



A Publication of the  
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# Tourism

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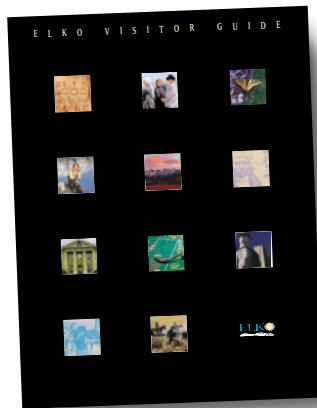
## In The Good Old Summertime

### Tourism Trends

- Travelers are seeking activities that bring them closer to the environment, nature and the outdoors.
- The US Sporting Goods Manufacturing Association identifies the following sports as "red hot": camping, hiking, trekking, canoeing, climbing, cycling and horseback riding.
- Demand for interpretation and education as part of the vacation experience is increasing rapidly. Authenticity is important to the travel experience.
- Over one-fourth of US adults (54 million) took at least one trip in the last year that included a visit to an historic site or museum according to the US Travel Industry Association.
- Baby boomers will remain the best customers for travel for at least two more decades. The biggest spenders on summer travel are adults aged 55 to 64, who plan to spend an average of \$1,344 per trip. The oldest baby boomers are now 51.

Summer is a season of excitement. Everywhere you turn there's something you want to do. Days are filled with spectacular scenery, a flurry of festivities and endless outdoor adventures. Evenings provide everything from action-packed casino gaming, to fine dining and entertainment, to a peaceful nighttime stroll under a canopy of bright summer stars.

To help visitors enjoy all of the rewards Elko has to offer, the Convention & Visitors Authority has produced a dazzling new series of marketing tools. Among the enticing new offerings are a tourism brochure, ranch recreation guide and 28-page visitor guide.



The colorful and highly informative materials will provide visitors to Elko with a wide range of activities and attractions from

which to choose.

"The end result will be increased tourism activity," said Marketing Director Alyson Paredes. "Too often people drive right through Elko on their way to what they consider to be a vacation destination. We want to educate them that Elko is a perfect place to stop and spend their vacation."

The new brochure and ranch recreation guide is being distributed along the I-80 corridor between San Francisco, California and Salt Lake City, Utah.

The Elko Visitor Guide can be obtained at area hotels, museums, attractions, restaurants and at the Elko Convention Center.

"Get ready for a dynamic tourist season," said Paredes. "Elko has so much to offer visitors, they may never want to leave."



## Archibald Named Interim Executive Director

Marianne Archibald has been named Interim Executive Director of the Elko Convention & Visitors Authority.

Over the past year, Archibald has served as Tourism Marketing Consultant for the ECVA, implementing numerous new programs including the highly successful Heritage Tourism Plan, Elko Friendly Customer Service Program and award-winning advertising and marketing campaign.

"We are pleased that she has agreed to step in and help us over the busy summer months ahead," said Al Bernarda, Chairman of the Elko Convention & Visitors Authority Board of Directors. "We look forward to a prosperous tourist season under her expert direction."

# Elko Storytelling Festival

For three glorious days all seems right with the world in an old-fashioned, heart-warming way as the words of storytellers fill listening ears at the first annual Elko Storytelling Festival.

Under colorful performance tents and on stages throughout the convention center, the crowds will gather to hear stories that make them shake with laughter, shiver with fright and squeal with delight.

There are fairy tales, fables, folk tales and front-porch humor. There's singing and dancing; laughter and tears. There's a little night fright, too, as hundreds of adults sit quiet as tombstones, listening silently while tellers intone tales of hair-raising horror.

The 1998 festival will take place on Friday, August 14 through Sunday, August 16. This once-upon-a-lifetime event features a celebrity roster of eight of America's most beloved masters of myth.

The Elko Storytelling Festival promises to be an unforgettable experience for all who attend.

## FESTIVAL HIGHLIGHTS

### A Gathering of Tellers

This is entertainment at its best... spellbinding performances by world-renowned tellers who share their best-loved legends, most hilarious yarns, and tallest tales. You'll enjoy frolicking fables, side-splitting comedy and a musical potpourri featuring spicy Cajun blues, vibrant African rhythms, melodious mountain dulcimer and spirited washboard and spoons. Come join the gathering! Enjoy a light buffet and cocktails. Meet many of this year's featured tellers. This is an event not to be missed.

