



## Allied Partner Spotlight

### Fox's High Rock Farm

*In the fall of 2016, Cindy and Aaron Fox bought the farm, knowing it would be a perfect way to share their love of animals with others. The first thing on the agenda was to put up fencing and a barn, and then slowly the menagerie of animals has grown.*

*Now home to goats, donkeys, horses, alpacas and some very loving barn cats, there is always plenty of love to around.*

*The farm was so well received, they added gem mining and wagon rides to provide visitors more to do.*

*The result has been even more smiles and laughter, and it couldn't make them happier. Cindy and Aaron feel very blessed to share their animals with so many and have the best staff around to support them.*

*Cindy and Aaron Fox*



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### **Message from Our Chair – Uma Zielinski**

*Hard to believe we are at the start of the final month of summer with a shift in the volumes of bookings and visitors as families focus on back to school. We hope the summer months have provided a consistent stream of bookings with tourists craving a break from the hustle and bustle of work life and home duties. The natural beauty of our region providing a much-needed change of scenery and escape from the daily grind.*

*Coming in August will be our next Mix and Mingle at Shamrock Irish Pub. Please RSVP using the link on page 2. The event is free and provides a great venue to see your colleagues and meet new friends.*

*We are 40% sold out for our table sponsors for the 2<sup>nd</sup> Annual Allied Partner Vendor Fair. Which will be held on September 22<sup>nd</sup>. Want to promote your services or products? Book now to secure your spot. We encourage all lodging owners to take the time to come visit with our Allied Partners and vice versa. Together we can evaluate our successes by offering support to one another.*

*We invite your continued feedback and support. Let's collaborate to reach new milestones and find more ways to support all local businesses. Thank you for your commitment and participation in HHLOA.*

*All My Best – Uma*



## Our Mission

*To serve as a unified voice to promote cohesion between members, government, local businesses, and residents to support and strengthen our local lodging community.*

*We want to create a favorable climate that promotes the overall health and sustainability of the lodging and tourism industry within the Hocking Hills region.*

Uma Zielinski  
uzielinski@srmcorp.com

Kevin Weaver  
kevweaver80@gmail.com

Joel Kupchik  
joel.kupchik@parknationalbank.com

Derek Brammell  
derekbrammell@gmail.com

Julie Duffy  
Julesd2311@gmail.com

Linda Thomas  
lathomas479@gmail.com

Keith Modal  
keith@cherryridgetreat.com

RJ Edwards  
edwards\_rj@hotmail.com

Gabe Stockton  
gabe@stocktonhillinsurance.com



## ALLIED PARTNER VENDOR FAIR – SEPTEMBER 22<sup>ND</sup>

5PM -7PM

THE ROOST – ROCKBRIDGE OH

- VISIT WITH ALLIED PARTNERS
- FOOD AND BEVERAGE PROVIDED
  - RAFFLE

[RSVP HERE FOR ALLIED PARTNER VENDOR FAIR](#)

### SPONSORSHIPS AVAILABLE

- ALLIED PARTNER BOOTH \$50 – ONLY 20 TABLES AVAILABLE / FIRST COME, FIRST SERVE (PROMOTE YOUR BUSINESS/SERVICE WITH PROMOTIONAL CONTENT - TABLE AND TABLECLOTH PROVIDED)
  - FOOD/BEVERAGE SPONSOR \$50, \$100
- RAFFLE PRIZES OR GIFT CARDS FOR RAFFLE
- SWAG BAG SPONSOR (PROVIDE BAGS FOR PARTICIPANTS TO COLLECT ITEMS FROM VISITING ALLIED PARTNERS)

[CLICK HERE TO REGISTER AS A SPONSOR](#)

## HHLOA Mix and Mingle

Wednesday, August 17<sup>th</sup>, 2022

5pm -7pm

Shamrock Irish Pub

62 E. Main Street, Logan OH 43147

[Click here to RSVP NOW](#)

## ODNR Updates

- Maintenance has added sand to the Lake Logan Beach. The heavy rains had washed out much of what was there.
- Trail Counters have been installed at Old Man's Cave to get counts of hikers. More to come on the effectiveness of them.
- Lodge Road has been paved for the new lodge in anticipation of opening.
- Construction of the Lodge is progressing; US Hotels is on site and Kitchen is going in along with furniture.
- US Hotels and Great Ohio Lodges will be taking over the cabins starting August 1. Until the lodge is open, they will be working out of one of the cabins for check-ins.



