



around town

www.historicpickens.com

AUGUST 2014

Founders Day Music Festival Bands Announced

2014 Stage Schedule

- 10:50am – Opening Ceremony
- 11:00am – Sweet Potato Pie Kids
- 11:30am – Blue Flame Blue Grass Band
- 12:15pm – The Traveling McCollums
- 1:00pm – County Clare
- 1:45pm – DeJaBlue Grass Band
- 2:30pm – Volume Five
- 3:15pm – Sweet Potato Pie Kids
- 3:45pm – Blue Flame Blue Grass Band
- 4:30pm – The Traveling McCollums
- 5:30 – Big Jam and Guitar Giveaway
- 6:00pm – County Clare
- 7:00pm – Volume Five
- 8:00pm – DeJaBlue Grass Band
- 9:10 – Fireworks and Big Jam

The 3rd Annual **Founders Day Music Festival** is set for September 13th on West Main Street in Historic Pickens. Five bands will provide the entertainment on the Pickens Amphitheater stage throughout the day. The Founders Day Music Festival Music Committee has finalized the band line-up for the day. Headliners for the event include Volume Five, County Clare and DeJaBlue Grass Band. Closing out the line-up are the Sweet Potato Pie Kids, The Traveling McCollums and the Blue Flame Bluegrass Band. The event will center around the Pickens outdoor Amphitheater on West Main Street, providing a spectacular music venue. The free event, celebrating Pickens' musical and cultural heritage, will begin at 11am and end just after 9pm.

Founders Day celebrates both the musical and cultural heritage of Pickens, featuring much more than just music. Living history reenactments will be staged with musket, long rifle, and canon firing demonstrations. A large number of specially selected vintage vehicles will again be on display. The Hagood-Mauldin House and the Pickens County Museum, where Pickens' history can really be seen, will be open for tours. Vendors will offer traditional items, original arts and crafts, and food and beverage such as homemade ice cream, with face-painting for the kids. Experts in "lost crafts" will provide demonstrations on blacksmithing, quilting, musical instrument construction, gunsmithing, and more. Andrew Pickens will again be there throughout the day for photo opportunities and stories of his life. He will also share his 275th birthday cake with everyone. You don't want to miss this free, fun, family event in Historic Pickens, *Where the Mountains Begin!*



Pickens Revitalization Association is dedicated to the enhancement, preservation and sustainable growth of Pickens' historic downtown area.

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OFFICE

222 W. Main Street, Suite A
Pickens, SC 29671
864.878.0105
9am - 4pm
Monday - Friday



LOCAL BUSINESS NEWS



Prototype Zaxby's Coming to Easley, Pickens

Article originally published in the Greenville News by Ron Barnett on July 30, 2014: <http://www.greenvilleonline.com/story/money/business/2014/07/30/prototype-zaxbys-coming-easley-pickens/13355209/>

Maybe a chicken can't change its colors, but Zaxby's, one of the Upstate's favorite places for Wings and Fingerz, is changing its look. The 15-state chain has chosen Pickens County to built the prototypes of its new rustic red barn style, company officials said.

The Easley store on U.S. 123 will be torn down and reborn in the new style right next to its current location sometime around November, according to J.J. DeRoy, director of market development for corporate-owned stores.

And a brand new Zaxby's is going up in Pickens, the county seat's first, in front of Walmart on Gentry Memorial Highway, said Jeremy Thornton, licensee of that location. "The décor and the way the store looks on the outside fits the county because this is the gateway to the mountains," he told The Greenville News. "Pickens is right there at the edge, and it's got the rustic Southern look to it. It looks like it belongs in the foothills." He hopes to open it around Labor Day.

Easley Zaxby's fans will be happy to see the store freed from its cramped site, which frequently resulted in traffic backing up on the highway from customers trying to turn in to the drive-thru. The new store not only will be bigger than the one that's been there the past 18 years but it will have two entrances – one off U.S. 123 and one off Dogwood Lane. And it will have two drive-thru lanes.

