

# - YOU ARE - INVITED



**Wed., Sept. 18, 2019**  
**10:30 a.m.**



**Yesterday's Memories &  
Truck Museum**

**106 Eastern St., Sanborn**



## **Schedule:**

**10:00 a.m. Registration begins**

**10:30 a.m. Welcome, Meeting &  
Updates**

**11:45 a.m. Networking & Lunch**

**12:45 p.m. Speakers: Mark  
Catton, M Catton & Company &  
Shannon Rodenburg, Wells Visitor  
Center & Ice Cream Parlor**

**Save some time to tour Yesterday's  
Memories & Truck Museum**

# "To KICK it up a NOTCH"



## **Does your attraction look the same as it did 2 years ago, 5 years ago, maybe more?**

Wonder why former visitors don't stop again? Do you have something new to market? Have you made changes but forgot to publicize it? Can you change up the appearance at a reasonable cost? Can your interpretation be better?

Learn how to refresh your attraction from someone who does this work across the nation. Do you need a minor cosmetic change, interactive displays to engage your visitors, or do you need a refresh or a remodel? What is the return on investment if you update? Retail establishments report a huge percentage in traffic after a façade improvement.

**Shannon Rodenburg, Marketing & Tourism Manager of Wells Visitor Center & Ice Cream Parlor will share the details of the transformation of the parlor working with M. Catton & Company.**

If you have a vision, they have ideas at M Catton & Company.

**Does this sound like you? Then join us in Sanborn on Sept. 18th!**

**Registration is online!** Just click on the link, fill out the information and it registers you for the meeting. It even sends you an email. <https://form.jotform.com/91785038718165> Give it a try! **Register by Sept. 4, 2019!**