



March 27, 2025

Dear HCTDA Board of Directors,

The HCTDA received 9 applications for the Product Development Committee and, after careful consideration, the HCTDA Board members who currently serve on the Product Development Committee recommend the following applicants be accepted to fill the listed seats:

- Kevin Fitzgerald, Haywood County, Outdoor Recreation
- Ken Howle, Lake Junaluska, Lodging, Attractions
- Jerry Jackson, Waynesville, Arts & Culture
- Jane Mauer, Clyde, Outdoor Recreation
- Becca McMahan, Canton, Outdoor Recreation, Attractions
- Terry Spaulding, Maggie Valley, Lodging, Dining

The HCTDA was privileged to choose from a strong pool of applicants. While each has their strengths, recommendations were developed based on Haywood County's current and projected product development needs, and in accordance with the committee makeup requirements. Applications follow for your review in advance of the March 27 Board meeting.

Please let me or Jeremy Boone, PDC Chair, know if you have any questions.

Sincerely,

A handwritten signature in blue ink that reads "Corrina Ruffieux".

Corrina Ruffieux

APPLICATION FOR APPOINTMENT TO:

Haywood County Tourism Development Authority Product Development Committee

Name: Kevin FitzGerald

Date: March 7, 2025

Mailing Address: 688 Falcon Ridge, Waynesville, NC 28786

Email Address: kmfitz1958@gmail.com

Employer: Retired

Phone: [REDACTED]

Which community do you represent?

☐ Canton ☐ Clyde ☐ Lake Junaluska ☐ Maggie Valley ☐ Waynesville ☒ Haywood Co.

Which industry do you represent?

☒ Outdoor Recreation ☐ Arts & Culture ☐ Retail ☐ Dining ☐ Lodging ☐ Attraction

Boards or committees presently serving on:

Chair, Haywood County Recreation and Parks Advisory Board, Southern Appalachian Highlands Conservancy Board of Trustees, WNC Wilderness Safety Fund, President, Falcon Ridge Property Owners Group, former Vice Chair Folkmoot USA

Past & current professional experience:

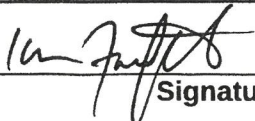
35 year career with the National Park Service, retired in 2013 with last 8 years as Deputy Superintendent at Great Smoky Mountains NP. Served in NPS areas including GSMNP (twice), Blue Ridge Parkway, Everglades, Chesapeake and Ohio Canal NHP, Cape Cod National Seashore. Served as the Chief Ranger for the Intermountain Region in Denver, Co for 3 years and the Chief Ranger for the NPS in 2002. Active member of the HC Recreation and Parks Advisory Board for 8 years, Building Outdoor Communities work group and participated in the early development of the Destination Master Plan and distribution of bed tax revenues.

Reason(s) why you would like to serve on this committee:

Having lived and worked in gateway communities adjacent to public lands for the majority of my 35 career with the NPS I believe that there are good and bad ways to promote tourism that can impact the quality of life for those who reside there and believe that I can assist in ensuring that we have a positive outcome in the implementation of the DMP.

Return completed form to:

**Corrina Ruffieux: Corrina@visithaywood.com
Haywood County Tourism Development Authority
91 N. Lakeshore Dr. Lake Junaluska, NC 28745**

 3/7/25
Signature of Applicant

APPLICATION FOR APPOINTMENT TO:

Haywood County Tourism Development Authority Product Development Committee

Name: Ken Howle

Date: 03/03/25

Mailing Address: 759 North Lakeshore Drive, Lake Junaluska, NC 28745

Email Address: khowle@lakejunaluska.com

Employer: Lake Junaluska Assembly

Phone: [REDACTED]

Which community do you represent?

☐ Canton ☐ Clyde ☒ Lake Junaluska ☐ Maggie Valley ☐ Waynesville ☐ Haywood Co.

Which industry do you represent?

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Boards or committees presently serving on:

Haywood County Chamber of Commerce Board

Past & current professional experience:

30+ years of experience within the WNC Tourism Industry. 21 years at Lake Junaluska.