### Ghost Tales

Are you brave enough to venture to Nightmare Hollow? Enter the world of mystery and suspense at this hair-raising night of fanciful fright. Guaranteed to scare the bejabbers out of listeners, these tales of crones and gnomes and things that go bump in the night are too frightening for children under age 12. Muster up your courage and join us if you dare.

### Bedtime Stories

Get into your pajamas and grab your teddy bear for an evening of enchantment as children sit in wide-eyed wonder hearing fanciful fables and whimsical stories guaranteed to captivate the child in all of us.

### Laughin' All The Way

Tuck the youngsters in early! Enjoy some rollicking fun at this high-spirited performance packed with hilarious stories and filled with surprises. You'll hoot and howl with the antics of Ed Stivender, "the Robin Williams of storytelling." You'll teeter with delight at J. J. Reneaux's observations of Southern heroines, hussies, and belles. Milbre Burch will share her riproaring rationale on the birds, bees and baby boomers. And Angela Lloyd will get you revved up with full-speed humor and rousing washboard revelry. Don't miss this uproarious performance!

### Sacred Stories

Discover stories that speak to the heart and soul during this Sunday morning time of inspiration. Hear tales of the hallowed, the eternal and the divine.

### Grand Finale'

The Festival ends happily-ever-after as featured tellers present an eclectic assortment of encore performances and bid fond farewell to the first annual Elko Storytelling Festival.



### Yarnspinner's Grove

Anyone can tell a tale—and many do—at this gathering place for the storyteller in all of us. Come listen to a hodgepodge of marvelous tales. Or sign up to swap a story of your own.

### Myths & Legend's Café

The Café Stage offers a grab-bag of surprises as random tellers give short performances full of wit, wisdom, and wide-eyed wonder.

### Rumpelstiltskin Family Tent

Magical stories and whimsical entertainment fill this tent throughout the weekend. Featured storytellers enchant children and adults with an unforgettable fairytale weekend.

**For ticket information, contact the Elko Convention & Visitors Authority at (702) 778-4097.**



*"A story is the magic that takes place when imagination meets the spoken word."*



# Discover the Best Storytellers in the World, Right Here in Elko!



## Ed Stivender

Ed Stivender keeps audiences laughing uproariously with his unique renditions of traditional stories, dueling banjos, and hysterical monologues. Described as “the Robin Williams of storytelling,” his unforgettable performances of stories and songs accompanied by banjo and harmonica bristle with comic insights.

## Olga Loya

Olga Loya weaves a rich repertoire of Latin American stories and colorful ethnic tales that not only entertain, but expand awareness of other cultures. You’ll be drawn into the magic of storytelling as timeless tales weave seamlessly between



Spanish and English. Costumes, music, song and instruments add to the performances.

## Angela Lloyd

A one-women musical theater company, Angela Lloyd stretches the art of storytelling with an eclectic performance that fuses wacky humor with timeless wisdom. A virtuoso on washboard and spoons, her original works vibrate with rhythm and rhyme, tales and chants.



## Mike Anderson

Enjoy stories, songs and a wide variety of musical instruments ranging from classic mountain dulcimer to guitar, banjo, jawharp, noseflute and bones in these lively performance. Mike Anderson’s easy style and ability to make everyone smile makes him a hit performer.

## J. J. Reneaux

A storyteller well known for the spice she adds to her performances, Reneaux mixes smooth Southern storytelling, hot Cajon spice, classical jazz, and cool Delta blues into an unforgettable gumbo served up with heart, humor and lots of audience participation. Her performances sizzle with joi de vivre that is uniquely Reneaux.

## Milbre Burch

Milbre Burch is a storyteller in every sense of the word. Using simple props, dancing eyes and hands that paint colorful pictures that stir the imagination, Milbre Burch performs a collection of stories and original monologues about faith, humor, struggle, endurance, and the miracle of small human kindness.



