



Pickens Revitalization Association
 205 East Main Street, Suite LL
 Pickens, SC 29671
www.historicpickens.com

Visit our website, www.historicpickens.com to sign up for our E-Newsletter or to volunteer for the Pickens Revitalization Association.



March News

www.historicpickens.com

2012

a Main Street South Carolina Community

around town

current topics >>>

Marketing Tips for the Small Business Owner

There are many cost effective ways to market your small business.

Try Some Unusual Marketing Methods

Look for some unconventional marketing methods your competitors are overlooking. You may discover some highly profitable ways to generate sales and avoid competition.

Set up Joint Promotions with Other Small Businesses

Contact some non-competing small businesses serving customers in your market. Offer to publicize their products or services to your customers in exchange for their publicizing your services to their customers. This usually produces a large number of sales for a very low cost.

Take Advantage of Your Customers

Your customers already know and trust you. Take advantage of this by creating some special deals just for your existing customers... and announce new products and services to them before you announce them to the general market.



On March 15th, the Pickens Revitalization Association awards its inaugural "I Fan The Flame" award to Pickens Mayor David Owens. The monthly award recognizes

individuals that have supported and contributed to the community in extraordinary ways. They will have demonstrated a passion for helping make Pickens a great place to live, work and play

Mayor Owens grew up in Pickens and was very active in sports. He enjoyed playing little league football and baseball and also went on to play high school football and baseball for Pickens High School. Because of his achievements in sports at Pickens High School, he was inducted into the Blue Flame

Hall of Fame. After college and a career as a SC State Trooper, Owens "retired" and was elected to City Council in 2000. In 2003, he became mayor and is now serving in his third term.

Since 2003, he has been honored to be a part of seeing so much growth in Pickens. He has seen major improvements to the infrastructure, construction of a new recreation facility that enables Pickens to reach more children, seeing the improvements at Hagood Senior Center, streetscapes project, water plant improvements and much more. The Mayor

"My ultimate vision is to make Pickens an even better place to raise a family, a place where our next generations want to stay."

commented, "One of the most recent developments has been establishing the Pickens Revitalization Association with the Main Street Program. We need a vehicle for our concerned, talented residents to enjoy and help prosper the city in the right ways. The PRA affords everyone an

opportunity to do that. My ultimate vision is to make Pickens an even better place to raise a family, a place where our next generations want to stay."

"I Fan The Flame" Platinum sponsors in 2012 include the Historic City of Pickens and Great Oaks Dental. East Main Treasures and Pace & Reeves BP, Inc. are this year's bronze sponsors.

The award program will be expanded, in the future, to recognize the many contributions of various academic, civil, religious and charitable organizations towards "fanning the flame" in Pickens.

Pickens County Library Offers Free Computer Classes

The Captain Kimberly Hampton Memorial Library, Computer Training Lab offers a wide variety of free computer classes.

Each class covers basic information and lasts approximately 90 minutes. You can take a class as often as you feel you need.

Classes are held in the Computer Training Lab at the Captain Kimberly Hampton Memorial Library of the Pickens County Library System. It is located at 304 Biltmore Road in Easley, South Carolina

If you would like more information or would like to register for a class, please

call the Computer Training Instructor at the Captain Hampton Library at (864) 850-7077.

You may also register by emailing the Reference Department at reference@pickens.lib.sc.us. A Reference Librarian will contact you via email with your confirmation of classes or the information you requested.



Getting started in Microsoft Office? Try these classes:

Word I – An introduction to Microsoft Word

Word II – This class continues the Word I class and covers some of the more advanced features of Microsoft Word.

PowerPoint – Learn how to create a slide presentation using Microsoft PowerPoint.

Excel – Learn the basics of spreadsheets to create tables, ledgers, and more!



Steve Corbin, Eloise Trotter, Bill Trotter, Ann Corbin, Mayor David Owens, Brandon Daniels, Katherine Brackett

environment where the community can gather; bring their lunch, surf the net, read a book, play some pool or engage in conversation.