## HHLOA Blog Submission

Allied Partners – we want to hear more about your tips, best practices and wisdom. Let's collaborate to make Hocking Hills an even stronger region for all businesses to thrive.

Simply click on the link below to submit your blog.

[Click here to submit your BLOG](#)

## August Events

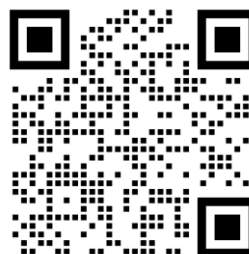
- August 4 > Old Man's Cave Hike  
[Old Man's Cave hike](#)
- August 5 > Bids & Brews Benefit  
[Bids & Brews Benefit](#)
- August 5 - 6 > Bigfoot Festival  
[Hocking Hills Bigfoot Festival - Downtown Logan, Ohio](#)
- August 6 - 7 > Hippie Fest  
[Hippie Fest - Home](#)
- August 12 > Cedar Falls Hike  
[Cedar Falls Hike](#)
- August 17 - 20 > Nelsonville Parade of the Hills  
[Parade of the Hills](#)
- August 20 > Lancaster Brewfest  
[Lancaster BrewFest](#)
- August 20 > Hocking Hills Inspire Shelter 5k run/walk  
[HH Inspire 5k Run/Walk](#)
- August 31 - September 2 > Millersport Sweet Corn Festival

[Millersport Sweet Corn Festival](#)

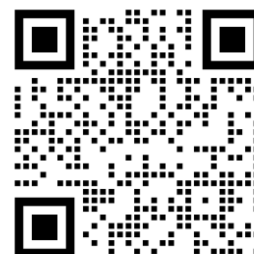
## Visit Fairfield County

So many events as we roll into the last month of summer. Please click on the links to see all the great details.

Website



App



# **Top 10 Tips to Make Your Website Effective**

Your website should be an effective business tool. As a tool, it should work hard to attract, retain, and build trust with your customers. And your site should start working before someone arrives at your home page.

Building trust with potential customers begins when they discover your small business in their search results. They see your review ratings, and in some cases your physical location — before they ever get to your site.

## **7 Seconds – Problem Solved**

When someone clicks on your website, you have 7 seconds to convince them that you can solve their problem. It's a crucial step in building trust with your company and brand. Your website is the best opportunity to reach your audience and to help establish trust and credibility. Best of all, it's never been easier or more affordable to create a high-quality website.

## **Boost Your Credibility**

Building trust and credibility with your customers will increase the likelihood that they will buy your product or service. Let's look at how these website essentials improve the overall customer experience when they visit your site.

- Include a local address & phone number
- Actively post if you include social media links
- Use a lead capture form & SSL
- Ensure that your site is responsive & mobile friendly
- List the unique benefits of your company
- Add a concise & simple call to action
- Tell your company story in an engaging way
- Use professional photos of your services/products
- Gather business intel – Google Analytics, Search Console & Facebook Pixel
- Display your positive reviews as social proof

For more details and effective website tips, go to <https://www.cultivateworks.org/how-to-create-an-effective-website-without-any-setup-cost/>

You can also become a Cultivate basics member to access our entire library of business training courses. Your Cultivate membership gives you access to hundreds of resources and education like sales strategies, budget planning, workshops, and networking opportunities. Go to [cultivateworks.org](https://cultivateworks.org)