Reason(s) why you would like to serve on this committee:

To represent my community and to be a part of creating a bright future for Haywood County

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Ken Howle

Signature of Applicant

APPLICATION FOR APPOINTMENT TO:

Haywood County Tourism Development Authority Product Development Committee

Name: Jerry Jackson Date: 2.28.2025

Mailing Address: 794 East Street, Waynesville, 28786

Email Address: jacksonpeachland@gmail.com

Employer: self Phone: [REDACTED]

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Which industry do you represent?

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Boards or committees presently serving on:

Shelton House board; Community Foundation of Haywood county, board; Folk Education
Association of America, board

Past & current professional experience:

Executive Director, John C. Campbell Folk School; Deputy Director, Penland School of Craft;
Director, Arts Center at the Imperial Centre for Arts and Science; Owner and Curator at
Salmagundi Gallery (Waynesville); Professional artist- MFA

Reason(s) why you would like to serve on this committee:

I am eager to serve on the Haywood County Tourism Development Authority Product
Development Committee to ensure that the arts are professionally represented in the county's
tourism and economic development initiatives. Arts and culture are integral to the identity of
Haywood County, and I am committed to advocating for their role in driving tourism and

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Jerry Jackson

Signature of Applicant

APPLICATION FOR APPOINTMENT TO:

Haywood County Tourism Development Authority Product Development Committee

Name: Jane Maurer Date: 03/07/2025

Mailing Address: 52 Thoren Ct, Clyde, NC 28721

Email Address: Jane@SmokiesLife.org

Employer: Smokies Life Phone: 828.550.8878

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Boards or committees presently serving on:

Smokies BearWise Task Force TN - This group meets the second Wednesday at 3:00 p.m.

Past & current professional experience:

3.5 years with Smokies Life as a business outreach specialist, 6 years as an educator at North Canton Elementary, 11 years as an educator with Indianapolis Public Schools, 14 years in corporate sales with AT&T and GTE Mobilnet

Reason(s) why you would like to serve on this committee:

Living in these mountains is a dream. Being part of my community by serving on this committee makes that dream even more meaningful. Although I can't speak for Great Smoky Mountains National Park and the National Park Service, I can relay approved messages about park initiatives that could benefit the committee's awareness of and connection to this treasured natural resource.

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Signature of Applicant

APPLICATION FOR APPOINTMENT TO:

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Name: Rebecca McMahan Date: 02/28/25

Mailing Address: 34 Shull Circle apt.4D Canton, NC 28716

Email Address: coldmountaintubing@icloud.com

Employer: HWA & co-owner of Cold Mountain i Phone: [REDACTED]

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Boards or committees presently serving on:

Past & current professional experience:

Currently working as the crew lead through Haywood Waterways Association for flood debris cleanup in or near any waterways in Haywood Co., co-owner of Cold Mountain Tubing in Canton, handle all the day to day operation of the business, organizing and planning any special events during our season. (Volunteer river clean ups with HWA) help out with River fest

Reason(s) why you would like to serve on this committee:

I grew up in Canton and now I am raising my own kids here in Canton. I love being from a small town and how much haywood county encompasses everything that a "small town" typically is. I started the tubing business to be able to help families experience the outdoors together. I love seeing people outside being active and enjoying the mountains here. I would like to help make

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Rebecca McMahan

Signature of Applicant

APPLICATION FOR APPOINTMENT TO:

Haywood County Tourism Development Authority Product Development Committee

Name: Terry Spalding Date: 3.4.25

Mailing Address: 51 Riverview Dr. Canton NC 28716

Email Address: terry@cataloocheeranch.com

Employer: Cataloochee Ranch Phone: [REDACTED]

Which community do you represent?

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Which industry do you represent?

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Boards or committees presently serving on:

N/A

Past & current professional experience:

20+ yrs leading luxury hospitality teams in both independently owned and corporate environments.

