



# The Cowan Source

## Project Tourism Underway

Tourism is a major part of Cowan's economy and the Commercial and Community Club has recognized that fact for many years. Commercial Club also recognizes the tourism sector as the part of our local economy with the greatest potential for growth and expansion. Therefore we are in full pursuit of a new project to enhance local tourism by recreating the *Cowan Connection* tourist brochure for the year 2000.

The *Cowan Connection* is an idea belonging to The Sampler, one of Cowan's oldest specialty stores. Under the direction of Jenny Lou Brock and Lynn Betty the idea emerged to create a resource that would attract Tennessee's back-road travelers to our specialty stores and restaurants as well as the Railroad Museum. The brochure used special artwork and detailing along with brief descriptions of what Cowan offers for people drawn away from the Interstate. It was a successful venture that began in the 80's decade but was not continued through the



Seeking Back Road Travelers

90's.

Members of the Cowan Commercial Club discussed the idea of reintroducing the *Cowan Connection* as early as 1993 however no official action was taken. Sadly the tourism sector of our local economy began a slow decline in that decade, especially with the re-routing of US Highway 64 away from Cowan. Commercial Club was prompted to take action and offer new direction for Cowan's local economy, but the organization itself was going through difficult times. A decline (p-2)

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### Special points of interest:

- ♦ *New project to promote tourism will help local commerce.*
- ♦ *Changes at Cowan Railroad Museum will benefit community and promote better commerce.*
- ♦ *New e-mail address will improve communications within CCCC.*
- ♦ *New goals add new direction and enhance growth in the organization.*

## Changes Expected at CRM

The Cowan Railroad Museum is undergoing a series of changes that we believe will have a positive impact on the entire community.

After a two-and-a-half year hiatus the museum's board of directors has been reactivated and new appointments made. Previous board members that have been reelected are Chock

Curtis, Gary Gass, J.T. Proby, Red Rowland, Charles Syler and Howard Coulson. Donald Hinshaw, Jarod Pearson, Chuck Stines and David Stines were newly elected to the board. Howard Coulson continues as President and CEO and Red Rowland continues as Vice-President. Jarod Pearson is the newly appointed Secretary/Treasurer and Chuck Stines is (p-3)

# Project Tourism

(cont'd from p-1) in membership had reached crisis level late in the decade and the organization was at a crossroads. Today the situation is different. Commercial Club is finally on the rise and new projects such as this have certainly helped our motivation.

We are now moving full speed ahead with "Project Tourism" and with permission from the Sampler we are reintroducing the *Cowan Connection*. Commercial Club will cover half the cost of this project and we will ask the City of Cowan and the advertised businesses to



contribute toward the remainder of the cost. After printing is completed we will send large batches of the brochures to the I-24 welcome centers within the state and to the Franklin County Chamber of Commerce. We will also send plenty of brochures to Tims Ford State Park to be displayed in the guest cabins while also sending some to the Sewanee Inn for their out-of-town guests. Local merchants and the Railroad Museum will also be given large numbers to give their customers.

In the end we expect to see real results with Project Tourism. In the Fall we will interview the participating businesses to verify the success of the project. Our hope is that each specialty business will report increased patronage and larger profits due to growing tourism in our community.

LJP

## From the CCCC President:

Esteemed members:

I have been a Commercial Club member for almost 10 years and I am most happy to assume a new role as club president. As I get to work with you more closely this year you will see that I love my hometown and I am devoted to the future and success of this historic organization.

In my lifetime I honestly have never seen a better time for people in Cowan to get involved with Commercial

Club. The organization is going through a transformation that is right for these changing times. Our members, both old and new, are committed to getting this group successfully on track according to our original purpose. Our efforts to help Commercial Club make its long-shot comeback in the Cowan community have reason: There is vast need for a citizens group that bonds people together and makes way (p-3)

**"...you will see that I love my hometown and I am devoted to the future and success of this historic organization."**

## Mark Your Calendar for March 25!

The Cowan Commercial and Community Club has designated Saturday March 25 as a special work day in the railroad park at 9:00 a.m.

Several key improvements to the park not to mention repairs and the routine planting of flowers will take place and volunteers are certainly needed.

Mildred Hatchett has been involved with the railroad park for many years and hopes to see many new faces in the park that day. Mildred encourages all volunteers to bring a pair of work gloves along with any gardening tools that may be needed. (Please label your personal tools so they are less likely to be forgotten or

misplaced.)

As soon as possible Mildred and other Commercial Club members will begin finalizing plans for that day. We will seek the help and input of Cowan Beautification and other interested parties as the project develops.

Mark your calendar, and we hope to see you there!

