County Department of Social Services to develop a program for the creation of jobs as part of a broader economic development initiative for the County and region. Through the "Career Camp" project, positions created in the summer of 2009 at Camp Sertoma will prepare participants for full-time jobs either on the site or elsewhere within the coming year. The program begins in mid-June, and will provide immediate temporary employment and serve as an engine of future development, offering permanent jobs in a growing tourism industry. Workforce Development --- at the local and state level --- will provide resources for operating support and technical infrastructure, DSS will provide intake and referral services, and StokesCORE will provide program development, management, and coordination assistance. Forsyth Tech will offer training classes and academic counseling to support a commitment of state resources through Economic Recovery and Reinvestment Act Economic Stimulus Funding. These combined efforts offer the opportunity to leverage the nearly \$2 million already committed to renovation of certain camp facilities (hotel/conference center, cabins, and classroom space) and will assist in providing jobs during the continued renovation and construction of facilities at Camp Sertoma. As a revitalized and upgraded education and conference center, new, permanent jobs in the tourist, hospitality, and corporate training industries will be created.