Both new stores will have high ceilings, a variety of seating arrangements, new wall finishes and the new touch-screen Coca-Cola Freestyle machines, which allow choices of more than 100 types of beverages. The kitchen will be about twice as big and operate with eight to 10 staff members, up from four at the old site, DeRoy said. "We'll treat it just like a brand new location," he said.

Even in its former hemmed-in quarters, the Easley store outperformed many of the Athens, GA-based chain's larger restaurants, he said, and the company considers Pickens County is a hot territory for its business. Thornton believes Pickens is ripe for it. "Just this one area, it looks like it's going to pop," Thornton said. Thornton also plans to open a new Zaxby's in Oconee County but a site hasn't been selected yet, he said.

Zaxby's, which pioneered the "quick-casual" format in 1990 to provide services and amenities that fall somewhere between fast food and a sit-down restaurant, offers prepared-at-order chicken "Fingerz," traditional and boneless wings in such flavors ranging from Wimpy to Insane, plus a variety of chicken-enhanced "Zalads." It operates more than 620 locations, mostly in the Southeast.



Blue Line Auto and Tire opens in Pickens

Blue Line Auto and Tire celebrated their Ribbon Cutting at 9am on Thursday, July 17th. Owners Robert and Diana Sapp call Pickens home and have been in the upstate since 2000. "We want to be a customer-oriented business that's here for the people of Pickens," said Sapp.

Blue Line opened their doors on June 17th and have been busy ever since. They offer new and used tires, minor maintenance, oil changes, brakes and more. Stop by and see them today at the corner of Ann Street and E. Jones Street or call them at 864.608.3882.

LOCAL BUSINESS NEWS

Heritage Health Care of Pickens is now Pruitt Health of Pickens

Pruitt Health Announces New Branding for all Service Lines

Heritage Health of Pickens is now Pruitt Health of Pickens. After 45 successful years in the health care industry, UHS-Pruitt Corporation has changed its name to PruittHealth, as well as the names of its family of providers, and modified company branding to achieve a more unified image for its vast array of health care services. While the name may have changed, the quality of care and services has not. The community can expect the same quality services and commitment to caring that Pruitt Health of Pickens has always provided, now with a new name.



“We recognized that, as we have grown over the years and added more and more services, it became increasingly difficult to communicate to our customers that we offer an integrated model of health care and support services,” said Neil L. Pruitt, Jr., Chairman and CEO of PruittHealth. “With this rebranding, we hope to eliminate confusion and strengthen our synergy. By streamlining the names of our service lines and offering a clearer picture of what we do, we are strengthening our identity. We’ve always stood for quality, and we always will. The PruittHealth brand will help us to amplify that, and clearly articulate our comprehensive model of care to our customers and referral sources.”

This rebranding campaign is visible in communities throughout the Southeast, and along with a new name, PruittHealth has a new logo and website to better represent the organization’s unique model of care and spectrum of health services. Pruitt Health of Pickens looks forward to providing the same commitment of caring to the community, as well as maintaining its mission: “Our Family, Your Family, ONE FAMILY; Committed to loving, giving and caring: United in making a difference.”

Pruitt Health of Pickens is located at 163 Love and Care Road just outside of Pickens, SC.



Beekeeping BOOT CAMP



Bee Well Honey Beekeeping Boot Camp Announced for the Fall

Join Bee Well for a great day of **Beekeeping Boot Camp** with Commercial Beekeeper Kerry Owen and SC Master Beekeeper Charlotte Anderson. Learn all the basics of winter preparation including proper feeding, hive configuration, medications, equalizing hive populations and more. The camp includes lecture time and field time.



Saturday, August 30th

Bee Well Honey Farm

149 Watson Road

Pickens, SC 29671

Lecture: 9am - 12pm

Field Time: 2pm - 4pm

\$75/person



Pre-Registration and payment is required - NO Walkups

For more information, email beewellhoney@bellsouth.net or call 864.898.5122

Class size is limited. You must bring a hat and veil.