The Corbin's provide free Wi-Fi and internet access, dessert and coffee, a warming kitchen, and safe environment to come gather your thoughts. Café Connections also offers a Mentorship Program for teens and young adults, Karaoke & Open Mic Nights, and billiards and other games. All of their services are offered to the public at no charge, although donations are accepted and appreciated.

Café Connections is open Tuesday-Thursday 10:00am to 8:00pm, Friday from 10:00am to 10:00pm, Saturday from 3:00pm to 10:00pm, and Monday by reservation. For more information you can visit their website,

www.cafeconnections.shutterfly.com

Café Connections

A unique gathering place held its grand opening celebration on Tuesday, February 29th.

Café Connections started with a dream nearly 25 years ago with this simple question, *If money were no object, what would you love to do more than anything in the world?* Steve and Ann Corbin's answer to that question was to open and operate a coffeehouse type ministry where they could demonstrate God's love to their community by serving it with simple kindness and hospitality.

Located on Main Street Pickens, Corbin's Get Up & Go Ministry coffeehouse, Café connections, offers a safe

Dear Reader,

I would like to thank each of our newsletter subscribers and readers for taking an interest in the Pickens community. These are exciting times for the City of Pickens! There are many projects and many people behind the scenes working to make an already amazing city even better! The Pickens Revitalization Association (PRA) is one of only nine SC Main Street Communities. Main Street is a national movement "that enables communities to



revitalize downtown and neighborhood business districts by leveraging local assets - from historic, cultural, and architectural resources to local enterprises and community pride" (National Trust for Historic Preservation).

Watch your email and select area locations for our monthly newsletter. Each edition will feature updates from our committees,

information on local and regional events, useful information for business owners, available trainings and classes, and much more. Our goal is to keep the community informed and involved!

PRA office is located in the lower level of the Morris building in downtown Historic Pickens. Come see us if you have any concerns, comments, suggestions, or just to say hi! I look forward to meeting you soon!

Sincerely,
Kristen Henry
Executive Director



April 20th and 21st

The Pickens Revitalization Association will be performing a business and building inventory over the next few months.

What is it used for?

The PRA Inventory may be used by various state, local, and federal agencies, and by the general public for making land-use planning, urban development, community preservation, and road-improvement decisions.

What is it not used for?

The PRA Inventory form does not automatically nominate or indicate acceptance of a property to the National Register of Historic Places, though it may serve to bring an eligible property to the attention of local and state governing bodies. It does not designate a property as a Historic Landmark, although all surveyed properties are eligible to apply for landmark status.

For any questions please contact Kristen Henry at 878-0105.

News from the City



City Council voted to have the new City logo (pictured above) painted on the water tower and to provide a Wi-Fi cloud that will cover a large portion of downtown Historic Pickens.

W. Main Sidewalks will have all warranty repair work done, including some entire sections, within next 60 days. Businesses will be notified as soon as the schedule is determined.

At City Hall, on March 20th at 5:30 pm, there will be a public input meeting on the proposed downtown amphitheater. Attendance is encouraged.

Community Events

March 17 -Pickens Rotary is hosting a Spaghetti Dinner and Silent Auction on March 17th 6-8 pm. Kay Crowe will entertain with a Tribute to Patsy Cline. Tickets are \$10. Tickets are available at several downtown locations including Chamber of Commerce, East Main Treasures, Sentinel, Stockade. Or contact a Rotary member for tickets.

April 7-8 -35th Annual Historic Pendleton Spring Jubilee. This family-friendly weekend includes live entertainment, delicious food, historic house tours, and much more! Admission is FREE to the public!

April 20-21 -Pickens Azalea Festival –When azaleas are blooming in Pickens, SC, our town celebrates!

April 21 -The 6th Annual Azalea Festival 5K website is up and running and ready to take registrations!

May 20 – Upstate Legends Jeep Club – Clemson 4 Wheel Center Poker Run.

For more information on these, and other events, please visit our website, www.historicpickens.com.