*Bring your tools and your green thumb for a day in the park!*



## Commercial Club On-Line!

The year 2000 marks yet another progressive step for Commercial Club—we now have a club e-mail address!

Any member or associate with an e-mail address can send us a post at [commercialclub@yahoo.com](mailto:commercialclub@yahoo.com) and get a quick reply from the club president. Other plans include compiling a distribution list of all members and associates with e-mail and sending monthly meeting notices to them electronically. We realize this innovation can never replace the occasional phone call or personal visit, however it is an enhancement of communications within the club organization.

At our next monthly meeting we will collect the addresses of all members with e-mail service and begin to compile the list. If you or anyone you know has an account but cannot attend the meeting please contact the president or send an e-mail post to [commercialclub@yahoo.com](mailto:commercialclub@yahoo.com). Our plans include a first electronic

## Letter (from p-2)

for social and economical growth in the community. As a renewed organization we can accomplish these things and so much more.

As we begin a new era at Commercial Club I want each and every member to ask two basic questions: (1) What can I do for Commercial Club, and (2) what can Commercial Club do for me? When we ask these questions we can effectively search for answers. One of the frustrations people have had with Commercial Club in the last two decades was a perceived lack of accomplishment within the organization. Whether that idea is true or not is not important at the moment. What's important is that Commercial Club is pursuing new

## CRM (from p-1)

appointed general manager. (Please note that Chuck Stines is the youngest officer and manager ever in CRM history!!!) The CRM board also gave recognition to Maynard Smith, a past board member who died recently and to Homer Summers, a board member who cannot continue his duties for health reasons.

The meeting also included initial plans for other changes expected to be made this year at the museum. The newly appointed manager and other board members are planning to revise the interior layout of the museum partly to recreate the true atmosphere of the train depot. The plans will also include an enhancement of the existing displays and an enhanced gift/souvenir store.

Of course, the greatest need of all will be the

meeting announcement this month.

This is an important first step into the information age for Commercial Club and please be assured that everyone's privacy will be fully respected. The club e-mail is for announcements and personal correspondence only. We will not participate in spamming nor give our members' addresses to outside parties.



[CommercialClub@yahoo.com](mailto:CommercialClub@yahoo.com)

LJP

ideas, not forgetting old ideas, and nurturing a team effort to benefit the people, businesses and industry of Cowan. As we realize our purpose and materialize new ideas we will see that Commercial Club can do many great things.

As a final thought, consider one of my personal slogans for the group in 2000: "There's a new organization in town—and it's been here since 1922!!!" With that in mind, let's pull together and work for Cowan's future!

Respectfully yours,

need for more volunteers so the museum may operate uninterrupted through the summer. The manager and board members will not only work to recruit these volunteers but will give them sufficient training to insure that all museum visitors have an enriching experience. One important dimension to this training will be informing visitors that there is more to Cowan than the museum. Visitors will be encouraged particularly our specialty merchants and restaurants. This recognition and effort should be yet another benefit for our local commerce.

More details will emerge as plans are put into action at the museum. In the meantime, let's show our appreciation to the rededicated museum board. LJP

**Cowan Commercial and  
Community Club**

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**A love for the past...A  
vision for the future**

## A Few Goals for the New Year

The Cowan Commercial and Community Club has undergone many changes in recent years.

First of all we added the name "Community" to our club title to better reflect our purpose as a civic organization. We then transformed our meeting routine so that our time together is devoted toward the business of the organization and not toward the added time and expense of our former "dinner meeting" tradition.

With these changes we are repositioned to change the face of our organization and help make our beloved town a better place to live and work. For the year 2000 we will introduce a new set of goals that will set the pace for our future.

The first goal is to successfully complete Project Tourism, an undertaking that is being carried over from last fall. With that success we hope to go an even greater length to grow our local commerce through that very important sector.

Another goal is to successfully introduce a project to improve the appearance of our unique downtown business district and make it possible for business to grow in the entire vicinity. Gone will be

the days of empty, unpainted buildings if we succeed in this endeavor.

Perhaps our most important goal is to introduce new programs and ideas that are an investment in the future of our local youth. We all have an obligation to provide a nurturing atmosphere for our young people to grow within, something they cannot get from computers or the entertainment industry.

Finally our goal is to do what everyone has wanted Commercial Club to do for years—grow! This year we will grow by forming better relationships in the community, introducing better and better projects, and by improving communications among ourselves and the rest of the community. With our growth we will raise additional funds and continue our progress. And at the end of the year we will hold our first full election and reactivate the club's board of directors. We also want to reaffiliate with the Chamber of Commerce.

These goals are real for our group without being lofty. Together we can accomplish these things and lots more. The year 2000 will be great for our group, so let's keep up the good work! LJP



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