

# DESTINATION MARKETING NEWSLETTER

March/April 2020



**FESTIVAL D' AVION**

April 17-18, 2020

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## WATCH FESTIVAL D'AVION VIDEO!



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# FROM THE DESK OF THE PRESIDENT

While the Pinehurst, Southern Pines, Aberdeen area is an amazing place to visit all year long, the season of Spring is one of our favorites. The beauty of the azaleas, Bradford pear trees, dogwoods and other flowering plants and trees is certainly something to behold. Plus, there are plenty of great places to witness and stroll some of our **favorite garden spots**.

Spring is also a great time to enjoy the bounty of our great farmers in Moore County. If you have not downloaded the Visit N.C. Farms app, I encourage you to do so. It provides listings for where to pick strawberries, where to locate a farmer's market, or where to enjoy locally-produced food at area restaurants featuring menu items with these local products. You can download the **Visit NC Farms App** free at the Apple Store or Android.

We have plenty of events happening this Spring and one of our favorites is the **Festival D'Avion at the Moore County Airport**, April 17-18. In just three years, this festival has quickly become a premier static airshow in North Carolina and one of the few events

which has received Pentagon participation approval from all of the individual branches of the military. We can't wait to see the F-16 and F-18 flyovers from Shaw Air Force Base in Charleston, SC and the Naval Air Station from Norfolk, VA plus, dozens of static displays and a fun Friday night concert!

Of course, as the Home of American Golf, spring means peak golf season. Invite your friends to stay and play! We have **plenty of packages on our new website**, so check them out!

Lastly, be sure to check out the Painted Ponies Art Walk happening in downtown Southern Pines through April 2nd. There are 10 painted ponies strategically placed along Broad Street and a great way to see these amazing pieces of art is while you experience the great local shopping and dining downtown. An auction for the Painted Ponies will take place on Saturday, April 4th and will benefit the Carolina Horse Park educational and environmental efforts. **Watch our Video about the Painted Ponies.**

So, get out and enjoy all our area has to offer this Spring!

*Phil M. Werz*



Phil Werz  
President & CEO

## MARCH & APRIL: SAVE THE DATES

**March 5:** NC Symphony: A Rogers & Hammerstein Celebration (Southern Pines)

**March 9:** Music: Nathan Lee, Piano (Southern Pines)

**March 14:** Tea with the Seagrove Potters

**March 14:** St. Patrick's Day Parade (Pinehurst)

**March 26-29:** Neil Simon's The Odd Couple (Female Version) (Pinehurst)

**March 29:** Sandhills Farm Fest 2020 (So. Pines)

**April 4-5:** Temple Theatre at the Sunrise: Steel Magnolias (Southern Pines)

**April 4:** Live After Five (Pinehurst)

**April 5:** Weymouth Chamber Music Series - Ezra Duo (Southern Pines)

**April 6:** Music: Melange (Southern Pines)

**April 16:** NC Symphony: Scheherazade (Southern Pines)

**April 17-18:** 2020 Festival D' Avion (Carthage)

**April 18:** Southern Pines Garden Club Home & Garden Tour

**April 22:** Sip & Sample (Fair Barn)

**April 24:** Rock n' Run 5k (Southern Pines)

# DESTINATION TOURISM TOPICS



## Painted Ponies Art Walk & Auction

The inaugural Painted Ponies Art Walk and Auction runs from now through April 2nd as 10 five-foot tall fiberglass works of art will line Broad Street for all to view as visitors walk the downtown area. After the display is over, the ponies will be auctioned off with the proceeds benefitting the Carolina Horse Park Foundation's educational and environmental programs. [Click here for more information.](#)



## Stewart Receives Award from Southeast Tourism Society

Beverly Stewart, executive vice-president of the Pinehurst, Southern Pines and Aberdeen Area Convention and Visitors Bureau, was honored on Feb. 11th with the Southeast Tourism Society (STS) Beacon Award at its annual convention in Little Rock, AR. The Beacon Award is presented annually at the Shining Example Awards Ceremony by STS and recognizes an individual who best exemplifies outstanding leadership in the pursuit of excellence and who has advanced the tourism industry. Congratulations to Bev and her 30+ years of service to the CVB and the tourism industry. [Read more.](#)