## Namu Lwanga

Ugandan born Namu uses her life experiences in her one women shows, as well as traditional stories she grew up with, interweaving all shows with music, dance, mime, and a lot of audience participation. A versatile musician who plays drums, strings, wind and xylophones, Namu has performed internationally in Zimbabwe, England, India and China and won a National award as one of the first women in Uganda to play musical instruments.



## Jim “Two Crows” Wallen

Known for his historically authentic costuming, folklorist Jim “Two Crows” Wallen will delight audiences with his historic facts and amazing tall tales of growing up in the mountains of Missouri. As you listen to Jim tell the stories of his childhood, you must decide whether they contain the total truth or a tall tale in the Ozark tradition.



# It's Celebration Time!

*Elko is a town that knows how to have a good time. With the first glint of summer sun, the town becomes alive with festivals and special events on most every weekend. Here are a few irresistible event morsels to tantalize your taste for summertime fun.*

## July

**July 2-5**  
National Basque Festival  
Unique dances, colorful costumes, native games, and traditional Basque food add up to excitement for the entire family.



**July 9-11**  
Native American Festival  
Indian culture through songs and handicrafts, emphasizing the spiritual with dancing in a sacred circle.

**July 14-17**  
Silver State Stampede Cattle Drive  
25-mile horseback, four-day, three-night cattle drive from Lone Mountain Station to Elko County Fairgrounds.

**July 17-18**  
Silver State Stampede PRCA rodeo which attracts some of the best rodeo cowboys, rodeo clowns and specialty acts in the country.

**July 18-19**  
Art in the Park  
An old-fashioned summertime event featuring hundreds of craft booths, games, food, fresh air and sunshine.

## August

**August 14-16**  
Elko Storytelling Festival  
Shake with laughter, shiver with fright and smile with delight as the nation's top storytellers wave magical tales that leave you spellbound.

**August 29-31**  
Elko County Fair  
A tradition for more than 75 years, this annual event features horse races, livestock shows, home arts, exhibits, fabulous food and lots of family fun.

## September

**September 1-7**  
Elko County Fair

**September 11-13**  
Gambler's Run & Car Show  
Hundreds of vintage cars on display for judging and viewing, plus a "Gambler's Run" 50-mile race on the last day.



**September 12**  
Race to the Angel  
A competition for mountain bike riders, runners and walkers over a 13.1 mile course up the 2,800 foot vertical climb to Angel Lake.

*For Information or Reservations:*

*Elko Convention & Visitors Authority  
(702) 738-4091 Phone  
(702) 738-2420 Fax*

## The Sign of Friendly Service

Signs of Elko Friendly customer service are popping up all over town.

To date, over 500 individuals have discovered the secrets to providing "extraordinary" customer service in a fun, fast-paced four-hour course sponsored by the Elko Convention & Visitors Authority.

Individuals who complete the course receive a special Elko Friendly lapel pin which proudly acknowledges their commitment to service excellence.

Approximately 25 local businesses are now certified

Elko Friendly. To become a designated Elko Friendly business, a company must train 50% of their staff members who deal directly with customers

and



75% of the managers supervising this front line staff.

Upon meeting these requirements, the business receives an Elko Friendly certificate and window decal identifying them as a certified Elko Friendly business.

Visitors are encouraged to patronize businesses displaying the Elko Friendly logo in order to insure extraordinary service and value.

The Elko Friendly program has received rave reviews. The workshop is free and includes an extensive training manual.

Upcoming workshops are scheduled from 8 a.m. to noon on Wednesday, July 29 and on Tuesday, August 4.

For reservations or additional information on the Elko Friendly program, contact Allison Dumke at (702) 738-4091.

## Certified Elko Friendly

Kudos to the following certified Elko Friendly businesses and establishments.

- Ameritel Inn
- Cimarron West
- Computech
- Corral West Ranchwear
- Cowboy Joe/East Side
- Creative Catering
- Elko Convention & Visitors Authority
- Full House, Inc.
- Stockmen's Hotel & Casino
- Commercial Casino
- Scoreboard Sports Lounge
- Gun World
- Idaho Pottery In Nevada
- Interior Wood Products
- Jaz Ranch
- Paragon Mortgage
- Paul Stevens-State Farm Insurancne
- Taco Time
- Traditions Floor Covering
- Western Auto