Reason(s) why you would like to serve on this committee:

To assist in any way possible. I love Haywood County and our community. I'd like the opportunity to provide insight and expertise that may complement the existing board and aid in increased tourism/visits to our destination...a truly special place!

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Signature of Applicant

APPLICATION FOR APPOINTMENT TO:

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Name: Karl K. Miller Date: 02-28-25

Mailing Address: 220 North Main Street

Email Address: kmiller@themountaineer.com

Employer: The Mountaineer/Biltmore Beacon Phone: [REDACTED]

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Boards or committees presently serving on:

Past & current professional experience:

~~Director-Eden Chamber of Commerce, Director-Western Rockingham Chamber of Commerce, Director-Reidsville Chamber of Commerce, Leadership Haywood, Leadership Rockingham, Leadership Marion. General Manager - The Mountaineer. Advertising Director Greensboro News & Record 1995-2022, Publisher -The Coshocton Tribune. Now General Manager of The Mountaineer.~~

Reason(s) why you would like to serve on this committee:

Finished Leadership Haywood and would like to volunteer/assist.

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Karl K. Miller

Signature of Applicant

APPLICATION FOR APPOINTMENT TO:

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Name: Patricia Ann Ward (Trish) Date: 3/11/2025

Mailing Address: 609 Auburn Rd Waynesville NC 28786 United States

Email Address: ward.trishann@gmail.com

Employer: Self - consultant Phone: [REDACTED]

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Which industry do you represent?

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Boards or committees presently serving on:

None - recently retired (working PT as consultant)

Past & current professional experience:

*Registered Dietitian/NC Licensed/MPH, UNC- Chapel Hill (maternal & child health):

~~-Clinical nutrition consultant: obesity, heart disease, kidney & liver, etc.~~

~~-Head Start Program Asheville: nutrition/cook supervisor, auditor for state/federal funds~~

~~-Program Evaluator: NC state consultant nutrition & physical activity grant/funds at local level.~~

* Yoga teacher in Waynesville for 8 years

~~*CDC - obesity specialist for a 5 year nationwide grant including nutrition and physical activity~~

Reason(s) why you would like to serve on this committee:

As I watch the community grow I think it's important to manage the growth so the town doesn't become 'congested'. But, it is important to provide guidance for that growth in a way that meets the needs of our community. This includes an environment that supports healthy activities and business opportunities. I believe my past experiences could contribute to this guidance.

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APPLICATION FOR APPOINTMENT TO:

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Name: PATRICK SCHNEIDER Date: 3-4-25

Mailing Address: 1461 SAUNDOKE RD, WAYNESVILLE 28786

Email Address: patrick@adamasentertainment.com

Employer: SELF - ADAMAS CONSTRUCTION ADAMAS ENTERTAINMENT Phone: [REDACTED]

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Boards or committees presently serving on:

ROCK FOR RELIEF - A FUNDRAISING ORGANIZATION
THROUGH MUSIC.

Past & current professional experience:

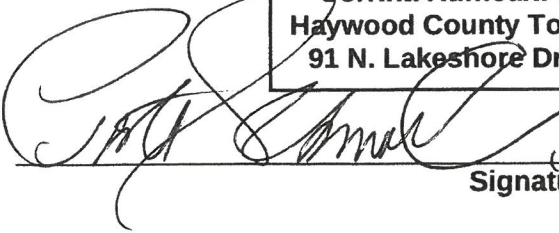
I HAVE OVER 40 YEARS OF CONCERT, FESTIVAL, AND
PRODUCTION EXPERIENCE. I AM CURRENTLY AN OWNER OF A
CONCERT PRODUCTION COMPANY LOCATED IN HAYWOOD COUNTY.
I CONTINUE TO BRING HIGH QUALITY ACTS TO OUR COMMUNITY

Reason(s) why you would like to serve on this committee:

I BELIEVE MUSIC AND COMMUNITY GO TOGETHER. I
WOULD LIKE TO CONTINUE AND FURTHER THAT EFFORT.
LAST YEAR I SPEARHEADED AN EVENT THAT RAISED OVER \$5K

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