## Dormie Club Announces Expansion Plans

The Dormie Club has announced plans to begin a large scale expansion this spring. The renovation includes a 16,600-foot clubhouse, pro shop, and a network of more than a dozen cottages on the property. The project is expected to be completed by the summer of 2021. The announcement was made by the Dormie Network which acquired the Pinehurst area club in 2017. The Dormie Club was ranked #12 golf course in North Carolina in 2019 and Golfweek's #3 best new course when it opened in 2010. [Read more in The Pilot.](#)



## Malta Named New Manager for Moore County Airport

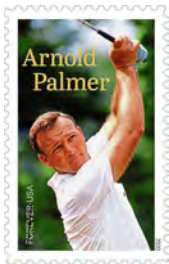
The Moore County Airport Authority announced Thursday that Scott Malta of Merced, California has been selected to be the new manager of the airport. Malta will replace long-time Moore County native Ron Maness, who is retiring after having been a fixture at the airport for almost two decades. Malta is expected to start his new role by March 15th. Malta has managed the Castle Airport in Merced, about an hour inland from San Francisco for almost two decades. Welcome, Scott! [Read More in The Pilot.](#)

# THE HOME OF GOLF NEWS



## Golf Personality David Feherty Coming to Pinehurst

Former professional golfer and Golf Channel personality, David Feherty, will bring his unique storytelling abilities to our area with a performance on **Sunday, April 5** at the newly renovated Owens Auditorium in the Bradshaw Performing Arts Center at Sandhills Community College. All proceeds from the event will benefit the Linden Lodge Foundation and the Patriot Foundation, two Moore County charities. **Learn more from The Pilot.**



## The King to Get His Own Stamp

Legendary golfer, Arnold Palmer will be honored with a commemorative U.S. postage stamp to be issued on March 4, 2020. A separate stamped envelope designed by Pinehurst resident Matt Farina may be ordered after the release of the commemorative Palmer stamp. Order from Matt at: mafarin@aol.com. Profits will benefit The First Tee of the Sandhills. **Read more from The Pilot.**



## Golf Tip: Jim Hardy, U.S. Kids Golf

With golf season approaching, we are all trying to get back into the swing of things. In a series of golf tips for kids (which you can see on our CVB Facebook and Instagram pages), Jim Hardy from U.S. Kids Golf and his friend, Major, show a really good technique for putting. **Click to Watch.**



## Golf Tip: Donna Andrews, Pine Needles Lodge & Golf Club

Donna Andrews, lead instructor at Pine Needles Lodge & Golf Club, demonstrates the best techniques for pitching and chipping from odd lies around the golf course, so you can achieve your best score. Look for more tips on our You Tube, Facebook and Instagram pages. **Click to Watch.**



## Northeast Golf Magazine Features Cover & Story for Destination

The current issue of Northeast Golf magazine features our area on the cover and inside the edition with a special story on golf in the Pinehurst, Southern Pines and Aberdeen Area. The story also mentions things to do in the area once the round is over and away from the golf course. This regional golf magazine is the most widely circulated in the Northeast U.S.

**Click here to read the article.**



# YOUR CVB AT WORK



**Phil Werz**  
President & CEO



**Beverly Stewart**  
Executive VP



**Lisa Long**  
Creative Director



**Karin Toomey**  
Digital Content Director



**Donna Garner**  
Staff Accountant



**Dan Dreyer**  
Destination Storyteller



**Emily Jack**  
Social Media Manager

## IN MEMORIAM

### Bobby Hill

The CVB wishes to extend our deepest condolences to Pinehurst Resort with the loss of Hall-of-Fame caddie, Bobby Hill. Bobby walked the hallowed fairways of Pinehurst No. 2 for 35+ years and was considered one of the greatest green-readers of all-time!



## GET THE GUIDE!

### 2020 Destination & Golf Guide



Our 2020 Destination Guide is ready for you to order, so you can plan your next trip to the Home of American Golf. Order online at [HomeofGolf.com](http://HomeofGolf.com) and we will ship it to you for FREE! Who doesn't like free? See you soon in the Sandhills!