VOLUNTEER OPPORTUNITIES

For the longest time, we all waited for a white knight to ride into town and fix the problem. But the Main Street people made us realize that the only way to get it done right was to do it ourselves." -Russell Thomas, mayor of Americus, Georgia

Pickens Revitalization Association needs your help to be successful in Pickens! Contact us today for a Volunteer Application. Below are some ways you can get involved:

Volunteer with Pickens Revitalization Association



Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. By getting everyone working toward the same goal, your Main Street program can provide effective, ongoing management and advocacy for the downtown or neighborhood business district. Through volunteer recruitment and collaboration with partners representing a broad cross section of the community, your program can incorporate a wide range of perspectives into its efforts. A governing board of directors and standing committees make up the fundamental organizational structure of volunteer-driven revitalization programs. Volunteers are coordinated and supported by a paid program director. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.

Organization Committee: *Pickens Revitalization Association Board of Directors*

Promotion takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in your commercial district. Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. Promotions communicate your commercial district's unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors.

Promotions Committee: *Cruise-In and Music on Main, Attractions at the Amphitheater, 4th of July Celebration, 3rd Fridays, Founders Day Music Festival, A Pickens Christmas, Shop Historic Pickens*

Design means getting Main Street into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors. It takes advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials. An appealing atmosphere, created through attention to all of these visual elements, conveys a positive message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the district's physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning.

Design Committee: *banners, façade improvement grant program, storefront displays, design workshops, children's art displays, historic walking tour, etc.*

Business Development strengthens your community's existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. The goal is to build a commercial district that responds to the needs of today's consumers.

Business Development Committee: *business retention and recruitment, Shop Historic Pickens, Small Business Resource Fair, Main Street Challenge, incentives, Merchant's Group, demographics, Available Properties Database, Vacant Buildings Poster Series, etc.*

FEATURED PROMOTIONS *and* EVENTS



Pruitt Health

Pickens

A Skilled Nursing and Rehabilitation Center

INVITES YOU TO A

BACK TO SCHOOL BASH

August 23, 2014

2:00 - 4:00 p.m.

163 Love and Care Road, Six Mile, SC 29682

- Bounce House
- Dunk Tank
- Pizza
- Fire Truck
- Face Paint
- Ice Cream

SCHOOL SUPPLIES TO BE GIVEN OUT BY SPONSORS

(supplies may be limited, first come first serve)

***Please note: kids must be present to receive supplies**

For more information, please contact Ashley Crowe
at (864) 868-2307 or acrowe@pruitthealth.com

FEATURED PROMOTIONS *and* EVENTS

**Just Added to the Line-Up:
County Clare**

Sweet Potato Pie Kids

Blue Flame Blue Grass Band

**FOUNDERS DAY
MUSIC FESTIVAL**
"Pickin' in Pickens"
South Carolina

DejaBlue Grass Band

Traveling McCollums

Volume Five

Fireworks at 9pm

SEPTEMBER 13, 2014

Pickens, South Carolina

Fireworks at 9pm

Join us for a celebration of music and culture in
HISTORIC PICKENS

11am - 9pm • West Main Street, Pickens

Held Saturday, September 13th, this free, fun, family event offers a variety of entertainment including: bluegrass, old-time and folk musicians on the Amphitheater stage, an 1800's medicine show, face painting, a big jam on stage to close out the night, traditional arts and crafts vendors, food and beverage vendors, lost craft demonstrations, living history demonstrations, vintage vehicles, the celebration of founder Andrew Pickens' 275th birthday, fireworks and much more!

www.historicpickens.com

• • RAIN OR SHINE • •

Proud Sponsors:

GateHouse Restaurant
Pizza Inn



Pickens Guitar Co



RIDE TO THE
ROCK

Spend the whole day in Pickens by participating in the
Ride to the Rock, a cycling adventure to Table Rock presented by
Pickens Rotary Club: www.pickensrotary.org/RideToRock/



FEATURED PROMOTIONS *and* EVENTS

RIDE TO THE ROCK

presented by
 PICKENS ROTARY CLUB

SEPTEMBER 13, 2014
Pickens, South Carolina

Join us for a cycling adventure to
TABLE ROCK MOUNTAIN

40k*, 60k, and 100k Rides • 8am • Pickens Presbyterian Church
311 W. Main Street, Pickens



The rides leave Pickens traveling north to the Cherokee Foothills Scenic Highway 11 with beautiful views of Table Rock Mountain and Caesars Head before returning to Pickens.

