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## Explore Asheville Virtual Partner Forum: "COVID-19 & Beyond"

**Join us for a Virtual Partner Forum  
Tuesday, April 14, 11:30 a.m. – 12:30 p.m.**

Dear Partners:

One of the best parts of our job is seeing you at events like the Explore Asheville Holiday Party, the Summer Social, and of course our Partner Forums. We love connecting with you, sharing ideas, and supporting one another. We were looking forward to seeing you at the March Partner Forum – which today seems like another lifetime ago.

The disruption caused by COVID-19 has been heartbreaking, to say the least. But during it all your team at Explore Asheville has focused on what we could do to support you, our partners, whether it was launching the [Asheville Cares](#) microsite to post updates to partner business operations and events, or sharing COVID-19 and business resiliency resources via ongoing partner alerts or on [AshevilleCVB.com](#).

At the same time we've been addressing immediate issues, our team has also been preparing to reactivate Asheville's customer base as soon as it is safe to travel. We've been developing intermediate and long-term strategies to maintain the strong equity and affinity that Explore Asheville has built among travelers who support independent businesses and our local arts community.

We'd like to share these plans and activities with you on April 14 at a Partner Forum, held via [GoToWebinar](#). We'll start the meeting with an update from Buncombe County officials on the current status of COVID-19 and social distancing orders in place, followed by presentations like those our team made at the recent meeting of the Buncombe County TDA. We hope you can join us!

Stay safe,

A handwritten signature in black ink that reads "Stephanie".



## [Stephanie Pace Brown](#)

President & CEO  
Explore Asheville

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### **What:**

Explore Asheville Virtual Partner Forum: "COVID-19 & Beyond"

### **When:**

Tuesday, April 14, 11:30 a.m. – 12:30 p.m.

### **Who (presenters on the agenda):**

- Explore Asheville President & CEO Stephanie Brown
- Officials with the Buncombe County Emergency Operations Center
- Director of Public Information & Community Engagement Kathi Petersen
- Director of Public Affairs Pat Kappes
- Vice President of Marketing/Deputy Director Marla Tambellini
- Vice President of Sales Dianna Pierce

### **How:**

Join this free, virtual event via **GoToWebinar** on your computer or smartphone.

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