**The 40k ride does not go all the way to Table Rock*

A complimentary **Ride to the Rock** t-shirt will be given to all pre-registered riders and a post-ride meal will be provided for each participant.

COST PER RIDER: \$40 • Early Bird: \$35 before September 1st



Hampton
Psychiatric Residential Treatment Facility

Registration:

Go-GreenEvents.com/RideToRock

More Information:

www.PickensRotary.org/RidetoRock

Sponsored by:

After the ride, stay downtown for the 3rd Annual Founders Day Music Festival, which celebrates the cultural and musical heritage of Historic Pickens.

www.historicpickens.com



CALENDAR OF EVENTS

AUGUST

9th

Sound As Music

7pm - 10pm; Pickens Amphitheater

16th

Jamie Wright Review*

Cruise-In and Music on Main: Motorcycles

7pm - 10pm; Pickens Amphitheater



BBQ and Bluegrass Fundraiser

Senior Center of Pickens

4:30pm - 7:30pm; 129 Schoolhouse Road, Pickens

Tickets are \$8 in advance, \$10 at the door

call 864.878.6000 for more information

23rd

City Street Band

7pm - 10pm; Pickens Amphitheater

Back to School Bash

Pruitt Health of Pickens

2pm - 4pm; 163 Love and Care Road, Six Mile

call 864.868.2307 for more info

30th

Beekeeping Boot Camp

9am - 4pm; Bee Well Honey Farm

email beewellhoney@bellsouth.net for more info

SEPTEMBER

13th

Ride to the Rock

8am; Pickens Presbyterian Church

visit www.pickensrotary.org/ridetorock for more info

RIDE TO THE ROCK

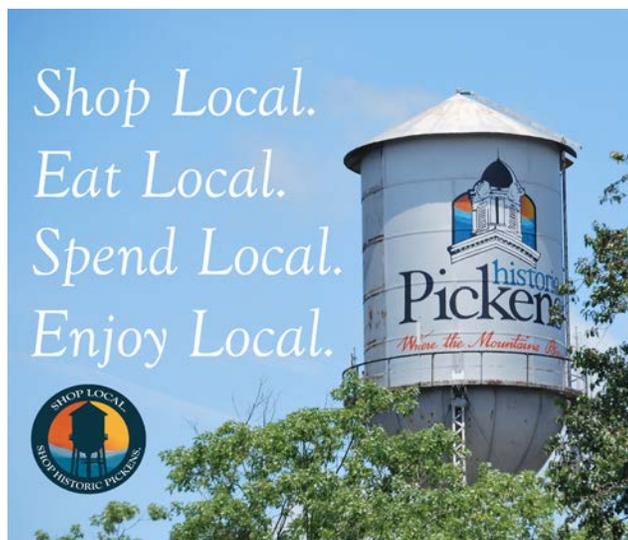
13th

Founders Day Music Festival

11am - 9pm; Historic Pickens



SHOP HISTORIC PICKENS



MEMBERSHIP

A huge thanks to our current members!

Alexander Law Firm	Brock's
Corner Drug Store	Pizza Inn
Cannon Memorial Hospital	City of Pickens
Great Oaks Dental	Pace and Reeves
Pickens Senior Center	Edward Jones
Lindsay Oil Company	State Farm
Pickens Dental Associates	Stockade Antiques
American Legion	Pickens Savings and Loan
TD Bank	Town and Country Florist
Nestfeathers	Behavioral Health Services
Shabby and Chic	Hiott Printing Company
Gravelly's Law Firm	GateHouse Restaurant
Mark Kaiser	East Main Treasures
Foothills Gun and Pawn	Chuck Dooley
9 Round	Pruitt Health
Blue Ridge Electric Coop	TTI/OWT, Inc.
Pickens Federal Credit Union	